

## 31 Child Care Providers Receive Breastfeeding Friendly Endorsement



Congratulations to 31 Child Care Providers that have been designated as a Breastfeeding Friendly Child Care Home! These providers have exhibited their support of mothers who choose to

breastfeed, and continue to do so when they return to work or to school. This endorsement will last for two years. When endorsed, providers receive a certificate and a window cling to display in their home.

If you would like more information about becoming a Breastfeeding Friendly Child Care Home, please contact any member of our CACFP staff. You can find more information about the program at [www.health.ny.gov/CACFP](http://www.health.ny.gov/CACFP).

### Congratulations to the following providers:

Sharlene McCoy	Alvina Hall-King	Tammy Heffner
Lynnette Grant	Pamela Greene-Brooks	Essie Spann
Jackie Ellis	Brooks	Joya Wilburn
Lonnell Strong	Angela Weston	Michelle Wilcox
Anita Wilson	Melissa Thayer	Shanetel Mander
Kelly Moreta	Kayla Cordaro	Karen Brake
Jillian Sanchez	Nancy Neuroth	Kelly Vandewalle
Gregory Moorehead	Audryana Allen-Hylton	Anita Henry
Shelly Acker	Terrie Rush	Sandra Smith
Jona Mccullough	Paula Barnes	Kim Battoglia
Anjanett Glenn		Tracy Knauss



WE DO THAT!

## CARING MATTERS

March 2013 - Vol. 31 Issue 3



### Have you heard about the New York State Early Learning Trainer Credential?



At Child Care Council, our staff is hard at work going through the process to apply for this new state credential. We have over 20 people already approved as Verified and Content Specialist Trainers, several staff that are already certified as Levels II and III, and many more that will be applying throughout 2013.

We employ many talented individuals that are dedicated to creating professional presentations for child care providers that are based on the most current, research based information pertinent to our field.

*See page 10 for an important announcement from OCFS describing the new credentialing process.*

**President Christopher Yuskiw-CEO Barbara-Ann Mattle -Editor Jennifer Weykman**  
\*\*\*\*\*LOCATIONS\*\*\*\*\*

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510 West Union St., Suite 1  
Newark, NY 14513-9201  
Phone: (315) 331-5443  
Fax: (315) 331-5271



## PAYING ATTENTION TO CHILDREN

By Jill Griffith, Referral Specialist

When you as a parent or you as a child care provider are with children, it is important to pay attention to them. They learn from you talking to them or reading to them. Unfortunately, in today's world, parents are very busy with jobs and life in general.

If you do have time to be with one child or a group of children, spend the time talking with them. Don't waste this precious time by turning on the television or talking on the telephone. The child(ren) will remember this and so will you.

Another way to pay attention to the child is to do an activity with them such as making cookies, drawing pictures, cutting and pasting or playing a game. Depending on the age of the child(ren), will help you decide what you are able to do with them.

Playing outside and playing a game (Duck, Duck Goose or catch) is another way to interact with children.

Think about what this means to a child!



**Eco-Healthy  
Child Care®**

**Groups Partnering  
to Reduce Toxics  
in Child Care  
Programs & Protect  
the Great Lakes**

Clean and Healthy New York (CHNY) and Child Care Council, Inc. announced last month a new partnership to educate child care providers about common toxic chemicals and how to choose safer products. CHNY received a two-year Great Lakes Restoration Initiative grant for "Toxics Reduction through Day Care Provider Engagement" from the U.S. Environmental Protection Agency.

Using the framework of the award-winning Eco-Healthy Child Care® program run by the national Children's Environmental Health Network, the two organizations will reach out to all the child care providers in New York state's Great Lakes basin, offering trainings and on-site technical assistance. The program goals are protecting children's health by making their daily environment safer, while reducing use of chemicals prioritized by U.S. EPA through the agency's Chemical Action Plans.

Child care providers can become endorsed by the Eco-Healthy Child Care® program to let parents know they have taken action to ensure the healthiest facility possible." As a child care provider for 30 years, I have spent most of my life taking care of children and trying to create a happy and safe environment for them in my home," said Betty Bentley of Greece, N.Y. "I don't always have the time to investigate all the children's products and toys they use. I am really excited to be a part of the EHCC program to learn more about keeping the children I care for safe."

