

Q and A for event with Shalala

1. Why are you doing this event now? Is it because your child care initiative is in so much trouble?

2. Why are you attaching your money to tobacco? What is the connection?

DRAFT: The tobacco settlement should be spent on initiatives that will help our children develop into healthy adults. Child care is one aspect of children's well-being that is critical to their overall well-being.

3. Why are you doing this event? Why isn't the President more vocal on child care? Since the announcement in January he has done only one event on the subject, whereas he's done X education events.

4. The President has recently criticized the Senate Budget Resolution on the grounds that it didn't include his priorities, yet he didn't mention child care -- why?

5. No child care bill is moving on the Hill and House leaders in particular have stated their opposition to your initiative. How do you plan to overcome that?

6. Every comprehensive Democratic child care bill on the Hill supports stay-at-home parents. Why don't you?

7. The Republicans have proposed spending the money from the tobacco settlement on tax cuts for medical expenses, which they argue, will increase health insurance coverage. What do you think of their initiative? Shouldn't we spend it on that versus child care? Isn't that more of a compelling problem?

Get guidance from Chris.

8. HHS recently released a study that indicated the investments in early education do not pay off. Yet your early learning fund relies on such programs. Do you still feel this is a wise investment?

9. As we understand it, your proposal to expand the Child and Dependent Care Tax Credit will only help a small number of people, and not even the most in need. Is this a wise use of scarce resources?

10. Conservative groups criticize your plan as supporting only paid care, which is only X percent of all care. Shouldn't you support all forms of care for our children? Why discriminate between different kinds of care?

**Gerber**

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February 25, 1998

Melissa Skolfield
Room 647D
Department of Health and Human Services
200 Independence Ave. SW
Washington, DC 20201

FAX: 202 690 6247

Dear Melissa,

I am quite surprised that almost a year has passed since HHS, Tipper Gore and Gerber worked together on the Back to Sleep Campaign. Without question the people at Gerber who worked on this collaboration have been deeply touched by the enormous success of the effort. Data from Dr. Alexander confirmed that the effort truly saved lives. Given this success, we would like to work with you again.

I want to confirm our preliminary discussions about working with Secretary Shalala on the President's Child Care initiative. I thought if I put our interest in writing it would be helpful for you in accessing it. We continue to believe that Gerber's unique ability to communicate with new parents via cereal backs, direct mail, Gerber web site, and our 800 number provides a great opportunity to get critical information on child care to those parents.

Gerber, as part of Novartis, recently initiated a partnership with General Colin Powell's organization, America's Promise. In addition to publicizing information about America's Promise in our marketing materials, we feel that a collaborative effort with you on communicating child care issues to young parents would also be a great way to demonstrate Gerber's commitment to keep America's promise to youth.

We are interested in working with you to develop a list of the most important factors parents should look for in child care and communicating those tips through infant cereal backs, our direct mail, and our 800 number, as we did with the Back to Sleep campaign. We are also working with America's Promise to hold an event in May with General Powell and would be delighted if Secretary Shalala could participate to publicly announce our collaboration on child care. An event involving Secretary Shalala and General Powell should have high potential to highlight the President's effort on child care as well as America's Promise.

Babies are our business...®

I understand that you are currently in the process of developing your overall strategy on child care and I am anxious to see how a collaboration with Gerber may fit into to your plans. Obviously, the sooner we can reach an agreement, the easier it will be to arrange schedules. All of us at Gerber look forward to working with you on getting this important information to new parents.

Sincerely,



Van G. Hindes

Director of Corporate Affairs

cc: Tim Hanlon
America's Promise

To: Melissa Skolfield@ASPA
From: Sarah Gegenheimer@ASPA
Cc:
Bcc:
Subject: Gerber
Attachment:
Date: 3/16/98 3:11 PM

Hello --

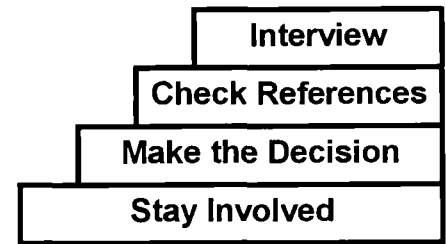
I spoke to Joan Lombardi about possible Gerber child care initiatives that would be useful to us + rise to the level of a Secretarial event. Joan suggests that the Secretary follow-up the President's most recent child care announcement by reemphasizing need for legislation, releasing the compilation of best practices on consumer education now in clearance, and announcing that Gerber will help by distributing the guide to every child care resource and referral agency in the country. The Secretary would also announce that Gerber will include tips for choosing quality child care for infants and toddlers on its cereal boxes and in mailings to parents.

