

Smalltalk

Serving Providers & Families in Yolo County

Volume XXVII, Number 2

Dear Friends:

Child Care Services has had a lot going on the past few months. We were informed at the end of December that our grant proposal to The Yolo County Children and Families Commission would be fully funded. This was great news. This funding will be used to hire a full time family child care Home Visitor to provide on site technical assistance and support to all family child care homes. This grant will also fund a part time Home Visitor and a part time Parent Advocate to support providers and parents of children with special needs. We will be working in conjunction with Lekotek and WarmLine on that part of the grant. We expect the funding to be in place sometime this spring and we are very excited. We are also part of a second grant that was successfully funded. The grant is called "Child Care Health Linkages." This grant will fund two staff positions to offer support and resources to child care centers regarding nutrition and health issues. The program will be primarily operated under the hospices of the Public Health Department. As you can imagine, between these two grants, our office should be very busy this year!

Child Care Services is excited to offer some excellent parent education classes this spring. Classes will be held in Davis and Woodland. Classes in Woodland will be offered in Spanish. Please see "Classes and Workshops" for more details. We have also set the date for the **Family Child Care Provider Recognition Dinner**. It will be held on **May 18th** in Davis at the Veterans' Memorial Center. We will be contacting providers with more details.

Child Care Services is also happy to announce we are now fully staffed for our regular fulltime staff positions. Some of you may have already spoken on the phone to Leticia Hardin (Letti) our newest Referral Counselor. We are very happy to have her with us. Letti is available by phone Monday-Friday to give referrals for child care. Please make a note that we are now giving referrals on Friday!

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Last but not least, our office is busy planning activities for the Week of the Young Child (April 1-7). Among other things, we are coordinating with businesses to display children's artwork that week. If you would like to display your child's work, please contact our office.

As always, if you have any questions, concerns or suggestions do not hesitate to call our office at 757-5691.

Robbie Townsley
Child Care Supervisor

Meetings/Support Groups

FAMILY CHILD CARE LICENSING ORIENTATIONS
Tues., March 20 & April 17, 9:30 a.m. to 12:30 p.m.
VMC Game Room, 203 E. 14th Street, Davis
For information call 757-5691 or (800) 378-5044.

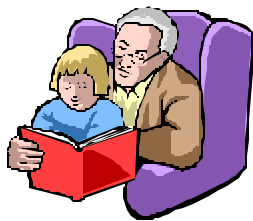
WOODLAND PARKS, RECREATION & COMMUNITY SERVICES COMMISSION
4th Monday of each month, 7:00 p.m.
City Council Chambers, City Hall, Woodland
Public welcome. Youth and children's issues discussed.

YOLO CHILD CARE PLANNING COUNCIL
March 14 & April 11, 3:00-5:00 p.m.
Yolo County Office of Education, 1240 Harter Avenue,
Woodland. Call (530)668-3773 for information.

BRIDGES
Support for parents of children in K-12 special ed.
Learning Center, Davis High School
Call Inger at 756-8791 for information.

CH.A.D.D.
Children & Adults with Attention Deficit Disorders
Mar. 22, 7:15 p.m. Leake Room, Wld. Public Library.
Small group discussions, speakers and support.
Call 750-3929 for information.

GRANDPARENTS RAISING GRANDCHILDREN
2nd Tuesday of each month
7:00 p.m.
Davis Senior Center
Genealogy Library
646 A Street
Call 757-5696 for
information.



LA LECHE LEAGUE
2nd Thursday of month, 10:00 a.m.
345 L Street, Davis;
For location, phone support/meeting topics call: Jennifer
753-9824, Mary 753-2932. For information about a teen
mother's group call Angela 757-7105.

PARENTS TOGETHER (Formerly known as Moms Together)
Mom's Together has been renamed Parent's Together.
This group is for all parents and babies under 1 year.
Thursdays 1:00-2:30 p.m.; VMC Game Room
For information call Jody at 758-5494.

YOLO COUNTY PARENTS ANONYMOUS®
Meets Thursdays, 6:30-8:00 p.m. at the Family Resource
Center, 518 Main Street in Woodland. For information
call Kathy Dreyer at (530) 662-9463.

GROUP FOR TWINS & PARENTS

Playgroup for twins.
Every Mon. 10:00 a.m.-
12:00 p.m.

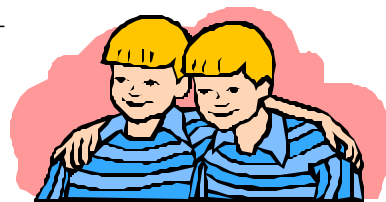
1st, 3rd and 5th Mon. of
each month at
Sycamore Park in
Davis

2nd and 4th Mon. of

each month at Ferns Park in Woodland.

Support meeting for parents only every 1st Sunday of
the month from 4-6 p.m. at the Blanchard Community
Room, Davis Public Library.

For information call Karin Willhoit, 662-1448 or
Jeanine Hill at 756-9698.



PARENT SUPPORT

For parents and caregivers of emotionally disturbed
children. For information on any of the meetings call
Joan McChesney, Children's Services Family
Coordinator, (530)666-8632 ext. 9183

Woodland: 2nd Tuesday of month, 6:30-8:00 p.m.,
Horizon School, 16 N. Cottonwood St. Supervised play
for children at this meeting only.

West Sacramento:

3rd Tuesday of month, 10:30 a.m.-noon,

County Services Center, 500-B Jefferson Blvd., Ste 150

Davis: 4th Tuesday, 10:30 a.m.-noon

Mental Health Offices, 600 A Street.

WOODLAND SPECIAL EDUCATION LINKS

Support for parents of children in K-12 special ed.

Meeting dates and time to be announced

Woodland Joint Unified School District

626 Cottonwood Street, Woodland

For more information call Sue Owens at 666-0246

YOLO CO. CHILDREN & FAMILIES COMMISSION

2nd and 4th Wednesday of the month

402 Court Street in Woodland

For more information call (530) 669-2475.

VMC = Veterans' Memorial Center

203 E. 14th Street, (14th & B), Davis

YCSS = Yolo County Social Services

120 West Main Street, Woodland

Community News

Calendar

March	9	Free Car Seat Inspection (Davis)
	24	Saturday Evenings Out
	29	Parenting the Toddler begins
April	1-7	Week of the Young Child
	7	Breakfast with the Bunny Spring Parade & Eggstravaganza
	16	Deadline to file your taxes
	21	UCD Picnic Day
	28	Family Fun Day
	29	Padres Activos de Hoy begins
May	8	Setting Limits with Teens and Pre-Teens begins
	10	Parenting the Preschooler begins
	18	Provider Recognition Dinner

For more information about events listed in the calendar, check out the rest of Small Talk!