Chemicals covered by EPA Chemical Action Plans include better-known chemicals like bisphenol A (BPA), the flame retardants PBDEs, mercury, and phthalates as well as lesser-known chemicals, including the flame retardant HBCD (found in insulation), benzidine dyes (found in cloth), and NPEs (nonylphenol ethoxylates, found in cleaning products and paints).

*Child care providers interested in Eco-Healthy Child Care®, and the trainings that will be offered, are encouraged to contact, Kate McArdle: (585) 654-4752 - [k.mcardle@childcarecouncil.com](mailto:k.mcardle@childcarecouncil.com).*



## Cameras & Kids 2013 is well underway!

Last year we had a record number of submissions for the Cameras & Kids contest, which ended in a fun award ceremony and day at the zoo.

This year we have expanded the age groups so more children can participate and more children will be contest winners.

## Incorporate Photography in Your Program

Let the children take pictures when you are out on a walk, exploring the neighborhood, or just playing outside. Ask them questions as you look at the pictures together and you will enjoy seeing things “through the eyes of a child.”



## Dates to Remember!

**April 30, 2013**—Contest deadline (all forms and submissions MUST be received)

**May 18, 2013**—Cameras & Kids Award Ceremony at Springdale Farm

## Help to build the CHILD CARE COUNCIL'S Provider Scholarship Fund



Mail form and Donation to:  
Scholarship Fund  
CHILD CARE COUNCIL, INC.  
595 Blossom Road, Suite 120  
Rochester, NY 14610

## THANK YOU FOR YOUR SUPPORT!

Name \_\_\_\_\_ Home Phone ( ) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Donation Amount \_\_\_\_\_

Payment Information: Check # \_\_\_\_\_

MC/Visa# \_\_\_\_\_ Exp. Date \_\_\_\_\_ V# \_\_\_\_\_

(3 digit # on back of credit card)

Signature: \_\_\_\_\_



## The Effects of Stress on Children

By Andrea McKenna, Education Specialist

Stress is a natural part of life that both adults and children experience. Some types of stress can have a significant impact on brain development in young children. Child care providers can support the children they care for during stressful times in positive ways that can help foster brain development.

**Positive stress** includes moderate, short-lived stress responses, such as a brief increase of the heart rate and mild changes in stress hormones. Learning to adjust to positive stress is an essential feature of healthy development. Events that can provoke positive stress in young children are; meeting new people, getting an immunization, and entering child care. These experiences tend to be those that a child can learn to control and manage well with the support of caring adults they have developed safe, warm, and positive relationships with. Caregivers can support children experiencing positive stress by providing an environment that is predictable and familiar. They can encourage children and act as “cheerleaders” when they face challenges.

**Tolerable stress** can disrupt brain architecture, but generally occurs within a time-limited period and is buffered by supportive relationships that facilitate adaptive coping. These conditions usually give the brain an opportunity to recover from potentially damaging effects. Some events that could provoke tolerable stress are; the serious illness or death of a loved one, a frightening injury or accident, or a divorce. Caregivers can support children during these stressful experiences by offering the children additional support during these times, i.e., more affection, physical play, or rest time. Caregivers should recognize that these experiences may cause the children to sometimes regress and act out and they should provide opportunities for the children to deal with their emotions in a warm and loving environment.

**Prolonged or toxic stress** can disrupt brain architecture. Prolonged exposure to stress can lead to stress management systems that respond at relatively lower thresholds. This increases the risk of stress-related physical and mental illness. Reversing the affects of prolonged stress is extremely costly and time consuming. Examples of prolonged stress are living with; extreme poverty, physical, sexual, or emotional abuse, and chronic and serious neglect. Caregivers can help prevent the affects of prolonged stress by reporting suspected child abuse, providing parents with lists of resources in the area, and providing a safe loving environment for children.

## Just Do It – For Yourself

By Chris Kordenbrock, RN Health Care Consultant

Did you make a New Year’s Resolution? How’s that going for you? Many resolutions are about trying to improve ourselves; changing something we don’t like. Ultimately people want to be happy and enjoy their lives. That is the goal. The road most traveled and abandoned is beating ourselves up for not being what we think we are supposed to be. It’s no wonder these resolutions usually don’t last past January 2nd! How about a different approach? Let’s consider the things we can do to be a little kinder to ourselves which will also positively affect those around us and make this world a better place to live.

