



CHILD CARE

Summer 2009

News

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President's Message *by Jerry Cook, SCCCA President*



Friends; it is with the greatest admiration and respect that I offer this final letter to you as

your president. My journey with you the past 2 years has been eventful and gratifying as I have seen numerous positive changes progress in our continuing efforts to enhance the quality of care and welfare of the children we so much appreciate in our centers across this wonderful state of ours.

Although my term as president will be ending soon, I will not give up the fight to level the playing field in our industry and protect our children and enhance our small businesses throughout South Carolina. It must be done if we are to survive as a viable industry contributing so much as we do to the state's economy by enabling parents the flexibility to earn their incomes freely without worry and constraints. Although we must operate a profitable business to continue our services; it is not about money or small business per se, but about establishing a standard for all providers to adhere to in order to make our children safe and educationally productive. I am so grateful to the SCCCA Board of Directors' support and contributions

to this endeavor and I look forward to additional years as I continue to work with the new board in whatever capacity I can contribute.

As I have mentioned so many times before, we must continue to have solidarity within our ranks. The old adage, "divide and conquer" does not work with our determined board members and I am especially hopeful the forthcoming board will be just as strong and united. I would be remiss if I did not point out with genuine appreciation the guidance and support from our Executive Director, Karen Boyce and our legislative liaisons, Jeff Thordahl and Hope Lanier. Without them, my job would have been impossible. Special kudos to all you guys, Jeff, Hope and Karen!

May God's will be done ~ amen!

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Legislative Update

Summer 2009

Jeffrey N. Thordahl and Hope Lanier

School begins next month and I continue to be amazed at the increased activity by the public schools to market their 3 and 4 year old programs. This must be of tremendous frustration to you and I know, in many instances, has been the cause of direct loss of children from your centers. Add in the inherent unfairness of a significant portion of your property taxes going to your local school district, which in turn is using that money to fund/subsidize these programs, and it is maddening.

The five year-old population has moved en masse to public schools with the advent of “voluntary” 5 year-old kindergarten. It appears from most measures that this move to the public schools has not resulted in lower dropout rates or increased academic success. South Carolina is still holding the 49th or 50th spot on most rankings. So perhaps the continued poor results is driving the public schools desire to pick up even younger children – in the hope that that will increase public school performance. Or perhaps it is a desire to grow simply for the sake of growing their empire.

In any event, it is unfortunate that the days of public schools focusing on K-12 with private child care providing a healthy learning environment year round for the 0-5 children is a model where the benefits of such have been forgotten or perhaps were taken for granted. Throw in the tough economy and the situation is further complicated – particularly as some parents have been forced to in-home care givers which, as we all know, operate with minimal regulation.

The children of this state and their parents need the private child care world to succeed. So now is the time that you must step up your game and get active. Every single owner/operator needs to invite their local legislator (House and Senate Member) to their center for a visit. Review your daily program, review the strict licensing

regulations with them, show them your enrollment patterns over the last several years,

point out the at-home care facilities that have come into being near you, and definitely point out the public schools that have started 3 and 4 year old programs – and the fact that they are funded by your tax dollars.

In addition, we need to continue to compile a listing of all of the public school Pre-k programs located near you. This growth has gone largely unnoticed by taxpayers and also with our lawmakers. Legislators and taxpayers alike tend to enter somewhat of a state of disbelief when they find out public funds are being used for 3 and 4 year old programs in their district. Once the programs are embedded it is hard for legislators to step in and question them.

However, we cannot be portrayed as a whiney industry who wants extra help in a challenging economy. Many businesses are challenged right now. What we need to get across is that we provide a valuable service to the children of this state and at a reasonable cost. There is simply no need for public programs in most parts of the state. With the right balance of public assistance to families who cannot afford licensed care, the private centers can take care of the needs of the state while providing valuable jobs and a healthy tax base. We also need to make sure the leaders of our state understand that the children deserve to be protected equally in all child care settings. The world has changed dramatically since the state created the regulatory licensing structure. Public schools did not have pre-K programs, at home setting were not proliferating and there were not a range of alternative after-school settings. The laws of our state have become dated as a result. (con't to page 3)



Get a seasonal flu shot as early as possible!



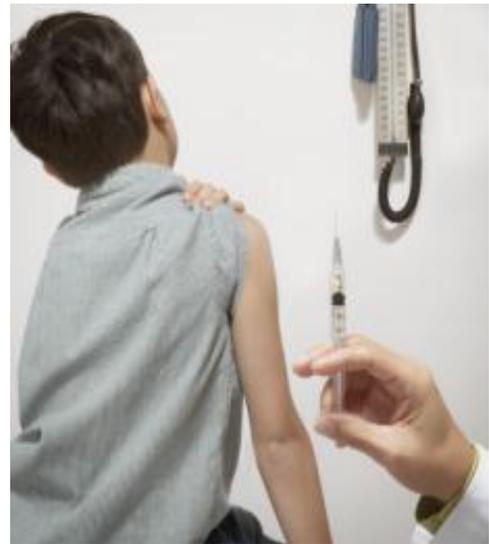
The single greatest message for this Summer in preparation for a somewhat uncertain Fall influenza season would be to urge parents and child care providers to get a seasonal flu shot as early as possible (September) as well as to get their children immunized against the flu. H1N1 influenza (swine origin) vaccine will probably not be available until late October or early November. This novel vaccine strain has a level of unpredictability and young children/teens and young adults have been most affected.