West Sacramento Toddler Immunization Outreach Project

The West Sacramento Toddler Immunization Outreach Project provides free transportation to five area medical facilities for childhood immunizations and well child exams. Parents are required to accompany children to and from the clinic as well as bring their child's yellow immunization card. The free shuttle service is funded by the City of West Sacramento and the West Sacramento Rotary Club. Rides are provided by the City of West Sacramento Parks and Community Services Department. Parents are asked to call the clinic for an appointment and then schedule to be picked up by calling the Parks and Community Services Department at (916) 373-5860.

The clinics participating are:

- Yolo County Public Health Department (530) 666-8645
- Garcia, Lee and Concepcion Medical Group (916) 392-4000
- Salud Clinic: (916) 375-6400
- Molina Clinic: (916) 399-1777
- Sacramento Family Medical Center: (916) 391-2229.

Energy Relief: Financial Aid for Energy Bills

For those of you who, despite conserving energy, have found it difficult to pay for the rising energy prices, PG&E offers three assistance programs.

REACH (Relief for Energy Assistance through Community Help) provides once a year assistance to low-income customers who experience unplanned energy changes. Call (530) 661-0346 on Tuesdays or Wednesdays between 12:00 and 2:00pm for an application and more information.

CARE, a national program, provides a 15% monthly discount on gas and electric bills. Call 1-800-PGE-5000 for more information and an application.

HEAP, a federally funded one-time payment program also has information and an application available Call 1-800-233-4480.

PJ Storytime in Winters

PJ Storytime is a free service offered by the Winters Library. Bring your child for storytime for reading, fun and more. PJ Storytime meets the 2nd Thursday of each month from 7:00 to 7:30 in the evenings. For more information contact the Winters Library at (530) 795-4955. Most county libraries have preschool storytime along with other events for children. For more information, contact your local library.



Community News

Community Resources

FEDERAL FOOD DISTRIBUTION PROGRAM

Eligibility is based on income.

Last Wednesday of the month, 12:30-1:30 p.m. Senior Center, 646 A Street, Davis, 757-5696

Last Friday of month:

Winters Community Center, 12:00 noon-1:30 p.m.

Yolo Housing Community Center, 10:45-11:30 a.m.

Call (530) 758-6821 for information.

IMMUNIZATION CLINIC

Immunizations given by Yolo County Health Dept.

Winters, Public Library, 1st Wednesday, 1:00-3:30 p.m.

Woodland, 10 Cottonwood, Monday, 2:00-4:00 p.m. & Friday, 9:00-11:00 a.m.

West Sacramento, 500 B Jefferson Blvd., Ste 170 Tuesday, 1:00-3:00 p.m.

Call (530)666-8645 (Woodland, Winters) or

(916)375-6380 (West Sacramento) for information

WELL AND SICK CARE CLINICS

for Women's Health Care & general medical information

Davis Community Clinic, 2040 Sutter Place, Call (530)758-2060

Peterson Clinic, 8 N. Cottonwood, Woodland, Call (530)666-8960

Salud Clinic, 500B Jefferson Blvd. #180, West Sacramento, call (916)375-6400

YOLO COUNTY CHILDREN'S MEDICAL SERVICES

Child Health &

Disability Prevention Program

Free health check-ups for children through 20 years of age on MediCal and for low-to-medium income children through 18 years of age. Call 666-8249 for appointment.

California Children's Services

Case management and financial assistance for children through 20 years of age with serious or chronic medical conditions. For information and appointments call (530)666-8640

YOLO COUNTY WIC PROGRAM

Nutrition program for women, infants & children.

Clinics in Davis, West Sacramento, Winters &

Woodland. Phone hours 8:00 a.m.-3:00 p.m.,

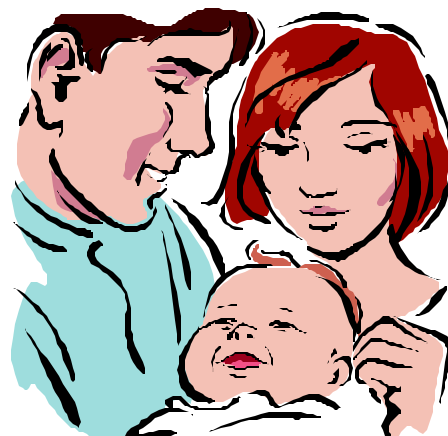
M-F: (530)666-8445 (Woodland), (916)375-6390 (West Sacramento)

New Family Program at the Center for Child and Family Studies

The Center for Child and Family Studies invites first time parents to join with other new families in the "Becoming Attached" Project. This is a program that brings families together for play, learning, and network building. Participating parents and babies meet each Friday morning in the Infant Room at the Center for a weekly infant/parent playgroup. In addition, couples meet together on alternate Thursday evenings to hear speakers, view videos, and discuss parenting and infant development issues. Discussion topics include infant/parent attachment, separation anxiety, sleep and crying issues, feeding issues, limit setting, effective communication skills, choosing child care, learning and language development, and other concerns parents raise. Child care is provided in the Center's Infant Room by skilled student caregivers during these meetings.

The Center for Child and Family Studies is a research and teaching laboratory of the Department of Human and Community Development at UC Davis. The Center houses several programs and projects which provide practicum experience for UC Davis students, research opportunities for faculty and graduate students, and outreach to families and various city and county service agencies.

The Becoming Attached program is facilitated at the Center by Kathleen Grey, Family Development Specialist. Interested families may join this program immediately. For more information please call Kathleen at (530) 752-4150.



Community News/Parent Education Classes

Parenting Classes

Child Care Services will offer four parenting classes this spring. The classes will be open to Yolo County residents. For class dates, registration and other information, please see the *Class, Workshops and Conferences* section of Small Talk.

Setting Limits with Teens/Pre-Teens

Does your teen/pre-teen argue with you about friends, curfews or the telephone? Does (s)he test your limits, ignore your requests or tune you out? Then this four-week workshop is for you! Learn how to set clear and appropriate limits with your children. Teach responsibility and decision making. Support your rules with effective consequences and improve communication and understanding with your teen or pre-teen.

*This workshop is taught by Dr. Rob MacKenzie, Family Counselor/Parent Educator and author of best-selling parenting book, *Setting Limits* (Prima Publishings). Dr. MacKenzie has more than 18 years of experience helping parents and teachers solve children's challenging behavior problems.*

Padres Activos de Hoy (Spanish)

La clase se enfocará en estrategias para disciplinar, comprender y educar a sus hijos de edades 2-12. Aprenda a comunicarse con sus hijos, la importancia de ser consistentes con la disciplina, la importancia de conocer a sus hijos y las razones por las cuales se comportan de alguna manera u otra. La clase le dará la oportunidad de discutir temas y poder dar ejemplos específicos.

Esta clase sera dirigida por el Sr. Esteban Montaño, consejero de la escuela Waggoner en la ciudad de Winters.

