
CHILD CARE COMMUNIQUE

Linking families, child care professionals and the greater San Diego community.



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA CHILDCARE RESOURCE SERVICE

3333 Camino Del Rio S., San Diego CA 92108

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www.crs.ymca.org

Quality Child Care Referrals More than names and numbers



WEB SITES

Creating a web site or blog (short for web log) is a great way to market your business. The following offer create-your-own web sites or blogs for individuals. Be sure to research the site before you use it to find out about any fees involved, limitations, rules regarding use, and privacy information. Consider making your own site today!

Web sites

smallbusiness.officelive.com/en-us/free-business-website
www.webs.com
www.weebly.com
www.yola.com

Blogs

www.blogspot.com
www.wordpress.com
www.xanga.com

To research more sites log onto www.100best-free-web-space.com/searchPage0/Free-Host.html

CATS Training Updates

Get the latest information about upcoming trainings and activities for parents, providers and child development professionals. Sign up to receive the Childcare Activity & Training Service (C.A.T.S.) Community Calendar updates on a monthly basis via e-mail by following these four easy steps:

1. Visit our web site at www.crs.ymca.org/calendar
2. Click on "Receive Updates" on the left side of the page
3. Complete the requested information and click on "Submit Registration"
4. Check your e-mail for a confirmation message and click on "Account Activation"

Monthly updates on the many trainings and activities in the C.A.T.S. Calendar will now be sent to your e-mail address automatically.

The Child Care Communique is published four times per year by YMCA Childcare Resource Service (CRS), a department of the YMCA of San Diego County. 3333 Camino del Rio S. #400, San Diego, CA 92108-3839

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Editor: Laurie Han
Design: Erika Ramirez Lee & Brenda Aguirre

The Child Care Communique is sent as a public service to licensed child care facilities and other professionals in the community. To be placed on the mailing list, call 619-521-3055 x2312.

YMCA Childcare Resource Service Referral and Complaint Policy

YMCA CRS provides free child care referrals to parents for their specific child care needs in licensed and legally license exempt facilities in San Diego County. Service is provided to all persons requesting them regardless of income or other eligibility factors. Confidentiality of both parents and providers is maintained. Child care referral lines are open Monday–Thursday from 8:00 a.m. to 4:00 p.m. and Fridays from 8:00 a.m. to 12:00 p.m. or referrals may be accessed online at www.crs.ymca.org.

Consumers are offered a variety of child care options including family child care homes, child care centers, preschools, before and after school care, and in-home agencies. YMCA CRS seeks to promote and develop quality care for children but does not make recommendations regarding particular providers. YMCA CRS strongly encourages parents to visit facilities and review provider histories with Community Care Licensing at 619-767-2200, prior to making the final decision for child care arrangements. Responsibility for selecting a child care provider rests with the parent or guardian.

YMCA CRS has established policies and procedures to ensure all complaints from parents, providers and the community are addressed in a clear and equitable manner. California legislation mandates that child care resource and referral agencies may not refer child care programs that are on probation, under a temporary suspension order or hold a revoked license from Community Care Licensing (CCL). Referrals are resumed when CCL sends written notification which indicates the program can return to active referral status. For a full version of YMCA CRS referral and complaint policies and procedures log on to www.crs.ymca.org, call 1-800-481-2151 or e-mail myresource@ymcacrs.org.

Mission Valley Office619-521-3055
North County Office.....760-726-9100
South County Office.....619-474-4707
Child Care Referrals..... 1-800-481-2151

www.crs.ymca.org

QUALITY CHILD CARE REFERRALS

More than names and numbers

YMCA Childcare Resource Service is making every effort to connect families with the best child care provider to meet their needs. Childcare Resource Service consultants are now sharing more detailed information about programs with parents who call looking for child care.

Parents receive a profile for each child care referral that lists:

- The program's address (large license Family Child Care Homes and Child Care Centers only)
- Hours of operation
- Full and part time rates by age group
- Accepted age range
- Information about meals
- Outside play area details
- Types of pets
- Types of activities

Also highlighted will be a child care provider's:

- Education
- Experience
- Training
- National accreditation certifications

Childcare Resource Service encourages parents to verify this information when they contact or visit each program on their child care referral list. Profiles are mailed or e-mailed to parents and available to download when searching for child care online at www.crs.ymca.org. This new service for parents also provides an opportunity for child care programs to highlight services, professional development and accreditation.

Child care providers are encouraged to take these steps to ensure the most current information will be listed on their Provider Profile:

1. Stay in Touch

"It's Time to Update" reminders are e-mailed each quarter. Keep a current e-mail address on file with Childcare Resource Service. Updates can be completed online or by calling the referral lines at 1-800-481-2151. When updating by telephone, call when you have at least 10 minutes of quiet, uninterrupted time to talk.