I have some highlights from an article in the Huffington Post about easy things you can do to be happier. These are easier to do than losing 20 pounds and they are free!

- Be kinder.** Incorporate gentleness and compassion into your day. Ask others, “How are you?” and really listen. Do the same for yourself. Listen to yourself and don’t put yourself down. Pay attention to how you talk to/about yourself. Don’t gossip, say “please” and “thank you”. You have a choice, it doesn’t have to be based on how you feel. You’ll feel better about yourself and be happier.
- Relax.** We all live at a harried pace. One way to slow down is to turn off the electronics once in a while. We don’t really need to check in every few minutes. Let go of a few tasks. Review your to do list. Is it all really necessary? This can lead to more creativity and actually increase your productivity! If you are more relaxed, so will those around you.
- Notice nature.** It’s all around us and changing all the time. So it’s a source of constant surprise and enjoyment, if we notice it. It just takes a couple seconds to be aware and thankful for it.
- Be grateful.** Notice the little things in life that you enjoy. Maybe you haven’t considered yourself lately. Think about what you enjoy. Is it coffee, tea or juice? What’s your favorite color, music, book, cereal? Enjoy the silliness of your animals or a child’s smile.
- Quiet time.** Give yourself just a little more time than you do now for prayer/meditation. It’s a gift you give yourself!



## CCC Membership Benefits and Application

*Individual Membership—\$35.00/yr*

- Loan privileges at the Early Childhood Professional Libraries
- My First Library loan privileges for your own children between the ages of 6 wks thru 5 yrs
- Free Notary Public Services
- Council Pin, Lanyard, Tote Bag or Cooler Beach Bag

**Benefits**

*Child Care Center Staff Member, Registered Family Child Care Provider or Legally Exempt Child Care Provider Membership—\$50/yr*

- All Benefits** ➤ 50% discount on Business Center Services
- Above Plus** ➤ 10% membership discount every Tuesday on Recycle Shop purchases
- Access to group rate Health and Dental Insurance
- Substantial member savings on Council offered classes and events

*Non-Child Care Organization Membership—\$75/yr*

- All Benefits** ➤ \$5.00 discount on individual staff memberships in the Child Care Council
- Above Plus**

*Single Site Group Family Child Care Provider—\$75/yr*

- All Benefits** ➤ Substantial member discount on in-service training at your location
- Above Plus** ➤ Substantial discount on Council classes and events for provider and assistants

*Child Care Center, Nursery School, School-Age, Multi-Site Group Family Child Care Membership*

- |  |                                   |                                   |
|--|-----------------------------------|-----------------------------------|
|  | \$100.00/yr (1-10 staff members)  | \$200.00/yr (21-30 staff members) |
|  | \$150.00/yr (11-20 staff members) | \$250.00/yr (31+ staff members)   |
- All Benefits** ➤ Substantial Discount on Individualized Training Program and In-Service Sessions
  - Above Plus** ➤ All staff members eligible for substantial member savings on Council classes and events

### CCC Annual Membership Application

- Individual Membership (\$35)
- Center Staff Member Membership (\$50)
- Family Provider Membership (\$50)
- Single Site Group Family Child Care Membership (\$75)
- Non-Child Care Organization Membership (\$75)
- CACFP Family Provider (\$25)
- CACFP Group Provider (\$37.50)
- Center
  - Nursery School
  - School-Age
  - Multiple Site
  - Group Family
  - 1 - 10 Staff Members (\$100)
  - 21-30 Staff members (\$200)
  - 11-20 Staff members (\$150)
  - 31+ Staff members (\$250)

Mail form & payment to:  
 Child Care Council Membership  
 595 Blossom Road, Suite 120  
 Rochester, NY 14610

Membership Fees are non-refundable

Please ✓ one

New Membership

Renewal Membership - # \_\_\_\_\_

Name \_\_\_\_\_ Home Phone ( ) \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Center Name \_\_\_\_\_ Center Phone ( ) \_\_\_\_\_

Center Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Total \$: \_\_\_\_\_ MC/Visa# \_\_\_\_\_ Exp. Date \_\_\_\_\_ V# \_\_\_\_\_

(3 digit # on back of credit card)

Amount Enclosed: \_\_\_\_\_ - Check # \_\_\_\_\_ Signature: \_\_\_\_\_

Please check one:  Council Pin  Lanyard  Carabiner Key Tag

# Obama Pledges Support for States to Expand Early Education

BY: DYLAN SCOTT | NATION | FEBRUARY 13, 2013

In his State of the Union address Tuesday night, President Barack Obama pledged to support state efforts to expand access to early education to all American children.