Parenting the Preschooler

This class will answer all your questions about your preschooler. Parenting can be challenging. Meet with other parents and a child development specialist to discuss why preschoolers behave the way they do and how we can interact with them and use appropriate discipline to change their behavior. Specific topics include discipline and communication, eating habits, age appropriate activities, TV and computers, guns and super hero play.

This class will be taught by Lynn Arner-Cross. Lynn earned both her Bachelor's Degree in Human Development and Master's Degree in Child Development from UC Davis. She worked as a director of a day care center in Columbia, Missouri. She was an Academic Child Development Specialist for the Morning preschool program at the Center for Child and Family Studies at UC Davis for 9 years. Lynn is also a mother of three children.

Parenting the Toddler

"No!" Why is this my toddler's favorite word? Join child development instructor Joyce Lee, and other parents of toddlers to discuss this favorite word, as well as insight into who toddlers are and what motivates them. The toddler years can be delightful and hair pullingly frustrating all in the span of 10 minutes. Learn to be supported as you discuss topics such as positive discipline, communication and language, nutrition, toilet learning, friendships and fun ways to use all that energy.

The instructor of this class, Joyce lee, has worked with children and families for the past 10 years as a teacher, trainer and advocate. Before moving (back) to Davis last summer, Joyce taught Child Development at Cabrillo College and Monterey Peninsula College. She also taught parenting classes and teacher workshops throughout Monterey County. She received her Bachelor's degree from U.C. Davis and Master's degree in Educational Psychology from California State University Northridge. Most importantly, Joyce is the mother of a toddler.

Please see page 11 for information on dates and times.

Community News

Volunteers Needed for Growth Study

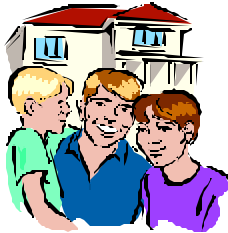
Davis has been chosen as the only U.S. site for a world-wide project that will result in the development of new growth charts for children birth to 5 years of age. The current growth chart is outdated. The UCD Department of Nutrition will be conducting the study, which is sponsored by the World Health Organization and the U.S. National Institutes of Health and directed by Kay Dewey, Ph.D. from the UCD Department of Nutrition.

Recruitment will take place during the months of January through June 2001. If your child is eligible, and you decide to participate, members of the research team will visit your home on 3 occasions to measure your child, and collect some background and feeding information. All participants will receive a gift certificate from local merchants (Alphabet Moon or The Avid Readers Children's Store). For more information, please call (530) 754-9711.

Become a Foster Parent

Call the Yolo County Department of Employment and Social Services at (530) 666-8471. Spanish speaking homes are needed.

*One hundred years from now, it will not matter,
What kind of car I drove,
What kind of house I lived in,
How much I had in my bank account,
Nor what my clothes looked like.
But the world may be a little better
Because I was important in the life of a child*



Sea un Padre de Crianza

Llame al Departamento de Empleo y Servicios Sociales del Condado de Yolo al (530) 666-8471. Se necesitan hogares donde se hable español.

*En cien años, no importará,
La clase de carro que manejé,
La clase de casa en la cual viví,
Cuanto dinero tuve en mi cuenta de banco,
Ni como era mi vestuario.
Pero el mundo pudiera ser un poco mejor
Porque yo fui alguien importante en la vida de un niño*

The Woodland Toy Library

Borrow toys instead of buying them! Find out which toys are hits with your kids before you spend money at the toy store. Woodland Toy Library is a lending library for toys, founded and run by volunteers. Check out 3 toys for a 3 week period and return them. Save money, reduce household clutter, and educate your children all at the same time.

All toys promote mental and physical development, stimulate imagination, and nurture age-appropriate learning. Toys are routinely cleaned, repaired or replaced to ensure quality and a wide selection.

The Library depends on the participation and enthusiasm of its volunteers. Staff the Library for 1-1/2 hours a month and receive many benefits. There is an annual membership fee of \$15.00 which can be waived for members who volunteer their time.

Hours of Operation:

Mondays 2:00 p.m. - 5:00 p.m.

Fridays 10:00 a.m. - 1:00 p.m.

Saturdays 1:00 p.m. - 4:00 p.m.

The Woodland Toy Library is Located at 1017 Main Street in Woodland, (behind the United Way building, Freeman Park). For more information, please call (530) 666-2918.

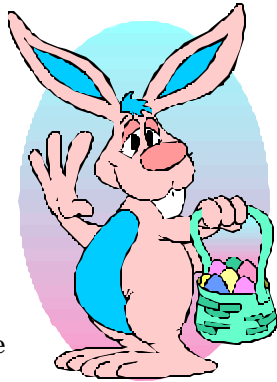
Playgroup Orientation

Are you looking for new playmates for your young children? Would you like to meet weekly with other parents for support and companionship? If so, then come to a playgroup orientation! Learn how to set up a playgroup that will best meet your needs and join other parents in forming a playgroup. While parents are talking, children can play with toys provided from the Toy Closet. No fee or pre-registration is required. Playgroup orientation will be held in Davis at the Veteran's Memorial Game Room on 14th & B Streets on May 10th from 9:30 to 11:00 a.m. For more information on playgroup orientations in West Sacramento and Woodland or if you would like to receive a list of current playgroups in Yolo County, please call (530) 757-5691.

Community News

Breakfast with the Bunny

Breakfast with the Bunny will be held at the Davis Senior Center, Saturday, April 7. Enjoy complimentary pictures with the bunny, a delicious continental breakfast and a passport to the Eggstravaganza. Tickets are available by advance purchase only and cost \$7. Sales begin February 13 at the City of Davis Parks and Community Services Department. For more information, please call (530) 757-5626.



Spring Parade and Eggstravaganza

This year's Spring Parade and Eggstravaganza will take place on Saturday, April 7, which coincides with the last day of the Week of the Young Child. The parade line up begins at 10:00 a.m. in front of the Davis Senior Center. Kids of all ages are invited to dress up in costumes, decorate their bikes or wagons and march through the streets of Davis. At the end of the route is our Eggstravaganza: a festival of fun with activities such as cookie decorating, face painting, egg decorating games, and more. Passports to the eggstravaganza are \$6 each and are available at the event.

Provider Recognition Dinner

This year's Provider Recognition Dinner will take place on Friday, May 18. Child Care Services hosts this annual event to show appreciation and to honor our Family Day Care Providers, who on a daily basis care for our children. We invite all Family Day Care Providers to come to this event for an opportunity to meet other providers, network, and receive thanks for all the work that you do. We will mail invitations early in April. If you have any questions, feel free to contact Child Care Services at (530) 757-5691 or (800) 378-5044.

Free Car Seat Inspections

The Yolo County Health Department is providing free car seat safety inspections throughout the county. This service is for Yolo County Residents and is by appointment only. To schedule an appointment, please call Yolo County Health Department at (530) 666-8645.