2. Know your Stuff

Be as detailed as possible when filling out online updates. The information you provide may be shared during the referral process or included in the profile the parent receives. Be prepared to answer questions regarding your program including schools you transport to, current full and part time rates, current enrollment and vacancies by age group, and any extra services you offer such as sibling discount or meals.

3. Report Changes

Call the referral line with any program changes such as referral phone number, address, accepted age range, vacancies and hours. All of these factors may affect how many times your program is referred to families looking for child care in your community.

4. Understand the Process

Searches are done based on a parent's needs. If the search criterion of the parent matches your business information, your program name will come up. However, parents are only given 5-10 randomly generated referrals at a time. Staying updated and providing accurate information will help keep your name active on our list.



YMCA Childcare Resource Service is dedicated to providing quality referrals and consumer education materials that help parents choose child care that best meets the needs of the family. If you have questions regarding the referral process, information that is shared, current market rates or need to update your Provider Profile, contact the child care referral line at 1-800-481-2151. Phone lines are open Monday-Thursday 8:00 a.m. - 4:00 p.m. and Fridays from 8:00 a.m. - 12:00 p.m.

CONNECT WITH US JOIN OUR ONLINE COMMUNITY

YMCA CHILDCARE RESOURCE SERVICE
is now on Facebook!



our page and get:

- Information on Community events
- Tips on how to improve your child care program
- Updates on what CRS is doing around the community

And much more!



YOU'RE INVITED!

CHILD CARE PROVIDER APPRECIATION DAY AT PETCO PARK

presented by **YMCA CHILDCARE RESOURCE SERVICE**

June 12, 2011
Padres vs Nationals Game
at 1:05 p.m.

Get 50% off ticket prices by purchasing
online at www.padres.com/promo.

Promotion code: **CHILDCARE**

Ticket Prices with Discount:

Upper Reserved seating: \$8

Field Pavilion seating: \$12

- Free resources for providers and families at the YMCA CRS Booth at Park in the Park
- Padres Sweatbands for kids

For group ticket sales please contact:

Karla Moreno at 619-795-5146 or kmoreno@padres.com



HEALTHLINE

Farm to Preschool Demonstration Day



Farm to Preschool was founded on a simple idea: **children should eat well and be healthy**. San Diego County has created its first Farm to Preschool program at North County Community Services (NCCS) Child Development Center in Oceanside. Farm to Preschool projects are designed to influence early childhood eating habits by bringing farm fresh foods to a range of child care and preschool programs.

With the support of the YMCA Childcare Resource Service, San Diego County Childhood Obesity Initiative, and Occidental College, the program aims to improve school menus, provide educational and interactive workshops for parents, build gardens and age-appropriate nutrition classroom curricula for students through partnerships with local farmers' markets and produce distributors.

Lita Moore, the NCCS Director of Family Resources, has overseen the program from the beginning. She is excited about the successes the project has brought to the preschool setting. "The teachers love it because it fits right into what they would be teaching the kids anyway. [Occidental College] has made the curriculum so user-friendly."

Each month, teachers have a curriculum to teach the children about language and literacy, physical activity, cooking projects and taste tests of fresh fruits and vegetables. Incorporating the Farm to Preschool education into the day has had great impacts at all 9 NCCS child care sites. The menus have been changed to offer only healthy foods, including fruits and vegetables. The children regularly grow and harvest a variety of vegetables and herbs that are used in the meals prepared on site.

The expansion of Farm to Preschool will provide new sites with all of the same components used in the first year, but with extra tools. Monthly newsletters and workshops are being developed to educate and inform NCCS parents on the health messages their children are receiving through the program.

Farm to Preschool projects are a promising way to educate students on a variety of topics, including nutrition, food knowledge and much more.

NCCS will be hosting a demonstration day of the Farm to Preschool Project on Friday, April 29 at 8:30 a.m. -12:30 p.m. at 2860 Thunder Drive, Oceanside, CA 92056. Cost is FREE but space is limited. Registration is required. To register, contact Johanna Moya at 1-800-908-8883 or send an e-mail to jmoya@ymcacr.org.

IDEAS

Spreading the word about your child care business is one of the most important things you can do as a child care provider. To help families learn more about your child care program, consider developing a professional portfolio. Below are ideas of what to include when building your portfolio:

- **Training certificates:** Each time you attend child care trainings offered by YMCA Childcare Resource Service (CRS) you receive a certificate. Showcase these certificates to parents. Let them know that continuing your professional development is important.
- **Letters of recommendation:** The best form of marketing is word of mouth. Show interested parents what previous parents have said about your care. Letters of recommendation from past families give future clients more confidence in your program. Since CRS only makes referrals and not recommendations regarding specific programs, this is an important way to show that other parents would recommend your business.
- **Pictures:** Pictures of your environment help show parents what they can expect. Display pictures of activities, field trips, and curriculum items to show parents what your program provides.
- **Degrees, awards, or child development permits or certificates:** Any document that validates your professional development is beneficial. Showcase these achievements.
- **Safety Information:** Include copies of your current First Aid, CPR, and Preventive Health Practices training cards, food handler's license or food safety certificate.