"Let's do what works, and make sure none of our children start the race of life already behind," the president said. "Let's give our kids that chance."

Obama said he proposes "working with states to make high-quality preschool available to every child in America." Few other specifics were immediately available, though the president is appearing in Georgia later this week and expected to talk in more detail about his early education plans.

Fewer than 3 in 10 American kids are enrolled in high-quality preschool programs, according to Obama during his address, and the White House later cited evidence that shows every \$1 invested in early education results in \$7 in additional revenue from higher earnings. Obama said in states that have already invested in early education, naming Georgia and Oklahoma, those investments have led to improved reading skills, reduced teen pregnancy and reduced violence.

Obama also said that most middle-class families can't afford to put their kids in private early ed programs, and the White House's guidance indicates the president's push will focus on getting more moderate and low-income kids enrolled in high-quality preschools.

The White House guidance also added that the president would work to incentivize states to offer full-day kindergarten as well, noting that only 10 states and the District of Columbia currently do.

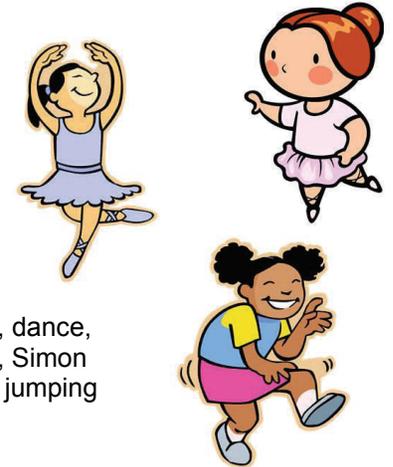
Placing the early education proposals in the context of his proposals related to manufacturing, infrastructure and energy, Obama said expanding pre-K access needs to be a national priority.

"None of it will matter unless we also equip our citizens with the skills and training to fill those jobs," he said. "And that has to start at the earliest possible age."

## Turn Cabin Fever Into Teachable Moments

By Tamika Johnson, Director of Legally Exempt Services

Cold winter days can lead to boredom for kids and providers alike. Listed below are fun ways to brighten up cold winter days:



- **Music and movement games.** Turn the music on and dance, dance, dance! Kitchen utensil marching band, Simon Says, two-minute aerobics, yoga, and jumping rope without a rope.
- **Winter picnic.** Is the wind blowing outside your door? You can still have a picnic. Collect the picnic basket, the beach towels, tablecloths, and folding chairs and spread them out in the living room! Involve your child in planning, preparing, and sharing the sandwiches and snacks for the event. Set everything up, put on some warm music, and invite the entire family. Don't forget your sunglasses. The best part: no ants!  
**Camping.** Pitch a tent and go camping indoors.
- **Art projects.** Make food-coloring ice cube paints to share on a roll of paper: Fill ice cube tray with different colors and place a Popsicle stick in each for handles. Freeze. Your child can rub the ice cube "brushes" on the paper and watch as the colors "paint" and mix together! Or, for a change of pace, try this in reverse. Instead of freezing the paint, freeze the paper. Wet plain white drawing paper and place on a sheet of aluminum foil. Place in the freezer.
- **Have a Treasure Hunt.** Make one set of clues for every player (try each clue leading to the next one and, finally, to the treasure. Seal them in envelopes marked with a clue number (i.e., 2/7, or "two of seven"); this will help the treasure hunters keep track. Whoever solves the clues first and finds the treasure-small toy, an IOU for a movie, maybe a cache of coins (regular or chocolate)-is the winner. Or have your kids play as a team to solve the clues and uncover the treasure together.