Davis

March 9 and May 11
9:00 a.m. to 12:00 p.m.
Sutter Davis Hospital

West Sacramento

April 27 and May 25
9:00 a.m. to 12:00 p.m.
County Services Center

Woodland

April 13
9:00 a.m. to 12:00 p.m.
Woodland Memorial Center

SHARE

SHARE (*Self Help and Resource Exchange*) is a non-profit food program where families can receive about \$30 worth of meats, fresh fruits, vegetables and other grocery items for \$15.25 and two hours of volunteer work per month. Vegetarian packages and monthly specials are also available. For more information about SHARE, please call (530) 668-1172.

Come to the Circus!

The Shrine Circus will perform at the Sacramento Memorial Auditorium on Friday May 11, Saturday May 12 and Sunday May 13, 2001. Tickets will be \$6 for children and \$12 for adults. For tickets or more information, call (916) 925-5080.



Community News

Child Care Services Toy Closet

The Toy Closet is a place where families and child care providers of Yolo County can borrow toys. We are in the process of upgrading and reorganizing our Toy Closet by replacing old toys and adding new educational, developmentally appropriate ones. We will keep the Toy Closet open during this transitional period, and hope to have all new additions ready for your use before summertime.

For a \$10.00 annual fee, you can borrow items from both the Toy Closet and the Book and Video Lending Library. The Toy Closet is a good resource where families and child care providers can borrow toys instead of buying them. As you know, children love to play/learn with "new" toys. It is the novelty of the toy that entertains them for hours.

The Toy Closet also welcomes donations of gently used toys. If you would like to donate items, you may drop them off at Child Care Services, 604 Second Street in Davis. For more information call (530)757-5691 or (800) 378-4044.

Saturday Evenings Out

March 24 from 6:00 p.m. to Midnight. This is your chance for an evening out on the town! The City of Davis Recreation Department has an evening of fun activities planned for your children while you go out. They will be able to enjoy games, crafts, movies and treats. Children should eat dinner prior to being dropped off and bring their sleeping bag and pillow. The cost is \$15 and pre-registration is required. For more information call (530) 757-5626.

Tax Information

Earned Income Credit

The Earned Income Tax Credit (EITC) is a refundable Federal tax credit for eligible individuals and families who work and have earned income under \$31,152. The EITC reduces the amount of tax you owe, and it may give you a refund. To learn more about this credit, Publication 596, Earned Income Credit, explains the rules to qualify and to claim the EITC. You may obtain a free copy of IRS forms and publications by calling the Internal Revenue Service at 1 (800) 829-3676 or by visiting your local library.

Kindergarten Enrollment

The time to enroll your child in kindergarten for the 2001-2002 school year has arrived. Elementary schools in Yolo County will start enrolling children as early as the month of March. Many schools will host a Parent Information Night or Open House to give you and your child an opportunity to visit the school and meet the teachers. In order to enroll your child in school, you will need the following:

- Birth Certificate
- Verification of Residence (i.e. lease/rental agreement, utility bill)
- Proof of Immunization (Remember the new California requirement for Chicken Pox vaccine.)
- Health Exam
- Registration Form

For your convenience, we have included the phone numbers of all the Yolo County school districts, which can provide you with more specific information.

Davis: (530) 757-5300

Esparto: (530) 787-3446

West Sacramento: (916) 375-7600

Winters: (530) 795- 6114

Woodland: (530) 662-0201

Community Agency Spotlight

Child Care Services provides a variety of services in Yolo County such as referrals to child care providers, parenting classes, Parenting Handouts among others. We also provide referrals to other agencies with a variety of services benefiting families. We would like our readers to become aware of other agencies that provide services to our community and to familiarize themselves with the type of services they offer. It is for these reasons, that from time to time, we will feature a community agency in Small Talk.

Lekotek Family Resource Center

Lekotek is a nonprofit, family-centered agency providing in-home early intervention services to children with special needs and their families. Lekotek is a Swedish for "play Library." It's mission is to enable children with special needs to develop to their maximum potential by providing high quality, early intervention services.

Lekotek serves two very different populations:

1. Families with children with special needs. (Lekotek serves children with any type of disability including chronic and terminal illness.)
2. Families at high risk of abuse and neglect.

Lekotek has served families who have children with special needs in the Greater Sacramento-Area since 1992. In the U.S. today, 1 in every 10 babies born will have a disability. Parenting a child with special needs can be challenging and sometimes overwhelming. Some of the issues frequently faced are:

- ◆ How do you play with a child with a physical challenge?
- ◆ How do you communicate with a child who can't speak?
- ◆ How do you help children with developmental delays grow to achieve their full potential?

Lekotek offers a program called **Children's Path Infant Toddler Program**. This program strives to:

- ◆ Enhance overall development skills for children birth to 36 months with special needs or who are "at risk" for developmental delay.
- ◆ Provide instruction for parents on integrating medical, educational, and therapeutic goals into daily family activities.

- ◆ Increase socialization for children and parents through community-based play groups. These play groups allow families to interact with other families.
- ◆ Establish collaborations with teachers, physicians, speech, and occupational therapists to maximize the child's physical, cognitive, social, and emotional development.
- ◆ Loan out developmental play materials and adaptive equipment.

Lekotek also assists families at risk of abuse and neglect. Child abuse and neglect is a major problem impacting every community. Many parents have no knowledge of child development, how to play with children, the importance of play in bonding, or many other aspects of parenting. With these parents, Lekotek's goal is to reduce the risk factors that lead to child abuse and neglect.

To serve these families, Lekotek provides:

- ◆ In-home parent training of a court approved curriculum.
- ◆ Instruction in alternative discipline techniques and positive child management skills.
- ◆ Multi-family play groups to teach parents how to play with their children.
- ◆ Training in how to use play to strengthen the bonds with their children.

For Additional Information, Contact:
Lekotek Family Resource Center
2222 Watt Avenue, Suite D5
Sacramento, CA 95825
(916) 979-1121
FAX (916) 488-7509

The Web Connection

<http://ericps.ed.uiuc.edu/cchp/about.html>

The Child Care Health Program focuses on bringing knowledge about health and safety issues to the child care provider; and linking the health, safety, and child care communities. It is dedicated to improving the quality of child care by providing links to other resources and information on provider training tools for health and safety.

<http://www.aap.org/> This is the site to the American Academy of Pediatrics. The mission of the American Academy of Pediatrics is to attain optimal physical, mental and social health and well-being for all infants, children, adolescents and young adults. To this purpose, the AAP and its members dedicate their efforts and resources. In this site you will find useful information about parenting, child health, and links to other resources.