The above materials can be kept in a three ring binder, framed throughout your business, or in any other creative way. The most important thing is to communicate to parents why your child care business is the best fit for their family.

WHAT'S IN THE CRS RESOURCE LIBRARY?

The Resource Library has the following materials available on the topic of marketing a child care business.

Resource Books:

Developing Your Portfolio - Enhancing Your Learning and Showing Your Stuff: A Guide for Early Childhood Students and Professionals by Marianne Jones

This book illuminates the process of creating portfolios and lays out practical strategies for capturing your professional development.

101 Ways to Build Enrollment In Your Early Childhood Program

by Ellen Orton Montanari

Written for administrators of early childhood programs, this book offers tips on how to increase enrollment. Suggestions are offered along with a theoretical overview of a comprehensive marketing strategy.

The Art of Leadership: Managing Early Childhood Organizations

edited by Bonnie and Roger Neugebauer

This 370-page resource is a practical, hands-on, real-world guide for child care administrators. Included are 93 articles written by 63 recognized experts on child care administration as well as ideas from over 200 of our nation's most successful, professional directors.

Family Child Care Business Planning Guide by Tom Copeland

This guide outlines each step for writing your own business plan and explains how to use it to manage your business more effectively, whether you are just starting out or have an established operation.

Family Childcare Marketing Guide by Tom Copeland

How to build enrollment and promote your business as a child care professional. This guide teaches the basics of marketing and helps to maximize enrollment and income for the family child care business.

From Babysitter to Business Owner: Getting the Most Out of Your Home Child Care Business by Patricia Dischler

This book offers tried-and-true strategies for implementing established professional business practices in the home day care environment. Each of the eight chapters in this indispensable guide gives you insight into an important aspect of fine-tuning the organization and operation of your family child care business.

Videos:

Business of Family Child Care with Tom Copeland

Understanding complex business issues is a tough task for any child care provider. Learn how to manage your business right with this easy to understand, information-packed video!



Toy Library Saturdays

Mission Valley: April 2, May 14, June 11

National City: April 16, May 21, June 25

Vista: April 2, May 7, June 4

Please call for an appointment

Contact the Resource Library

Mission Valley: 619-521-3055 ext. 2304

National City: 619-474-4707 ext. 1317

Vista: 760-726-9100 ext. 3316

Magazines and Journals:

Marketing Your Program by Linda Crisalli

In this article in the November/December 2009 issue of Exchange Magazine, Linda Crisalli takes you through the basic steps of developing a marketing plan for your program.

Small Biz: How to Successfully Run Your Business

Published by TCS Publishing, Inc.

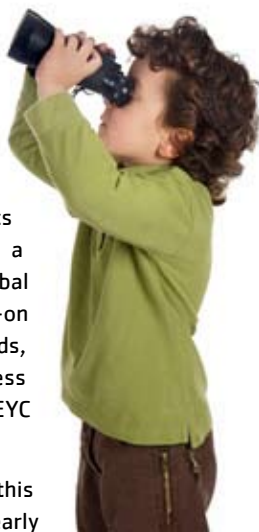
This magazine discusses starting your own business, resources for small businesses, money matters, employee concerns, and generating business.

COMMUNITY HIGHLIGHTS

Growing Up Wild

Exploring Nature with Young Children
Hands-on Training

Are you ready to build on children's sense of wonder about nature? Through a wide range of activities and experiences, **Growing Up Wild** provides an early foundation for children to develop positive impressions about nature, wildlife and the world around them. The program promotes and supports developmentally appropriate practice with a wide range of activities that encourage verbal descriptions and conversations. Hands-on activities such as nature play, healthy kids, math connections, and scientific inquiry address one or more Head Start Domains and NAEYC Accreditation criteria.



YMCA Childcare Resource Service will offer this fun, interactive, hands-on training for early childhood educators from 6:30 p.m. to 9:30 p.m. on the following dates:

May 12, CRS Vista
May 31, CRS Mission Valley
June 21, CRS National City

The cost to attend is \$15.00 per person. For registration information, contact 1-800-481-2151 or e-mail your request for a registration flyer to mytraining@ymcacr.org. **Growing Up Wild** is a nature-based early childhood program provided by the Council for Environment Education and Project Wild.

