

# News from the Child Care Council of Westchester



## Happy Holidays, and THANK YOU!

As we enter the holiday season and look forward to a new year of exciting opportunities, we are also looking back to all we accomplished in 2014, with your help. Your support allows us to improve the quality of child care that's available, offer valuable early literacy programs, and fund scholarships that truly change lives, just for starters. We couldn't do this without you! All of us at the Council wish you and yours a healthy, happy holiday season.

## Quality Improvement Initiative Yields Significant Results

A quality child care program ensures the health and safety of children, supports the building of positive relationships, and provides rich opportunities for learning. While many of Westchester's 760 regulated programs are working very hard and care about children, they may not realize how they are falling short.

So, the Child Care Council of Westchester stepped in, and over the course of 5 years, implemented and tracked 15 quality improvement projects with 194 child care center classrooms and family providers in Westchester County, delivering intensive technical assistance, modeling, coaching, training and resources specific to the needs of each.

The Council utilized the Environmental Rating Scales (ERS) developed by the early childhood experts at the Frank Porter Graham Child Development Institute at the University of North Carolina at Chapel Hill.

Only 23% of the initial program quality assessment scores were in the good to excellent quality range and 39% were "minimal quality" or worse.

After a Council quality improvement specialist worked with the staff at each program over a period of months, the program quality assessment was re-administered, with dramatic results!

**97% of participating programs/providers improved their quality scores.**

- **80%** of the scores were in the good to excellent range
- **34%** of the scores were in the very good to excellent range

**The Council's focus on quality improvement has raised awareness among child care providers, and we have used the information gathered from parent feedback, inspections and observations to better-target training and technical assistance efforts.**

## Here's How We Help!

**Providers:** Take advantage of workshops, on-site training, technical assistance, program and curriculum assessment, and so much more.

**Business Owners:** Receive material, resources and presentations for their employees, so they can find and pay for reliable child care and focus on being productive at work.

**Parents:** Learn what quality child care looks like, help them find it, and explore financial resources to pay for it.



# Smart Child Care

## QUALITY MATTERS

### Our Message to Parents: QUALITY MATTERS!

While we work with providers and programs to improve the quality of their care, we also need to educate parents.

To that end, we recently launched our Smart Child Care: Quality Matters campaign, presented in partnership with the United Way and supported by 100.7 WHUD, 107.1 The Peak, and Real Country Hudson Valley., to make sure every parent in Westchester knows that when it comes to child care, it's not just about location and affordability. Quality Matters!

### The CCCW is Out & About!

While we field an incredible 3,500 calls per year from parents who need assistance related to child care, we're also out in the community meeting new people every day, and letting them know we're here as a resource. This fall, we were out in force at Yonkers River Fest, White Plains Wellness Week and the Peekskill Community Baby Shower meeting hundreds of new parents.

### Sold Out Crowd for Family Tech Day!

On October 26th, the Council partnered with the Digital Arts Experience to present an afternoon of tech-focused fun for family members of all ages. More than 200 guests enjoyed this Halloween themed tech day, with stations such as: a family photo booth, reading corner, face painting, Lego stop-motion creation station, 3D printing and scanning, animation, Halloween play dough, scratch gaming and programming, Minecraft, and more! A special thanks to our community partners:

Microsoft, The Westchester County Association, W@tercooler, Macaroni Kid, The Rye Arts Center, Westchester Library System, Fidelis Care, littleBits, EmmaWestchester, and CrossFit Kids Westchester.



Our campaign, promoted in print, online, and on the radio, asks parents:

*Are you sure your child is in good hands?*

*Do you know what "quality child care" really looks like?*

*How can you tell if your child is well taken care of when you're not there?*

Our goal is to make sure every child is **safe**, **learning**, **healthy** and **happy**, in a child care program that is **regulated**, **reliable** and **high-quality**.

#### Questions?

Want to learn more?

Contact Nicole Masucci at [nicolem@cccwny.org](mailto:nicolem@cccwny.org)

Join the conversation on Facebook and Twitter (@CCCWNY)! #GetSmartChildCare

## We envision a day

when every child's potential is maximized from birth

when every parent can go to work free from distraction or worry

when Westchester businesses have access to a talented, well-educated homegrown workforce

when community leaders universally acknowledge that quality early care is essential

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**Child Care Council  
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(914) 761-3456 • [childcarewestchester.org](http://childcarewestchester.org)

313 Central Park Avenue • Scarsdale, NY 10583

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