<http://www.zerotothree.org> "Zero to Three" is a national non-profit organization whose mission is to promote the healthy development of infants and toddlers. Their website is for both parents and professionals in the field. In it, you will find information on choosing child care, developmental milestones, a resource list, book store and even a tip of the week.

<http://www.iamyourchild.org/toc.html> "I Am Your Child" is a national public awareness and engagement campaign to make early childhood development a top priority in the nation. This site offers families with young children the information and resources they need to promote healthy development and school readiness. While visiting this site, make sure you check out the 10 tips for Promoting Young Children's Healthy Development and School Readiness.

<http://www.nichcy.org> NICHCY is the national information and referral center that provides information on disabilities and disability-related issues for families, educators, and other professionals. Their focus is on children and youth (birth to age 22). NICHCY provides information and referrals on specific disabilities, early intervention, special education and family issues among others. They also make available "fact sheets" on specific disabilities and are available to answer questions about your area of interest or concern by calling 1-800-695-0285 or by e-mail nichcy@aed.org.

<http://www.dana.org>

This organization provides information about the benefits of brain research. Children, parents, and teachers will find activities, lab and lesson plans, and links to excellent resources about the brain by visiting "*Brainy Kids Online*". At this site you will find information about the programs, activities, and publications of the Dana Foundation and the Dana Alliance, as well the latest news about the brain.

<http://nccic.org>

This is the site for the National Child Care Information Center. This organization supports and promotes quality childcare services for families. They serve as a clearinghouse for information on various topics of interest to parents, child care providers and health professionals. When visiting this site, you will find information on choosing quality childcare, brain development, infant and toddler information and much more.

<http://www.acf.dhhs.gov/programs/ccb/>

This is the home page for the Administration for Children and Families Child Care Bureau. The Child Care Bureau is dedicated to enhancing the quality, affordability, and availability of childcare for all families. Parents and providers can use this site to find information on various programs/funds that may be available to them to promote quality and affordability of childcare.

Family Fun Day in Woodland

You are invited to join the Annual Family Fun Day Celebration. This event is fun for the whole family. Local child care providers and community based organizations will offer free activities for children of all ages. This is a great way to shop for summer childcare and/or recreational activities and camps. This year's event will be Saturday, April 28th at Freeman Park from 10-3 p.m. Local public agencies will also be present with lots of valuable information. There will be activities for kids, entertainment, raffles and lots of fun. For more information or if you would like to set up a booth, contact Yvette with the City of Woodland Parks and Recreation Department at (530) 661-5880.

Classes, Workshops & Conferences

Classes

Child Care Services is sponsoring four parenting classes for Yolo County residents. For more information on the instructors, read the Community News section of Small Talk. The classes are open to anyone interested in parenting. **You must register for classes, space is limited!** For more information, or to register for a class, please call Rossana Vigil at Child Care Services (530) 757-5691 or (800) 378-5044.

Parenting the Toddler

**Thursdays, 7:00 to 9:00 p.m.
(March 29 to April 26)
Veterans Memorial Center
203 E. 14th Street in Davis**

Instructor: Joyce Lee

This class will be free of charge.

Parenting the Preschooler

**Thursdays, 7:00 to 9:00 p.m.
(May 10 to May 31)
Veterans Memorial Center
203 E. 14th Street in Davis**

Instructor: Lynn Arner-Cross

This class will be free of charge.

Setting Limits with Teens

**Tuesdays, 7:00-9:00 p.m.
(May 8 to May29)
Veterans Memorial Center
203 E. 14th Street in Davis**

Instructor: Dr. Rob MacKenzie

There will be a fee for this class based on a sliding fee scale, call for information.

Padres Activos de Hoy (Spanish)

**Jueves, 6:30p.m. - 8:30 p.m.
(Abril 26 -Mayo 17)
Alternative Education Building
575 Hayes Street en Woodland**

Instructor : Esteban Montaña

Esta clase será gratis

For detailed information on the content these classes, please refer back to page 5.

Sponsored by Yolo Connections

Yolo Connections offers free parenting classes in West Sacramento, Woodland and Davis. For more information on dates and times, along with class descriptions, please call Yolo Connections at (530) 661-6636 or visit them at 327 College Street Suite 100 in Woodland. The classes offered are as follows:
Bonding and Rebuilding (0-5yrs)
Active Parenting (2-12yrs.)
Parent to Parent (12-19yrs.)

Classes, Workshops & Conferences

Conferences

24th Annual Public Policy Symposium

Sponsored by CAEYC (California Association for the Education of Young Children)

"Quality Child Care Keeps California Working"

April 25, 2001 at the Sacramento Convention Center

For information contact CAEYC at (916) 486-7750.

Child Development Training Consortium

"Professional Development for the New Millennium"

May 2-3 2001

Sacramento, California

This is a two-day institute for Child Care/Development Program Directors and Site Supervisor. The topics that will be covered are "Brain Development: Key to Understanding Children" and "Management Skills and Solutions for the New World of Work". For registration, cost and information call (209) 572-6086.

Removing Barriers To Childcare Facilities Development

Sponsored by The Design Institute, Pasadena City College

Are you embarking on your first childcare center project? Are you a seasoned professional who is interested in the newest childcare design and development ideas? If you are, this conference is for you. Join other professional colleagues in a non-competitive environment where you can discuss, network and explore ideas on childcare facility projects.

June 2-6, 2001

Pasadena, California

For more information call The Design Institute at (626) 585-7734 or e-mail:

dr gla@earthlink.net

Infant Development Association of California 10th Annual Conference

"Early Intervention:

A Journey of Exploration and Discovery"

April 26-28, 2001

The Westin Hotel Los Angeles Airport

For more information call (916) 453-8801

Foster Care Education Program

Woodland Community College offers Foster Care Classes throughout the year. The classes are open to the general public and are held at the Woodland Community College, 41605 Gibson Road in Woodland. For more information on upcoming classes, you may call Rena DeLacey at (530) 662-5151 or Cherie Schroder at (530) 661-5772.

Foster Care Orientation

If you are interested in becoming a foster parent, you must attend the Orientation to Yolo County Foster Care required pre-licensing Classes. For more information on the orientation and classes, please call Janet Perez, Yolo County Licensing at (530) 666-8471. The next two orientation class series will be:
March 12, 14, 19, 21 and 24, 2001
April 9, 11, 16, 18 and 21, 2001

Babysitter's Training

The Yolo County Red Cross "Babysitter's Training" is offered for 11 to 15 year olds interested in becoming babysitters. Participants learn the qualities of being a good babysitter and how to interact positively with the family. In addition, participants learn how to interview, make responsible decisions, keep kids and themselves safe, react in an emergency, and perform basic child care skills. It also emphasizes injury prevention and first aid skills.

March 20 & 21 9:00 a.m. – 2:00 p.m.

April 10 & 11 9:00 a.m. – 2:00 p.m.

