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*Child Care Resource Development Center  
for Kennebec and Somerset Counties*  
A Program of Southern Kennebec Child Development Corporation

## the **LINK** eNewsletter

*Staying Connected and Informed*

### Issue 11, November 2010

Dear Provider,

It does not seem possible that the Thanksgiving holiday is quickly approaching.

This is my favorite holiday, a time to gather with family and friends and reflect on all the things that we are thankful for.

The staff at Child Care Options is very thankful for the dedication that child care programs have in making a difference in the lives of children and their families in Kennebec and Somerset counties.

Thank you for the work that you do.

Wishing you a Happy Thanksgiving,

Rita Fullerton, Director  
Child Care Options, SKCDC

I welcome your feedback, thoughts, comments, and suggestions on how we can improve our services to you at [rita@skcdc.org](mailto:rita@skcdc.org).



### "Quality for ME" Stipend Funds

Congratulations to the following child care programs that will be receiving "Quality for ME" stipend funds for moving up a step in Maine's quality rating system.

**\$500.00 to:**

Kristin Nichols, Kid's Clubhouse Child Care, Farmingdale

**\$300.00 to:**

Pamela Berry, Cradles n' Crayons Child Care, Skowhegan

Angela Beckwith, ABC Child Care, Pittston

Helen Weigelt, Helen's Child Care, Jackman

Susan Carey, Carey's Child Care, Augusta

Jenny Warger, Discoveries Child Care, Skowhegan

Cindy Manson, Children's Place, Waterville



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### Fun Days in November

Nov. 4<sup>th</sup> - [National Candy Day](#)

Nov. 6<sup>th</sup> - [National Nachos Day](#)

Nov. 7<sup>th</sup> - [Hug A Bear Day](#)

Nov. 9<sup>th</sup> - [National Young Readers Day](#)

Nov. 13<sup>th</sup> - [World Kindness Day](#)

Nov. 14<sup>th</sup> - [American Teddy Bear Day](#)

Nov. 16<sup>th</sup> - [Button Day](#)

Nov. 26<sup>th</sup> - [You're Welcome](#)

Melissa Gagne, Litchfield

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## Fisher Price Toy Recall

The U.S. Consumer Product Safety Commission (CPSC) and Fisher-Price are recalling more than 10 million children's products. The recall includes 14 models of the Fisher-Price Trikes and Tough Trikes toddler tricycles, seven models of infant activity centers with inflatable balls, Fisher-Price Little People Wheelies Stand 'n Play Rampway, and Fisher-Price high chairs.

Specifics on the recalls are as follows:

The Fisher-Price Trikes and Tough Trikes involved have either a disc-shaped or D-shaped pretend key and are intended for children 2 to 5 years of age. Children can strike, sit or fall on the protruding plastic ignition key resulting in serious injury. The recall only involves Trikes manufactured before June 16, 2010. Consumers should immediately place the trikes out of children's reach and contact Fisher-Price for a free replacement key.

Information on the recall from CPSC can be found here:  
<http://www.cpsc.gov/cpsc/pub/prerel/prhtml10/10359.html>.

To contact Fisher-Price, please click here:  
<http://service.mattel.com/us/>

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## Flu Season Has Arrived!

The 2010-2011 influenza season officially started October 3, 2010. The upcoming influenza season is expected to have a mix of influenza A pH1N1 (pandemic strain), A H3, and influenza B. Influenza A pH1N1 is still considered a novel strain by federal CDC and is therefore required to be reported. Federal CDC is requesting individual case data, but Maine CDC will no longer investigate. A full version of this informational bulletin can be downloaded from the Maine CDC website [www.mainepublichealth.gov](http://www.mainepublichealth.gov) as a Microsoft Word document (.doc) or Adobe PDF (.pdf). Look under the Recent Health Advisories section of the page that loads. Please contact the MaineHAN Helpdesk at [HAN@maine.gov](mailto:HAN@maine.gov) if you have trouble accessing this document.

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## November is the Month of the Military Child

- Jill Moody, Education Specialist

I recently had the opportunity to attend a Zero to Three Duty to Care training which focused on the needs of infants and toddlers of service members. Deployments, separations and trauma affect young children, and it is our responsibility as care providers to keep abreast of what is going on in the lives of children in our care.

Child Care Options has a library of materials to support providers who wish to have a better understanding of how children react to military moves, having a parent over seas and the death or injury of a parent.

