

Child Care Finder
A Program of Children & Nutrition Services
PO Box 2455
Casper, WY 82602



ECHO Kits Available

The Wyoming Department of Public Health and the Wyoming State Libraries came together to make ECHO Kits available free to child care providers—and anyone interested in educating young children. Kits are available on a variety of health related topics including Dental, Friends, Healthy Habits and I am Special. Seasonal kits are also available.

Each ECHO Kit contains books, toys, puppets and a curriculum guide that shares ideas for low cost arts and crafts activities. STARS hours are available for the use and evaluation of the Kits.

Check out the ECHO Kits at your local library!

ChildCareFinder

Wyoming's Resource & Referral Agency

CHILD CARE CONNECTIONS

For People Who Care For Wyoming's Children
Regional Newsletter Serving
Lincoln, Sublette, Sweetwater, Teton and Uinta Counties



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www.childrens-nutrition.com

Marketing Your Program

In Tough Economic Times

Wyoming is blessed to have an economy stronger than many other states but even here, we are feeling the pain. Last year, 117 child care providers closed their doors.

While we can't cure the economy, we here at CCF can help you market your child care business. In 2010, we will introduce "Provider Profiles" a new service to help attract parents who search for care through our on-line service.

A Provider Profile can show as little or as much as you want parents to see about your child care business. You can post pictures of yourself and your classrooms and play areas. You can tell parents about your background, education, certifications and accreditations. You can list your rates, your vacancies, your hours and other important information. Your Provider Profile can be the best first impression you can make with parents.

If you are interested in learning more about the Provider Profile and how we can help you start developing yours, contact your local CCF office or call us toll-free at 1-800-578-4017.

Your Marketing Plan

Would you like to increase enrollment? Offer a new service? Build a waiting list? A well thought out marketing plan will give you a step by step strategy to reach those goals.

First, consider what makes your child care business unique and special. What sets you apart and makes parents choose you to care for their child? These strengths need to be featured in your marketing efforts. If you aren't sure, don't be afraid to ask!

Second, develop word of mouth referrals by building strong relationships with parents, families and your community. Parents listen to other parents so encourage them to pass your name along to their friends and co-workers.

Third, target your message to get the biggest bang for your marketing dollar. Consider advertising in libraries, medical offices and community events geared to families with young children.

Finally, make a great first impression. Right or wrong, parents make up their minds about your program within ten minutes of walking through the door. From the first phone call to the parent tour, make sure you are demonstrating to each parent why they can trust you with their child.

Child Care Finder — Office of Professional Development/Provider Training
1- 800-578-4017 Ext 308 Jennifer
January-February-March Training Events and Summaries

Check out the Children & Nutrition Services page on Facebook! Become a CNS Fan and get regular updates .

Medication Administration: being offered in Casper on February 27th, 10 AM to 12 PM located at the UW Outreach. Fee: \$20; 2 STARS approved hours in Health, Nutrition, and Safety. Must register, seating is limited. Contact Jennifer 1-800-578-4017 Ext. 308 to register or for more information.

CACFP 2009-2010 Annual Mandatory Training:

“Those Mean Nasty Downright Disgusting but...” will be coming to an area near you. Please check our website for more information or call 1-800-578-4017 Ext. 301.

Provider Updates can now be done via the Update Center @ http://www.childrens-nutrition.com/ccf_update_center.html. Please complete the current on-line form no later than February 28th. You may go to this site any time to update vacancies only.

STARS Board of Review Wants YOU!

The STARS Board of Review makes recommendations to the Wyoming Department of Family Services and Wyoming STARS regarding the STARS program. They still have some vacancies and are looking for providers who would like to have a voice in STARS policies and procedures. The Board meets quarterly, mostly via conference call, and members serve three year terms. For more information contact the Wyoming Children’s Action Alliance or you can go on-line and fill out an application at www.wykids.org

www.childrens-nutrition.com

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Call or email CCF if you would prefer to receive this newsletter
electronically, rather than by postal mail.
1-800-578-4017 ext 308 or procftwo@wyoming.com
Save printing, save postage, save a tree!!

“While we try to teach our children all about life, our children teach us what life is all about.”



-Anonymous

Uinta County: January 30th: Chinese New Year. February 21st: All day Celtic Festival.

Sweetwater County: Disaster Preparation to be held on January 30th, 2010 running 11 AM to 1 PM. Fee: \$13; 2 STARS approved hours in Program Management. For more information or to register call 1-800-578-4017 Ext 308.

Sublette County: February 6th: Pinedale Winter Farmers Market—Aquatic Center.

Lincoln County: Alpine Library Tues. Toddler Time 2:30-3:30 0-5 yrs and Wed. Day Care Day 11:00-12:00. Thayne Library Story time Tues, or Wed, 10:00-11:00, and Kemmerer Library Story Time 10:30 or 1:00 on Tues & Wed.

Teton County: Disaster Preparation to be held February 6th, 2010 running 1 to 3 PM. Fee: \$13; 2 STARS approved hours in Program Management. For more information or to register call 1-800-578-4017 Ext. 308.

We are busy creating our next regional **Signature Series** training. We are featuring the work of children’s author, Lois Ehlert. This training is called, **Coconuts to Snowballs**. Lois Ehlert has authored more than twenty children’s books and illustrated numerous others. Our training will feature **Chicka Chicka Boom Boom, Market Day, Leaf Man and Snowballs**. The training will be four hours in length and focus on topics in Uniqueness and Cultural Awareness, Family Relations, and Active Learning. This training will be offered in your region beginning in March 2010.

Infant Toddler Credential (West Ed) Training - Check our website for additional details or call Child Care Finder. **Great news!** PITC WestEd, Beginning Together, has released Module V, Caring for Infants and Toddlers with Disabilities and Special Needs in Inclusive Settings. Module V will be offered to providers that have their Infant Toddler Credential beginning May 2010. Watch for more information in the next Regional Newsletter.

Be sure to apply for WY Department of Workforce Services Quality Counts grants to off-set training costs. If you enroll in all four modules of West Ed, you can apply for one grant to cover all four. Your final cost for any training will be just 10% of the total fee. For more information call us or visit www.wyqualitycounts.org.