## Your Way, Every Day

By Rebecca Boyd, Eat Well Play Hard Dietitian

The month of March is designated as National Nutrition Month® by the American Dietetic Association. It's a great time to re-visit your resolutions for the New Year that may have been buried under other commitments. If your resolutions had nothing to do with food (or maybe you chose not to make any resolutions), March is a great time to "spring clean" your diet.



This year, the theme is "Eat Right, Your Way, Every Day." Eating is a very personal thing for all of us. What we choose to eat depends on many factors, all of them unique to ourselves, such as:

- \* how we were raised
- \* our family food traditions
- \* our culture
- \* our ethnicity
- \* our health issues
- \* our religious affiliations
- \* what we ate growing up
- \* how much money we make or have
- \* what is available in our area
- \* who our friends are

Therefore, "eating right" might look different to you and me. **And that's okay!**

The most important things to remember when it comes to the foods we choose is BALANCE and VARIETY. **Balance your plate** with foods from different food groups, being sure to include some healthy fats (nuts, seeds, avocados, oils) and some low-fat choices. **Ensure variety in what you eat daily** by choosing lots of different colored foods (especially fruits and vegetables), as well as lots of different kinds of food from the same food groups. For example, for protein you could choose eggs, chicken, beef, fish, pork, nuts, and/or beans. There are so many delicious choices!

If you'd like more information on National Nutrition Month® you can check out this website: [eatright.org/nnm....](http://eatright.org/nnm....) You can find some fun interactive games here as well (for kids AND adults!) Or if you'd just like some information on healthy food choices, go to: [eatright.org/Public](http://eatright.org/Public). And in March, remember: Eat Right, Your Way, Every Day!



## Class Schedule



*New items are in BOLD* Classes are 6:30pm—9:00pm unless otherwise noted

Categories are listed in parenthesis ( ) following the date.

### Rochester Office:

- 3/4 thru 4/10-(\*)Starting Your Own Child Care Business 101
- 3/4-(3,5)Make Your Child Care Eco-Healthy
- 3/5-(2,4,7) MAT Independent Study 6pm-9pm
- 3/6-Center Director training 9:30am-12
- 3/7-(5) Let's Get Organized
- 3/7-Business Op for NEW CACFP
- 3/7-4/21 Foundations School Age 9:30-12
- 3/9-(2,4) CPR & First Aid Sat. 9am-2pm
- 3/9 & 16-MAT Sat. 9am-2pm
- 3/11,18,25 & 4/8,15,22(All) FCC/GFCC Training Series
- 3/14-(1,3) Intentional Teaching
- 3/14-(2) Be a Role Model: Create a Healthy Child
- 3/16 (2,4) CPR & First Aid Sat. 2-4 (Spanish)
- 3/19-(2,4,5) Asthma 101
- 3/21-(7) Regulations: FCC/GFCC
- 3/26-(5)Environmental Rating Scales FCC
- 3/25-(7) Regulations: Center
- 3/27-(2,4,7) MAT Independent Study 6pm-9pm
- 3/28-(6,8,9)-Discovering Child Abuse

### Lakeville Office:

- 3/6-Business Operation for NEW FDC/GFDC CACFP Members
- 3/23-(2) Keeping It Safe in the Kitchen

### Newark Office:

- 3/4-(Varies) Prof. Dev. Grp 6:30-8:30pm
- 3/5 thru 4/11-(\*)Starting Your Own Child Care Business 101
- 3/26 & 38-(2,4) CPR & First Aid

### Rochester Office:

- 4/2-(5) Business Practices for F/GFCC
- 4/4,11,13,20,25,27-Health & Safety in Spanish
- 4/2-5/9-(\*)Starting Your Own Child Care Business 101
- 4/3-(2,4,7) MAT Independent Study 6pm-9pm
- 4/8 & 10-(2,4,7) MAT 9:30am-2:30pm
- 4/10-(4) Parent Communication
- 4/13-CPR & First Aid, Sat. 9am-2pm
- 4/13-(2) Keeping it Safe in the Kitchen
- 4/16-Intro. To Family Child Care
- 4/17-Center Director training 9:30am-12
- 4/17-(2) Asthma 101
- 4/23-(4) Fire and Program Safety
- 4/24-(3) Goops and Gaks
- 4/29,5/13,20,6/10,17,24-(1 thru 9) F/GFCC Training Series