SDCFCCA Conference April 30, 2011

Learn how to use felt pieces to make your stories come alive at the San Diego County Family Child Care Association's 22nd Annual Conference. The keynote speaker, Nora Sanchez, is a national trainer, storyteller and owner of Smiley Faces. Through Nora's instruction, learn how to create your own felt stories, their proper use in the classroom, and extension activities to include the stories in other curriculum areas. Other workshop topics provided in English and Spanish include: Guidance & Behavior, Health & Nutrition, Special Needs, Family Child Care Business Practices, and many more. Vendors and Door Prizes will also be available! Early Bird registration must be postmarked by April 1, Cost is \$45.00 for SDCFCCA members and \$55.00 for non-members. Lunch is available for an additional fee of \$15.00. The conference will be held on April 30, 2011, from 7:30 a.m. to 3:00 p.m. at Double Tree Hotel, 7450 Hazard Center Drive, San Diego, 92108. For more information, contact Lori Marquez at 760-436-9171.

LICENSING UPDATE Nutritious Beverages in Child Care Facilities

A new law which requires child care centers and family child care homes to provide only nutritious beverages in their child care program will go into effect January 1, 2012. The law has the following provisions:

- Serve only 1 percent or nonfat milk to children two years of age or older
- Serve no beverages with added sweeteners, either natural or artificial
- Limit juice to not more than one serving per day of 100 percent juice
- Clean and safe drinking water must be readily available and accessible to children throughout the day

If a child has a medical necessity documented by their physician that includes the need for "medical food" (see Section 109971 of the Health and Safety Code), a licensed child care facility will be exempt from complying with these requirements.

These requirements will not apply to beverages that are provided by a parent or legal guardian for his or her child at the child care program. If a physician determines that these beverage requirements will adversely affect a specific child's health, these requirements will not apply to that child.

Free Resources for Families

With San Diego Family's Out & About, you'll never have to utter (or hear) the words "I'm bored" again! Out & About is a "family adventure guide to San Diego County" which highlights local attractions and fun places to go with your family. It's organized by area and city so it's easy to find things to do. Click [Out & About 2011](#) to start using it now!



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DIRECTOR'S WORKSHOP

Annual Event Especially for Child Care Center Directors and Large Licensed Family Child Care Providers

Presented by
YMCA CHILDCARE RESOURCE SERVICE and
San Diego Association for the Education of Young Children



This year's workshop will be a full day of professional development. Conference breakout sessions include:

- Staff Development and Leadership
- Special Needs
- Transitional Kindergarten
- Public Policy
- CLASS
- Licensing Update
- Special art presentation from Discount School Supply
- Door prizes, vendors, resources
- and much more!

Thursday, May 12
7:30 a.m. – 3:00 p.m.

Ramada Inn Conference Center
5550 Kearny Mesa Road
San Diego, CA 92111
(Free Parking)

2011 Barbara Chernofsky Award Luncheon

San Diego Child Care and Development Planning Council will honor an individual who has demonstrated exceptional leadership in the child development field.

San Diego County Superintendent of Schools, Dr. Randolph E. Ward, will join us in honoring the award recipient.

Registration for the award luncheon ONLY from 12:30 – 1:45p.m., is \$25

\$45 by April 29 Award Luncheon included
\$65 On-site registration lunch not guaranteed



One person per form. Registration and payment in advance is required.

Check or Money order, no cash accepted. Please make check payable to: SDAEYC

To register for workshop(s), complete and mail registration form with payment to:

YMCA Childcare Resource Service • Attention: Jenna M. Jardim • 3333 Camino del Rio South, Suite 400 • San Diego, CA 92108

- Director's Workshop, May 12
- Barbara Chernofsky Award Luncheon (ONLY)

Name: _____ E-Mail: _____

Address: _____

City: _____ Zip: _____ Phone: _____

- Enclosed \$45 (check payable to SDAEYC)
- Enclosed \$25 Barba Chernofshy Award Luncheon ONLY (check payable to SDAEYC)

TIPS FROM YOUR CHILD CARE CONSULTANTS

National Provider Appreciation Day: May 6, 2011

Child care keeps San Diego communities working! Join us in thanking San Diego County child care providers for the important work they do. Many caregivers work long hours for low wages to keep children happy, safe and learning every day. This month, take time to recognize the provider who cares for your children or grandchildren or acknowledge a friend who cares for children. Here are some ways to show appreciation:

- With other parents, celebrate caregivers at an appreciation luncheon.
- Give the provider a gift certificate to a department store, favorite restaurant or theater.
- Write a thank-you note.
- Make a special snack or picnic lunch for the child care program.
- Bring the provider a bouquet of flowers from your garden.
- Volunteer to help on a field trip or neighborhood walk.
- Offer to help with the child care laundry, toy washing or sanitizing.
- Organize parents to make repairs, paint, do yard work and refill the sandbox.
- Pay for a provider to attend a conference, training or college class.

Even better—form a parent group and show your appreciation all year long!

Visit www.providerappreciation.org for more information.

