



## Kid Topics

# Douglas County Child Development Association

### Marketing Your Early Education Program

by Anna Jenny

Marketing does not generally make the top of any early educator's list of favorite things to do. We think of it as stepping outside our comfort zone, spending money, and developing sophisticated materials. But, the best marketing tool is the relationships we build with families. Good family relationships mean that a family stays with your program, brings their next child to you and recommends you to their friends.

Seen in the context of relationship building, marketing becomes a natural extension of the nurturing that you do every day. For KQRIS participants and NAEYC Accreditation, family relationship building is a key component of a quality program. In KQRIS, family involvement is a component in and of itself. In NAEYC, family involvement is woven throughout all ten of the program standards.

Family events are a good way to build family relationships and market your early childhood program. August and September are key marketing months for every child care program. Parents are searching for the best child care to fit their family's needs. Now is the time to put together a calendar of events for the coming year and have it ready when new families come and old families return, so that they can get the events on their calendars and look forward to them. Each month presents a new opportunity to bring families into your child care setting. Here are some ideas you might want to consider adding to your calendar.

- September – Open House
- October – Fall carnival; harvest meal
- November – Thanksgiving lunch
- December – Ornament making; Gingerbread house day; Saturday shopping day – open child care so parents can shop without little eyes watching
- January – Multicultural day
- February – Sweetheart dance
- March – Kite flying; St Patrick's Day Parade
- April – Egg hunt; Recycle for Earth Day
- May – Mother's Day Tea; May Day flower planting; Graduation
- June – Father's Day Donuts
- July – 4<sup>th</sup> of July Parade/picnic
- August – Pizza Garden Party – prepare pizzas from produce grown in your garden

Plan one event per month. Keep it simple, short and fun. The children will love having their parents join their child care or school world. And families will feel connected to their child care providers, teachers, center staff and other families. They will tell others about your welcoming, inclusive environment. And your marketing chore will have taken care of itself.

Second Edition  
2011

935 Iowa, Suite 7  
Lawrence, KS 66044  
(785) 842-9679  
Toll Free  
(866) 352-1531  
[www.dccda.org](http://www.dccda.org)  
Office Hours  
8:30am - 4:30pm  
Monday - Friday

#### DCCDA Services:

- Child and Adult Care Food Program (CACFP)
- Local Foods Program
- Child Care Tuition Scholarships
- Training & Technical Assistance to Care-givers
- Membership Services and Interest Groups
- Early Childhood Mental Health Consultation

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## Special Dates



July 4 - Independence Day  
July 21 - Downtown Sidewalk Sale



August 16 - USD 497 school begins  
August 27 - DCCDA Smorgasbord

## Local Foods

DCCDA is proud of the progress that has been made through the Families, Farmers and Educators United for Healthy Child Development program that began in January of this year.

Here is an update! Three child care centers, Stepping Stones, Sunshine Acres Montessori School and Building Blocks Daycare, began hosting CSA drop-offs in early June. Farmers have been gracious enough to deliver bags of their locally produced food to be used in center kitchens and to be picked up by subscribing families weekly.

Fifteen in-home child care providers and several child care centers have developed gardens for children to participate in and get hands-on experience growing their own food. Sunshine Acres began a community garden and still has room for families and community members in the neighborhood to participate!

DCCDA staff has completed the "Root for Food" curriculum, which is a local food-based curriculum designed to teach children 3-6 about their local food system. Early educators began implementing the lessons last week.

Food-related trainings have also been set up for educators and we are in the midst of planning our Fall Festival! Please contact us if you are interested in learning more or would like to participate or help in any way.

Thanks to participating farmers, educators, children, families and community partners. We are so excited to see such enthusiasm for the program and to see so many people jump right in to try something new. Our children and community will be healthier and stronger because of you!