### Lakeville Office:

- 4/1-5/8-(\*)Starting Your Own Child Care Business 101
- 4/13 & 20-(2,4,7) MAT Independent Study 6pm-9pm
- 4/22 & 24-CPR and First Aid 6:30-9pm
- 4/29-CACFP

### Newark Office:

- 4/1-(Varies) Prof. Dev. Grp 6:30-8:30pm
- 4/2-CACFP
- 4/4-Program Development
- 4/8-(3) Make Your Child Care Eco-Healthy
- 4/9 & 11-Business & Taxes
- 4/20-(2,4)-CPR & First Aid 9am-2pm

***New Rochester CDA starts 3/21!***

**\* The Starting Your Own Child Care Business 101 Series covers all Family Child Care categories and includes:**

- Health & Safety
- Introduction to CACFP
- Developing Your Program
- CPR & First Aid
- Business Class
- Tax Class

See the Jan-Jun 2013 Course Calendar for more details and a full list of courses. Child Care Council courses, and links to SUNY videoconference information and EIP applications are available at [www.childcarecouncil.com](http://www.childcarecouncil.com)

### *Monroe County-Rochester*

Hours are Mon-Fri 9am-5pm. Other hours available by appointment.

### *Livingston County-Lakeville & Wayne County-Newark*

Hours are Mon-Fri 9am-5pm closed from 1pm to 2pm.

Other hours available by appointment.

#### **March**

- *8th-A Kaleidoscope of Possibilities: A Reggio Emilia Inspired Conference, The Strong, Rochester, NY*
- *27th-Child Care Council Staff Meeting offices closed 12-2pm*

#### **April**

- *4th-6th-NYSAEYC Annual Conference, Turning Stone Resort*
- *19th & 20th-Family Child Care Association of NYS, Callicoon, NY*
- *27th-Child Care Council Staff Meeting offices closed 12-2pm*

### **Announcement from OCFS describing the new process;**

Continued from front page

*Recognizing that a well-trained workforce is critical to achieving high quality child care across New York State, The Office of Children and Family Services (OCFS) is announcing that on June 1, 2013, all training funded through the Educational Incentive Program (EIP) will require that trainers have received or are in the process of receiving The New York State Early Learning Trainer Credential (NYSELTC) or are an approved Verified Trainer or Content Specialist Trainer. Having the title of New York State Early Learning Credentialed Trainer, Verified Trainer or Content Specialist Trainer means that the trainer is an “endorsed” trainer. Endorsed trainers are eligible for EIP because their qualifications have been screened as meeting the standard set to provide professional development to child care providers and early educators statewide. In addition, any trainer in the process of receiving the New York State Early Learning Trainer Credential by June 1, 2013 will be eligible for EIP funding through the end of 2013.*

*If you are a provider who is not seeking EIP funding, there are presently no changes in how you may obtain training that counts toward the 30-hour regulatory training requirement, although we hope that you will seek out endorsed trainers since you will know that they have met the standards of being a high-quality trainer. But, if you are applying for an EIP scholarship, then as of June 1, 2013, you must seek out an endorsed trainer or a trainer in the process of becoming endorsed as a New York State Early Learning Credentialed Trainer.*

*If you currently provide training to child care staff and are interested in becoming a credentialed trainer, or if you hire persons to train your staff and want to learn more about the credentialing process, then visit the following Website: <http://nyworksforchildren.org/FindPD/Trainers.aspx>.*

Source: OCFS Division of Child care Services,” Dear Colleague letter” January 2013



## **Denial of Access**

By Mark Bradley, Director of Inspection Services

Across all modalities there is a regulation which states that programs, “must admit inspectors and other representatives of the Office onto the grounds and premises at any time during the hours of operation of the program.” (Depending on the modality or modalities you are involved with, please refer to regulation 414.15(a)10, 416.15(a)10, 417.15(a)10 or 418.15(a)10.)

In my role as an inspector, and now as the Director of Inspection Services, I am aware of a number of occasions where the denial of access to an Office representative has resulted in Enforcement Action. Let’s take a closer look at this regulatory issue.