April 17 & 18 9:00 a.m. – 2:00 p.m.

Cost: \$35.00 (includes book and first aid kit)

For more information, contact the Yolo County Red Cross at (530) 662-4669 or visit their web site at www.yc-arc.org

Family Child Care Licensing Orientation

Are you interested in becoming a Licensed Family Child Care Provider? If so, you must attend a Family Child Care Licensing Orientation. The next orientations will be on:

Tues., March 20 & April 17, 9:30 a.m. to 12:30 p.m.

VMC Game Room, 203 E. 14th Street, Davis

For information call 757-5691 or (800) 378-5044.

Legislative Update

Reprinted from *On The Capitol Doorstep*

Governor's Budget

Governor Gray Davis released his proposed 2001-2002 Budget on January 10, 2001. The Administration's child care policy review will continue into the early part of 2001, with results and recommendations expected in the spring. The stated goal is to determine "how existing resources may be more efficiently used to equitably serve the State's neediest families." The following are the major proposals related to state funded child care and development programs; a complete analysis will appear in the February issue of OTCD.

- \$22.2 million increase in the After School Learning and Safe Neighborhoods Partnership Program.
- \$13.9 million to implement the Kindergarten Readiness Pilot Program.
- \$45.5 million for a 3.91% cost-of-living adjustment (same as K-12).
- \$5.4 million to address the impact of an increase in the minimum wage.
- \$4 million increase for training in the Pre-kindergarten Learning and Development Guidelines and adaptation of the guidelines for family child care homes.
- \$106 million increase in CalWorks Stage 1 Child Care and a corresponding \$98 million decrease in CalWORKs Stage 2 Child Care.
- \$41.7 million increase in CalWorks Stage 3 Child Care. This funds a portion of the projected need and will be reassessed upon completion of the administrative review.
- \$53.8 million re-appropriation of unspent childcare funds to the Child Care Facilities Revolving Fund.
- \$66.8 million to fully fund increases in General Child Care, State Preschool, and Migrant Child Care approved last year.

Kindergarten Readiness Pilot

AB 25, authored by Assemblymember Kerry Mazzoni, was signed by the Governor last year and went into effect January 1. It requires the Superintendent of Public Instruction to select school districts for a voluntary pilot program to change the date by which a child must be 5 in order to attend kindergarten and requires those districts to provide kindergarten readiness programs. (Refer to Governor's Budget for funding.)

Only a few school districts will be selected to participate. The bill limits the number of children affected by the change in kindergarten entry date. The Elementary Networks Office will release a request for proposals in February and the application deadline is May 1, 2001. Selected school districts will be notified by July 1, for implementation in the upcoming school year. The pilot program is authorized through June 1, 2010 and requires periodic evaluations of the program with the final evaluation due by January 1, 2008.

Children will have to be 5 by September 1 of the year they enter kindergarten, when a school district is selected for the pilot program. The final bill does not phase in the requirement; selected districts must adhere to the September 1 requirement in the first year. It also requires children to be 6 by September 1 of the year they enter first grade. The other school districts must continue to admit children under the current requirement of December 2.

What are the kindergarten readiness programs?

Many children currently have had no preschool experience before kindergarten. These new programs are to give these children exposure to the classroom setting and some of the educational content that they may be lacking. They are exempt from child care and development regulations if they meet kindergarten staffing and safety requirements. Participating school districts must offer the kindergarten readiness programs to all children who are pre-enrolled for kindergarten and may offer the program to other children who are entering kindergarten in the following year. The readiness programs are separate from the child development programs administered by the Child Development Division.

Is there new funding for the readiness

programs? Schools will not lose funding due to the change in entrance date for kindergarten. In addition, schools are to receive \$500/child for kindergarten readiness programs of at least 110 hours (at 4 hours a day, a little over 5 weeks) or \$750/child for programs of at least 150 hours (a little over 7 weeks). If there were 20 students per class, that would be \$10,000 for programs of 110 hours and \$15,000 for programs of 150 hours.

For more information about *On The Capitol Doorstep*, call (916) 442-5431 or visit their website at www.tomatoweb.com/capdoor/

Visit the California Department of website about the Kindergarten Readiness Pilot Program at www.cde.ca.gov/elementary/pilot.html

Especially for Providers

Provider Recognition Dinner

This year's Provider Recognition Dinner will take place on Friday, May 18. Child Care Services hosts this annual event to show appreciation and to honor our Family Day Care Providers, who on a daily basis care for our children. We invite all Family Day Care Providers to come to this event for an opportunity to meet other providers, network, and receive thanks for all the work that you do. We will mail invitations early in April. If you have any questions, feel free to contact Child Care Services at (530) 757-5691 or (800) 378-5044.

Provider Associations and Support Groups

Being a family child care provider is one of the most important jobs a person can have. You nurture children in every way imaginable, and take the time to provide quality care. However, sometimes you may find yourself away from "grown-ups" too much. Perhaps you are in need of more interaction with people you can talk to about the joys and challenges of your profession. You may be looking for people to share ideas and network with. Sometimes it is the simple joy of having an adult conversation. One way to find the things you are looking for might be to join a family child care association or support group. A support group or association can be shaped to meet the needs of the members. Some groups/associations meet on a monthly basis, others choose to meet quarterly. You may find that you are interested in sharing ideas on particular issues that affect you, such as discipline, provider and parent communication or a variety of other topics. When you meet with your group, you may get suggestions from your peers on different topics as well as share your some of your own experiences with the group.

Davis

The Davis Family Day Care Association meets quarterly to discuss day care issues, problems and solutions. The association is open to all licensed family day care providers. There is an annual membership fee of \$10.00. The association invites you to their next meeting on March 21, 2001. All licensed family day care providers are welcome to join this meeting. It is asked that you bring a snack or desert to share. For more information on the Davis Family

Day Care Provider Association, contact David Bakay, President of the association at (530) 758-3097.

West Sacramento

Tina Lilliedoll, a West Sacramento provider, coordinates the West Sacramento Provider Support group. The group is fairly new and meets on a monthly basis. They also have invited guest speakers to their meetings. If you want to learn more about the group, contact Tina Lilliedoll at (916) 372-7499. Their next meeting is scheduled for March 14, 2001.

Woodland

Although there is no "official" provider group or association in Woodland, Susan Torres, a provider in the area is interested in forming a group, where providers can network, go on outings and even publish a newsletter. If you are interested in joining, you may contact Susan Torres at (530) 406-1158.

Other Areas

For providers who are interested in forming their own provider support group, feel free to contact Child Care Services. If you want us to include this information in the next issue of Small Talk, we will be glad to do so. One of the benefits of starting your own group is that you can set your guidelines and build together as a group.