Joan sent me the tips for choosing child care document, and I will leave it on Phyllis' desk for you. It would need to be pared down to fit on a cereal box.

Please let me know what you think.

Thx --
Sarah

Four Steps to Selecting a Child Care Provider



1. Interview Caregivers

Call First

Ask....

- ✓ Is there an opening for my child?
- ✓ What hours and days are you open and where are you located?
- ✓ How much does care cost? Is financial assistance available?
- ✓ How many children are in your care? What age groups do you serve?
- ✓ Do you provide transportation?
- ✓ Do you provide meals (breakfast, lunch, dinner, snacks)?
- ✓ Do you have a license, accreditation, or other certification?
- ✓ When can I come to visit?

Visit Next (Visit more than once, stay as long as you can!)

Look for....

- ✓ Responsive, nurturing, warm interactions between caregiver and children.
- ✓ Children who are happily involved in daily activities and comfortable with their caregiver.
- ✓ A clean, safe, and healthy indoor and outdoor environment, especially napping, eating and toileting areas.
- ✓ A variety of toys and learning materials, such as books, puzzles, blocks, and climbing equipment, that your child will find interesting and which will contribute to their growth and development.
- ✓ Children getting individual attention.

Ask....

- ✓ Can I visit at any time?
- ✓ How do you handle discipline?
- ✓ What do you do if a child is sick?
- ✓ What would you do in case of an emergency?
- ✓ Are all children and staff required to be immunized?
- ✓ Do you have a substitute or back-up caregiver?
- ✓ Where do children nap? Do you know that babies should go to sleep on their backs?
- ✓ What training have you (and other staff/substitutes) had?
- ✓ May I see a copy of your license or other certification?
- ✓ May I have a list of parents (current and former) who have used your care?



2. Check References

Ask other parents....

- ✓ Was the caregiver reliable on a daily basis?
- ✓ How did the caregiver discipline your child?
- ✓ Did your child enjoy the child care experience?
- ✓ How did the caregiver respond to you as a parent?
- ✓ Was the caregiver respectful of your values and culture?
- ✓ Would you recommend the caregiver without reservation?
- ✓ If your child is no longer with the caregiver, why did you leave?

Ask the local child care resource and referral program or licensing office....

- ✓ What regulations should child care providers meet in my area?
- ✓ Is there a record of complaints about the child care provider I am considering and how do I find out about it?

3. Make the Decision for Quality Care

From what you heard and saw, ask yourself....

- ✓ Which child care should I choose so that my child will be happy and grow?
- ✓ Which caregiver can meet the special needs of my child?
- ✓ Are the caregiver's values compatible with my family's values?
- ✓ Is the child care available and affordable according to my family's needs and resources?
- ✓ Do I feel good about my decision?

4. Stay Involved

Ask yourself....

- ✓ How can I arrange my schedule so that I can...
 - talk to my caregiver every day?
 - talk to my child every day about how the day went?
 - visit and observe my child in care at different times of the day?
 - be involved in my child's activities?
- ✓ How can I work with my caregiver to resolve issues and concerns that may arise?
- ✓ How do I keep informed about my child's growth and development while in care?
- ✓ How can I promote good working conditions for my child care provider?
- ✓ How can I network with other parents?

These steps are only the beginning. Gather as much information as possible to help you find the best care for your child. To find the Child Care Resource and Referral Program nearest you, call Child Care Aware: (800) 424-2246. For more complete guidelines on health and safety in child care, call the National Resource Center for Health and Safety in Child Care: (800) 598-KIDS (5437).