[Day](#)

## Upcoming Trainings

### Building Peaceable Nonviolent Early Childhood Settings

Date & Time: Saturday Nov. 6,  
9:00-3:00 p.m.

Location: Kennebec Valley  
Community College, Fairfield

Cost: \$15-QRS participants,  
\$20-non QRS participants, fee  
includes cost of book.

Pre-registration is required

### Making Themed Prop Boxes

Date & Time: November 10,  
6:30-8:30 p.m.

Location: Child Care Options,  
Farmingdale

Cost: \$10, pre-registration is  
required.

### Everything You Ever Wanted to Know About:

- CDA
- MRTQ
- Quality for ME
- Accessing Quality  
Stipend funds

Join Jill Moody, Education  
Specialist, for an evening full of  
information and answers to  
your questions.

November 17 from 6:30-8:30 at  
Child Care Options in  
Farmingdale.

or

December 1 from 6:30-8:30 at  
Waterville Inland Hospital

**Free**, please call to register  
582-3110 ext. 25

**Maine Early Care  
and Education Training  
Calendar is now available  
online.  
Click [here](#).**

**Resource Sharing from  
NACCRRRA (National  
Association of Resource and  
Referral Agencies)  
Child Care Bureau News;  
Latest Issues: "[Child Care  
Helps America Work and](#)**

If you wish to order materials such as board books and Sesame Street videos for your personal collection you may order them for free from [Military One Source](#).

If you feel you need additional assistance in supporting a military family please feel free to contact me. I am available to provide support, suggestions and education whether it be at your child care program or on the phone.

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## Make the Most of Marketing - Pt. 2

- Kelley Bowley, Resource Development & Referral Specialist

Last month I had a discussion with a family child care provider concerned about how many openings she has & the lack of referrals being sent her way. We talked about the economy, the jobless rate and other factors that can directly affect child care providers. Then we got around to discussing her location - little did I know she was located in the same town where I live! I have a child and the need for childcare and yet I didn't know anything about her program other than what's on paper here at the RDC. At this point in the conversation I stressed the need for marketing of her program & here are some easy, inexpensive ways to do that:

Maintain the outside of your program. First impressions last forever. Make sure landscaping materials are child-friendly, not only safe, but appealing to children. Now is the perfect time of year to add a splash of color with some beautiful pumpkins! If possible have a large sign outside with your program's name, something big enough to be seen by people driving by.

Inside, frame and hang your license and certificates. Certificates of completion for child care related training tell your customers you are serious about the work you do. Need training? You can find a complete list of upcoming trainings [here](#).

It's the time of year when craft fairs pop up all over. Are you participating or attending? Wear a T-shirt with your program's name on it. What a great and easy way to get lots of people to see your business name!

Make inexpensive t-shirts with the children at your program with your program name on them and some cute handprints. Have the children wear them if you go out and about on field trips or walks. Again, a great way to get your business name out there!

Create and print colorful flyers to leave in doctors' offices and businesses related to children; hand out at school; post on community college bulletin boards; community events and parties.

And as always, keep your provider profile updated by calling Child Care Options 582-3110 ext. 29 or dropping me a quick email at [rr@skcdc.org](mailto:rr@skcdc.org). Let me know when you have a change in your enrollment, hours, or rates so that we are able to provide prospective parents the most current & correct information.

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[Learn"](#)

**New America Foundation  
Early Ed Watch Blog:**  
["Many Missing Pieces:  
Connecting Early Childhood  
Data to School-Based  
Systems"](#)

## Save The Date:

For Our Annual Conference  
**Kids, Kids, Kids**  
April 16, 2011

## Bed Bugs

There has been a lot in the news lately on bed bugs. For a new Maine CDC bedbug info webpage that includes guidance for schools & info on bedbug identification & control click [here](#).

## Resource & Referral Data Corner

Do you ever wonder where parents are looking for child care? Here are the top 10 most requested towns in the past fiscal year. These numbers reflect towns that parents are willing to consider for child care. Most parents search at least 2-4 towns for providers.

Out of 426 parent referrals:

- 185 (43%) included Augusta
- 102 (24%) included Waterville
- 70 (16%) included Gardiner
- 68 (16%) included Farmingdale
- 62 (15%) included Hallowell
- 50 (17%) included Fairfield
- 46 (19%) included Winslow
- 42 (17%) included Oakland
- 37 (9%) included Skowhegan
- 32 (8%) included Chelsea

Want to know how YOUR town

ranked?  
Call Kelley at 582-3110 ext. 29  
for more information!

[Forward theLINK eNewsletter](#)

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