Grupo de Apoyo de Proveedoras de Cuidado

(Spanish provider support group)
Grupo de Apoyo (en español) La Sra. Julia Ledesma les invita a formar parte del grupo de apoyo para proveedoras de cuidado hogareño. El grupo se reúne para compartir información sobre todos los aspectos de la profesión. Este grupo invita a todas las proveedoras interesadas del Condado de Yolo. Para más información, favor de llamar a la Sra. Julia Ledesma al (530) 666-0375.

A Special Thank You

Child Care Services would like to express our thanks to Meredith Coghlan of "Coghlan and Associates". Meredith offered her time and expertise to conduct our provider "Tax Preparation Workshop". Child Care Services would also like to thank those providers who attended and called us with positive feedback on the workshop. If you have specific questions on the workshop, you may contact Meredith Coghlan at (530) 527-0470.

Especialmente para Proveedores

Lo Mejor en Cuidado Infantil Hogareño

La serie de clases "Lo Mejor en Cuidado Infantil Hogareño" será nuevamente patrocinada por Child Care Services. Las clases ofrecen sugerencias prácticas para ayudar a las proveedoras a reducir conflictos y promover comportamiento apropiado en los niños. Las clases también le darán la oportunidad de conocer a otras proveedoras y compartir sus experiencias.

Todas las clases se llevarán a cabo en el Community Room, County Fair Mall en Woodland, 1264 East Gibson Road. Para asistir a las clases, debe llamar reservar su espacio. Para más información, llame a Rossana Vigil al (530) 757-5691 ó al (800) 378-5044.

*** Estas clases son para proveedoras con licencia solamente.*

Conectándose con bebés e Infantes

Sábado, 10 de marzo 2001

8:00 - 12:00 p.m.

Bloques Constructivos de Aprendizaje

Sábado, 24 de marzo, 2001

8:00 - 12:00 p.m.

Dando a los Niños un Comienzo

Saludable

Sábado, 7 de abril, 2001

8:00 - 12:00 p.m.

Manejando un Comportamiento Difícil

Sábado, 28 de abril, 2001

8:00 - 12:00 p.m.

Estableciendo Límites con Amor

Sábado, 28 de abril, 2001

1:00 - 4:30

Claves para Atender las Necesidades

Especiales del Niño

Sábado, 19 de mayo, 2001

8:00 - 4:00 p.m.

SIDS Training

The California SIDS Program provides training and education throughout the state to public health professionals, foster parents, child care providers and other special interest groups who work with infants and their families. The next training will be for child care providers. For more information call the California SIDS Program at 1-800-369-SIDS

When: Saturday, March 10

Where: San Francisco

Cost: Free

Who: Child Care Providers

****Registration is required**

Family Child Care Licensing Orientations

Do you know anyone who is interested in becoming a family child care provider? If so, let them know that one of the first steps to become a licensed child care provider is to attend the Family Child Care Licensing Orientation held by the County of Yolo Department of Employment of Social Services. The next orientations will be on Tues., March 20 & April 17, 9:30 to 12:30 p.m. at the VMC Game Room, 203 E. 14th Street, Davis. For information call 757-5691 or (800) 378-5044 or you may contact Family Child Care Licensing office at (530) 666-8470.

Entrenamiento de Resusitación Cardiopulmonar (CPR) en Español

(CPR training in Spanish)

La Cruz Roja del Condado de Yolo está ofreciendo entrenamiento de resusitación cardiopulmonar en español. Esta es una de las tres clases que se necesitan para obtener y mantener su licencia. Para más información llame a la Cruz Roja al (530)6624669

Especially for Parents/Providers

Truce* **Toy Action Guide**

Dear Child Care Providers and Parents:

TRUCE members are worried about the many ways that the play of today's children is being undermined, especially by the toys that are heavily marketed to them through the media.

Play is essential to children's healthy development and learning. Children use play to actively construct knowledge and acquire life skills. The content of their play comes from their experiences. Changes in today's childhood are undermining play. The pervasive influence of the media means more of children's experience takes place in front of a screen instead of engaged in creative play.

Toys are the tools to use in play. They influence how children play. Toys of value enhance children's natural ability to engage in imaginative, meaningful play by allowing room for children to bring their own ideas and solve their own problems. Many toys on the market today are highly structured and linked to TV and videos. They channel children into imitative play, robbing them of play that uses imagination, problem solving, and creativity.

Parents are constantly faced with decisions about what toys to buy and what toys to avoid. There is pressure on parents and children (from peers, advertisements, and link-ups between products and the media) to buy every new toy from TV or movies rather than to make thoughtful decision about which toys promote the healthiest play. This guide is intended to help adults choose toys that support children's play, learning, and social growth.

In 1984, the Federal Communications Commission deregulated children's television. This made it legal to sell toys through TV programs. Since deregulation, most best-selling toys have been linked to TV shows and other media, many of which promote violence, sexiness, and buying more. Deregulation has made choosing toys and promoting play harder for adults.

We believe that adults have a vital role in promoting positive play. We offer the following to help promote their children's creative and constructive play through

understanding the importance of play and the role of toys in play; making informed choices about healthy toys for their children and toys to avoid; and working with other adults at home, school, and in the community to promote positive play and toys. We thank you for working with us on this effort.

Teachers for Resisting Unhealthy Children's Entertainment (TRUCE) Steering Committee
Christine Gerzon, Teacher, Lexington (MA) Public Schools
Diane Levin, Prof., Wheelock College, Boston, MA
Kathy Roberts, Dir., Dandelion School, Cambridge, MA
Honey Schnapp, Early Childhood Consultant, Cambridge, MA

Choosing Toys of Value

Toys have enhanced play value when they:

- Can be used in many ways
- Allow children to determine the play
- Appeal to children at more than one age or level of development
- Are not linked to video game, TV, or movies
- Can be used with other toys for new and more complex play
- Will stand the test of time and continue to be part of play as children develop new interests and skills
- Promote respectful, non-stereotyped, non-violent interactions among children
- Help children develop skills important for further learning and a sense of mastery

Choose toys that promote (some toys fit into more than one category):

Dramatic Play. Helps children work out their own ideas about their experiences. Provides a powerful way of learning new skills and a sense of mastery.

Examples: Blocks, toy vehicles, dress-up clothes, small animals, dolls, stuffed animals, puppets, props to re-create real life (post office, restaurant, store), materials for creating small worlds like doll houses, castles.

Manipulative Play with Small Play Objects.

Develops small muscle control and eye-hand coordination. Teaches about relationships between objects, essential for understanding math and science.

Especially for Parents/Providers

Examples: Construction sets and toys with interlocking pieces (Legos, Lincoln Logs) puzzles, pegboards, miniature models, parquetry blocks.

Creative Arts. Encourages self-expression and using symbols, a vital skill for problem solving and literacy.

Examples: Poster and finger paints, assortment of blank paper of all sizes and colors, crayons and markers, scissors, glue, recycled materials, stamps, clay, weaving kits.