Jennifer Buhler, first Rolling Prairie CSA drop-off  
Stepping Stones

## Free Car Seat Safety Checks



### Open Events

Saturday, August 6, 9:00am - 12:00pm, Dale Willey Automotive, 2840 Iowa Street

### By Appointment Only Events

call Connect Care at 749-5800 to schedule an appointment during one of the following times:

- ➔ Tue, 07/05, 9am - 12pm, LMH Inspection Site, 225 Maine St.
- ➔ Wed, 07/13, 6pm - 9pm, LMH Inspection Site, 225 Maine St.
- ➔ Fri, 07/29, 9am - 12pm, LMH Inspection Site, 225 Maine St.
- ➔ Tue, 08/02, 9am - 12pm, LMH Inspection Site, 225 Maine St.
- ➔ Wed, 08/17, 6pm - 9pm, LMH Inspection Site, 225 Maine St.
- ➔ Fri, 08/26, 9am - 12pm, LMH Inspection Site, 225 Maine St.

This is a **FREE** service provided by the Douglas County SAFE KIDS Coalition and its member agencies and individuals. Over 80% of parents have their child safety seats installed incorrectly thus putting their youngsters at risk for injury or even death. Have your seat checked by a certified child passenger safety technician to ensure it is installed correctly in your vehicle.

# Safe Kids News

## Escaping a Home Fire: A Lesson Plan for Children Ages 3 to 5

(<http://www.safekids.org/educators/additional-resources.html>)

### Learning Objectives:

Children will learn that if the smoke alarm beeps, there is probably a fire, and they should leave their home very quickly. Children will learn the importance of a fire escape plan.

### Items needed for in-class lesson:

- A smoke alarm
- A copy of the parent flyer with the home escape plan (on website)
- A sample of the home escape plan with rooms and directional arrows (on website)
- Photographs to accompany Q&A section
- Copies of coloring page with the rhyme



### Items needed for parent follow-up:

- Copies of the parent letter (on website)
- Copies of the parent flyer with the home escape plan (on website)

### Lesson: (Fire Safety Kit available for check out in the DCCDA library)

Below is a list of questions and answers along with additional fire safety information to help guide you in teaching children about how to escape a fire.

- Q:** Have you ever had a fire drill here/at school? What happens?  
**A:** The fire alarm sounds and then we all go out-side to our meeting place. (Be sure the kids know where the meeting place is)
- Q:** How do you know when to leave?  
**A:** You know because the fire bell rings or the smoke alarm sounds.
- Q:** A fire can also happen in our houses or apartments where we live. Do you know how we would know if a fire happens in our home?  
**A:** There is something on the ceiling or wall that looks like this (show smoke alarm). It's called a smoke alarm. Fires make a lot of smoke, and this smoke alarm is always sniffing the air to check for any smoke. If it finds a lot of smoke, then it beeps very loudly to let you know that there is a fire.
- Q:** Has anyone ever seen this in their home (the smoke alarm)? Have you heard what it sounds like?  
**A:** I'll push this button so you can hear the sound it makes if a fire happens. Cover your ears because it will be very loud!
- Q:** So if you hear that sound in your home, what do you think you should do?  
**A:** You should go outside as quickly as you can. Even if you are scared, you should never hide in a closet or under the bed. And don't stop to get any toys. Get outside! (Show photo of family leaving house.)
- Q:** Do you know why the smoke alarm beep is so loud?  
**A:** Because if you are asleep, you want it to be able to wake you up. (Show photo of girl sleeping.)

### Activity: Fire Drill:

Tell the kids that they are now going to practice what they should do if they hear the smoke alarm beep.

"Now we're going to practice what you should do. Just like when you hear the fire bell at school, if you hear the smoke alarm beep at home, you should go outside".

"Let's everyone lie down and pretend to be asleep. I'll make the smoke alarm beep and when you hear that, then everyone should "wake up" and walk quickly to the door (don't run!) and make a line. We'll go out the (blank) door and we'll meet at the (meeting place)"

Alarm beeps and then all kids go to the meeting place. Have another teacher help kids get to the meeting place safely.

### Activity: Fire Escape Plan:

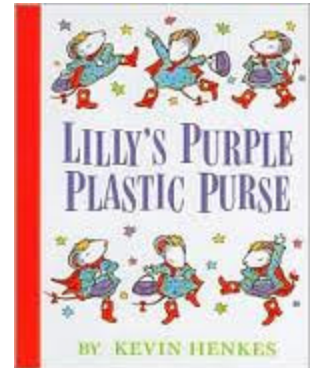
Tell the kids that they should practice this at home with their parents and explain the process to them.