When a provider applies for a license or registration he or she must designate the hours the program will operate. If the provider changes the program hours he or she must notify the licensor or registrar. (Please refer to 417.15(a)(3) or 416.15(a)(3)).

The Office, by regulation, must have access to the program during the hours of operation. The applicable regulation goes on to state that, “Such inspectors and representatives of the Office must be given free access to the building or buildings used by the program, staff and any records of the program.”

If a provider needs or chooses to close for a day or a number of days, he or she must notify the licensor or registrar of the closing. If the licensor or registrar has not received advance notice of a closing, then he or she has every right to access the program as previously stated.

If you have any questions or need clarification regarding this regulatory requirement, please contact your licensor or registrar.

## "The Book Nook"

### Professional Library Book Review

#### "Mommy, I'm Scared"

Joanne Canton, PH.D.

Reviewed by:

Rose Shufelt, Infant Toddler Specialist  
with Sarah Rajotte, CDA #73 Student

One of the basic roles of child care providers is to keep children safe and also provide an environment where they feel happy, loved, and one they can trust. We do everything we can to protect children from unwanted harm, both physically and mentally. In the world of technology, we are losing some of that control.

The book, Mommy, I'm Scared looks at the effect television has on a child's psyche. As the author states, "Chances are, you don't want to get rid of your TV. This book is for parents who feel that getting rid of their television is not the best option but who want to protect their children from preventable psychological harm." (Canton. Pg.2)

Technology can introduce images and events that may frighten children and provide exposure with or without our knowledge. "This book focuses on the common intense reactions children may have in response to TV and movies. The author studies the cause of fright reactions in children of various ages, how to best prevent exposure and how to respond effectively when it occurs." (Rajotte)

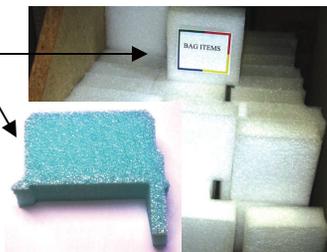
Although this book is geared towards parents, it is beneficial to child care providers as well. Media is everywhere and we need to educate ourselves in the best way possible on how to help children handle their reactions if it becomes necessary. "Mommy, I'm Scared" is a good place to start.

In addition, please join me on May 23 in the Rochester office from 6:30pm-9:00pm for the training session: **Television, Xbox and Internet, Oh my!** to explore this topic in more depth.

### THE RECYCLE SHOP ITEMS OF THE MONTH ARE:



Bag Items:  
Foam pieces.  
Use in Crafts.  
Use for soft building  
blocks.



\$1 each or 3 for \$2. Large sheets of plywood that were used for cutting out shapes. Could make a fun lattice or trellis!

MONROE COUNTY EXECUTIVE MAGGIE BROOKS

## Proclamation

Child Care Council, Inc. is a not-for-profit child care resource and referral organization dedicated to supporting child care providers, parents and the community through an array of high-quality care and education programs. The Child Care Council serves the counties of Monroe, Wayne and Livingston in Western New York.

For many years, parents and child care providers have utilized the Child Care Council's compassionate, professional staff for a wide-range of informational services. The organization is highly regarded throughout our region as a premier source of knowledge for locating a child care provider, starting a home-based child care program, becoming a licensed provider and offering training on how to nurture the unique physical, social, emotional and intellectual development of a child.

The Child Care Council offers coordinated services to support child care programs, including a professional library, referral services, reduced-cost business services and the regionally famous Recycle Shop, a retail store that accepts donations of over-runs, scraps and factory errors from local manufacturers. These donations are later reintroduced into the community as crafty supplies that are utilized by children of all ages.

As we celebrate the fortieth anniversary of Child Care Council, Inc., we also recognize and thank them for their outstanding dedication to enhancing the quality of life of all who reside in our community.

**THEREFORE, I, Maggie Brooks, Monroe County Executive,** do hereby proclaim Wednesday, October 24, 2012 to be:

### CHILD CARE COUNCIL DAY

in Monroe County and thank the staff and volunteers for the many years of unwavering commitment to enriching the lives of children and families throughout our region.

**I HAVE HEREUNTO** set my hand this twenty-fourth day of October in the year two thousand and twelve.



*Maggie Brooks*  
MAGGIE BROOKS  
MONROE COUNTY EXECUTIVE