Physical Play. Promotes healthy body awareness and coordination and helps let off steam. Opportunities for social interaction.

Examples: Bikes, scooters and other wheel toys, balls, bats, jump ropes, space trolleys, pogo sticks, giant chalk, swing sets, climbing structures, play tunnels.

Game Playing. Teaches about taking turns, planning strategy, sequencing, rules, and cooperation.

Examples: Board games like checkers and chess, card games, jacks.

Reading Books. Provides exciting content to use in play and as essential foundation for literacy. Children enjoy telling, acting out, and drawing their own stories.

Examples: Books with meaningful stories and characters and good values.

Use of Recycled Materials. Helps children come up with their own ideas, creativity, and problem solving. Can be used on their own or with other toys. Readily available, often without cost. Can counteract lessons about the throw-away society.

Examples: Large empty cartons for creating spaces like houses, trains, nests spaceships; empty squirt (soap) bottles and plastic containers for water play; wallpaper sample books for art.

Play with Natural Materials. Using sand, water, mud, rocks, shells, and leaves cultivate a love of nature and the environment at minimal cost.

Examples: Extend play with buckets and shovels, bubble blowers, watering cans, plastic tubing, cardboard boxes for collecting and sorting, magnifying glasses, flashlight, butterfly nets, balance scales.

Toys to Avoid

Toys have limited play value when they:

- Can only be used in one way
- Encourage everyone to play the same way as determined by the toy designer
- Appeal primarily to a single age or level of development
- Will probably sit on a shelf after the first “fun” half hour
- Will channel children into imitating scripts they see on TV or movie screens
- Do special high tech actions for the child instead of encouraging the child’s exploration and mastery
- Lure children into watching the TV program or other media that is linked to the toy
- Promote violence and stereotypes or can lead to disrespectful and aggressive behavior

Try to avoid toys that (some toys fit into more than one category):

Make Electronic Technology the Focus of Play. Many are billed as educational, but most control and limit play, leading to “smart” toys, not “smart” children.

Examples: Dolls, stuffed animals, phones and books that talk when a button is pushed.

Hook Infants and Toddlers on TV, Computers, and Other Media. Young children need to interact directly with people and materials and experience their direct effect on the immediate environment.

Examples: Talking play computers that say the alphabet, colors, or numbers.

Lure Young Girls into Pretending to be Teenagers. Promotes stereotyped and sexualized behaviors, focuses on appearance and bodies, equates self-worth with beauty and appearance.

Examples: Dolls based on real teenage stars and pop music; pretend make-up, tattoos, body piercing, jewelry.

Emphasize Violent, Grotesque, and Sexual Images. Contributes to an unhealthy focus on antisocial play that undermines the lessons caring adults teach.

Examples: Action figures linked to male and female professional wrestlers, science fiction, or horror TV programs or movies.

Especially for Parents/Providers

Are Linked to Commercial Products and Advertisements. Turns play into ads for products and ensures an early and easy market for brand-named products.

Examples: Toys with the logos of fast food restaurants, chain stores, and junk food products.

Take the Creative Play Out of Classic Toys.

Dictates what and how to play and undermines creativity and learning.

Examples: Balls made to look like bombs, play dough with molds to make items in only one way, construction toys with directions to build in only one way.

Are Linked To TV Programs, Movies, and Video Games Rated for Teens or Adults. Exposes children to inappropriate content not designed for them.

Examples: Action figures, dolls, and other products linked to PG-13 or R-rated movies or TV-14 programs.

Encourage Gambling. “Toys” where manufacturers arbitrarily make some cards more valuable than others. Focus in on always buying more and requires understanding probability (which young children can’t do) to make informed buying decisions.

Examples: Trading cards from sports, Pokémon, and professional wrestling.

Link Play to Candy and Unhealthy Foods.

Encourages poor nutrition and conditions children to expect a treat as part of play.

Examples: Miniature boxes of sugar-coated cereals and other snack foods, toys linked to fast food restaurants, necklaces full of candy, motorized lollipops, plastic animals with candy body parts.

What Adults Can Do

Parents and Children

- Provide interesting activities, materials, and field trips to encourage positive interests and hobbies.
- Talk to children about toys that hurt or scare; discuss your own values.
- Support and shop at toy stores that consciously don’t sell toys of violence or toys that undermine healthy play.

- Take an active stand about highly structured, media-linked toys and toys that promote antisocial behavior (e.g., write a letter to a toy company or store.)
- Plan toy purchases together and limit impulse buying and overstimulating trips to toy stores.
- Provide uninterrupted daily playtime and organize play materials so they are easily accessible.
- Work together to make thoughtful decisions about the role of media in the home.

Parents and Other Parents

- Support each others’ efforts to reduce children’s exposure to TV shows and movies that are used to market toys, especially violent toys.
- Share resources for activities, good toys and books, ideas for birthday gifts, events and outings with other families.
- Share strategies and ideas for alternatives to TV, especially at difficult times of day.

Parents and Teachers

- Provide information for parents on the importance of play and how toys and media affect it.
- Help parents find effective ways to promote healthy play and limit their children’s involvement with media.
- Work together to develop school policies that promote healthy play (e.g., ample recess time).
- Start a home lending book and tape program to provide positive leisure-time play options.

Parents and Community

- Create coalitions among existing community groups who support healthy play environments for children.
- Organize efforts to voice concerns about harmful toys being marketed or advertised to children in your community (e.g., complain at stores, write letters to newspapers).
- Plan a “violent toy trade-in,” “good toy and book” fair or swap. Involve older children in your efforts.

Resources

Books

Especially for Parents/Providers

Bronson, M. (1995). *The right stuff for children birth to 8: Selecting play materials to support development*. Washington, DC: NAEYC (www.naeyc.org).

Carlsson-Paige, N., & Levin, D.E. (1990). *Who's calling the shots? How to respond effectively to children's fascination with war play and war toys*. Gabriola Island, BC: New Society (www.newsociety.com).

Levin, D.E. (1998). *Remote control childhood? Combating the hazards of media culture*. Washington, DC: NAEYC (www.naeyc.org).

Ready at five partnership: Moving young children's play away from TV violence and bringing parents into the picture. Available through Center for Media Literacy (www.medialit.org).

Walsh, D. (1995). *Selling out America's children*. Minneapolis, MN: Fairview Press. Available through the National Institute on Media and the Family (www.mediaandthefamily.org).

Organizations

Center for a New American Dream, 6930 Carroll Avenue, Suite 900, Takoma Park, MD 20912
www.newdream.org (Publishes booklet: "Tips for Parenting in a Commercial Culture.")

Commercial Alert, 1611 Connecticut Avenue NW, Suite 3A, Washington, DC 20029, (202) 296-2787
www.essential.org/alert (Helps parents defend against harmful marketing and commercialism.)