"Now that we've practiced this here, you will also need to practice this at home. We will be giving each of your parents/guardians some information to help your family make a map of all the exits in your home. Here is what it can look like. (Hold up sample escape plan.) It's called the "home escape plan". It shows all the windows and doors in a home. You can work with an adult at home to mark TWO WAYS out of every room wherever you can, usually a door and a window. Ask your parents to make a map like this of your own home (you can help them!) and then practice doing a fire drill at home just like we did here."

## Story Extenders

### Lilly's Purple Plastic Purse: Written and Illustrated by Kevin Henkes

Lilly loves school and her "wow-some" teacher, Mr. Slinger. Her feelings change, though, when he corrects her for interrupting class-and takes her new purple plastic purse! In response, the headstrong Lilly slips an angry note into her teacher's bag. But her anger dissolves into regret when she discovers the kind gestures that Mr. Slinger tucked into her purse before returning it to her. What can she do to express her remorse? With support from her understanding parents, Lilly works out a solution, and the respect and admiration between student and teacher is quickly restored.



**Vocabulary:** considerate, furious, disturb, uncooperative, unique

**Reading the Story:** Always pre-read a book so you are comfortable with the plot of the story and are prepared to answer the children's questions and respond to their observations. Make sure it supports the lesson you want to teach.

**Discussing the story:** Ask the children to think about Lilly and her feelings about school. What things did Lilly like about school? What did Lilly like about Mr. Slinger? How did Lilly's feelings about Mr. Slinger change in the story? Ask children to share about times when they experienced temporary feeling changes toward a respected adult. Encourage children to talk about the different feelings that Mr. Slinger might have experienced in the story.

**Naming and Expressing Emotions:** Help children list Lilly's many emotions on chart paper. Then, review the story to find events that caused Lilly to experience each emotion on the list. After discussing her many moods, invite children to join Lilly on her emotional journey. To do this, read the story once again. As you read, ask children to show facial expressions and other gestures to indicate Lilly's different emotions and moods throughout the story.

**Emotional Literacy Game:** Create a matching game by making two cards of each emotion - happy, mad, sad, and scared. Mix them up and lay them face down. Have the children take turns turning over the cards, two at a time to make a match. Have the children identify the emotion represented on each card selected. When a match is made, ask the child to share a time when they felt that way. Continue until all emotions are matched.



## Story Extenders

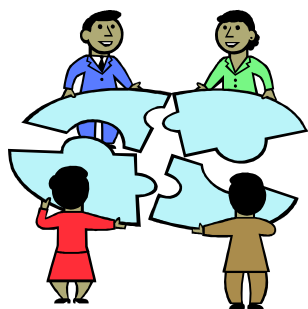
**Art:** *Movie-Star Glasses*—Make a template for sunglasses. Invite children to create their own fancy glasses. Decorate them with craft jewels, glitter, and sparkly stickers. Help children attach pipe-cleaner ear pieces to their glasses, and, if desired a yarn chain. The children can wear the glasses during the music/movement exercise.



**Music/Movement:** Remind children that Lilly and Mr. Slinger perform an interpretive dance in the story. Then invite them to sport their movie-star glasses and perform interpretive dances to assorted musical selections.

**Discovery/Science:** *Career of the Day*—Ask children to share their career preferences. Based on the children's answers, create a career graph. Determine from the graph results which career preference is most popular among the children. Periodically repeat this activity throughout the year to see how students' career aspirations change.

**Dramatic play:** Set the dramatic play area up with costumes and props for various careers—a teacher, a dancer, a surgeon, an ambulance driver, a pilot, a hairdresser, a scuba diver. Encourage the children to explore different roles.



**Problem solving skills:** Support the children in developing problem solving skills by brainstorming ideas with the children about how they would handle situations similar to what Lilly faced.

⇒ When you know you have hurt another child's feelings, what could you do to help the child feel better?

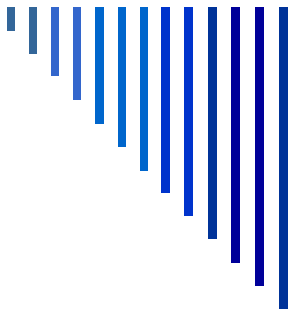
⇒ When you know you have broken classroom rules, what can you do to let your teacher and the other children know that you are sorry or that you care how they feel?

### Other books and resources to support this theme:

- ⇒ *Glad Monster, Sad Monster* by Ed Emberley and Anne Miranda
- ⇒ *On Monday When it Rained* by Cherryl Kachenmeister
- ⇒ *My Many Colored Days* by Dr. Seuss
- ⇒ *The Giving Tree* by Shel Silverstein

### Additional Resources:

- ⇒ Positive Behavior Supports Kit and Back to School (DCCDA Library)
- ⇒ Center on the Social and Emotional Foundations for Early Learning website: [csefel.vanderbilt.edu](http://csefel.vanderbilt.edu)



DOUGLAS COUNTY CHILD  
DEVELOPMENT ASSOCIATION  
INVITES YOU TO OUR  
**FALL HEALTH & SAFETY  
SMORGASBORD**

Saturday, August 27, 2011

Registration begins at 8:00 am

In-service 8:30 AM - 12:45 PM

Lawrence Community Health Building  
200 Maine Street, Lawrence

**Course Offering**

- 8:00 -Registration  
-Fire Extinguisher Inspection
- 8:30 -Child Development  
-Abuse & Neglect
- 10:30 Break
- 10:45 -Child Development  
-Abuse & Neglect

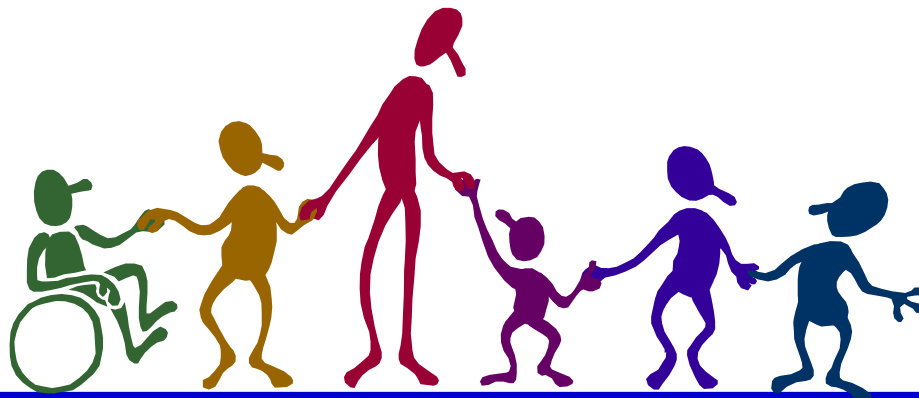
**Fees**

Members/Students	\$25.00
Non-Members/Door	\$30.00

Fire Extinguisher Inspection

8:00 - 8:30 AM

Fee: \$9.00 annual \$32 - 6 year



# Health and Safety Smorgasbord Enrollment Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**DCCDA Member** (has paid \$15 membership dues)

(Please put a check in the box if you are a DCCDA dues paying member and write in your membership number)

Membership Number \_\_\_\_\_

Only dues paying DCCDA members/students are eligible for reduced registration fees.

Amount Paid:

Conference \$ \_\_\_\_\_

Membership \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

**Check if you need a receipt of payment.**

**Session I: 8:30 AM- 10:30 AM - 2 hours in-service**

Abuse & Neglect

Or

Child Development

**Session II: 10:45 AM - 12:45 PM - 2 hours in-service**

Abuse & Neglect (repeat)

or

Child Development (repeat)

*Please return your completed  
Registration form and fee to:*

**DCCDA**

**935 Iowa, Suite 7**

**Lawrence, KS 66044**

*(make checks payable to DCCDA)*

**By August 19, 2011**

**No refunds will be given**

Conference Date: 8/27/11

Conference Location

200 Maine Street

Community Health Building

**Conference fees are as follows:**

- **\$25 for DCCDA/AEYC Members and Students**  
*This fee is for members whose dues are current. If you have any questions, please give us a call at 785-842-9679*
- **\$30 for non-DCCDA Members and registration at the door**

Registration begins at 8:00AM.

Fire Extinguisher Inspection

8:00 - 8:30 AM

Fee: \$9.00 - 1 year; \$32 - 6 year