The best tool for mitigating the impact of an influenza epidemic is the timely administration of an effective vaccine. In the Fall of 2009, two different types of influenza vaccine are expected to be recommended for persons in the United States: seasonal vaccine and a separate vaccine solely for protection from the novel H1N1 virus (swine origin) that emerged in the Spring of 2009, too late to be included in the seasonal influenza vaccine production process.

Seasonal influenza vaccine will proceed through usual channels this Fall. The importance of seasonal flu vaccination is undiminished by the emergence of the swine origin virus; seasonal viruses are co-circulating with the swine origin virus, and will still cause serious illness and death this season. The most important message for seasonal influenza vaccine this fall is to receive the vaccine as quickly as possible – do not wait. Links:

http://www.doh.state.fl.us/disease_ctrl/immune/flu/files_06_07/FluPosterProtectChild.pdf

http://www.cdc.gov/sesame.html?s_cid=healthyHabits_001



We encourage you to continue taking these simple, but very important steps to protect yourself and others from various strains of the flu:

- Wash your hands thoroughly and often.
- Cover your cough with your sleeve, not your hand.
- Stay home if you're sick.
- Stay away from people who are sick.
- Eat a healthy diet and get plenty of rest.

Susan A. Smith, MN, BSN, RN
 Division Director
 Immunization Division
 SC Department of Health and Environmental Control
 1751 Calhoun Street, Columbia, SC 29201
 Phone: (803) 898-0720 * Fax: (803) 898-0326
 Email: smithsl@dhec.sc.gov

(Con't from page 2) The bottom line is that you must take the time to call you legislators. We are always here to assist but please take the time to initiate those critical contacts and let us know your feedback.

CALL SOON. Hope and Jeff can be reached by calling MG&C Consulting at (803) 779-2300.

CALLING ALL PARENTS AND PARENT EDUCATORS!

The Courageous Parent is now available for addition to your professional library and parent resource library. It is a specific how-to-do-it book that empowers parents to effectively influence their child's behavior. The Adlerian Psychology based techniques were developed by two early childhood educators with over fifty years of experience helping parents of young children with common child rearing challenges. The most common response from parents is the exclamation, "It worked."

The Courageous Parent



A selection of Adlerian child-rearing techniques to help parents raise responsible, cooperative children

Cindy Walton-McCawley, M.Ed.
Kathleen A. Walton

Here are just a few of the child-rearing techniques you will find inside:

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SCCCA Conference

**Saturday
February 6, 2010**

**Trinity Baptist Church
Cayce, SC**

Ozone Action: Are Kids Safe Outside?

Kid Health Means Being Ozone Aware

By [Robin McClure](#), About.com

It's sunny, warm, clear sky, and a mostly wind-free day. What could be better for a day outside in the sunshine? But before you pack a picnic lunch and head for the park or plan that bike trip with kids, there is an important health check to make. And it's one that can impact whether young children can play outdoors or whether alternative inside activities should be planned.

The downer to summertime fun? Poor air quality, which can aggravate asthma and affect those with any type of respiratory weakness--especially the very young and our senior population. And the culprits are typically ground-level ozone and airborne particles, two pollutants that pose the greatest threat to human health in the United States, according to the U.S. Environmental Protection Agency.

Parents and child care providers need to be careful and thorough in monitoring outdoor air quality on a daily basis as well as knowing the full medical history of any children in their care. Children with respiratory illnesses or asthma can become very ill with ozone exposure on unhealthy days. The North Carolina Department of Environment and Natural Resources cites on its web site that ozone can aggravate asthma, causing more attacks, increased use of medication, more medical treatment, and more visits to hospital emergency clinics. The site also cites that 1.6 million emergency room visits are due to asthma in the U.S., and 17 percent of all pediatric emergency room visits are for asthma. Further, 40 percent of the asthmatic population are children. So, what does this

mean for parents and child care providers? Ozone awareness and preventative action!

What exactly is ozone?

Ozone, also known as smog, irritates the respiratory system. Ozone is formed when a mixture of air pollutants "bake" in the hot, summer sun. Exposure to high ozone levels can cause shortness of breath, pain with deep inhalation often referenced as chest tightness, coughing and wheezing, phlegm, headaches, nausea, and eye and throat irritation. In other words, pollution can really wreak havoc on people with heart or lung disease, older adults, and children--especially infants and toddlers.

How is ozone recognized?

The irony of ozone is that it is often at its unhealthiest levels on days considered the most beautiful in which to be outdoors. Pollutants, released from sources such as automobiles and factories, exacerbate the situation. When ozone levels are high, the forecast usually calls for sunshine, clear sky, temperatures above 85 degrees Fahrenheit, and little or no wind.

When is it at its highest levels?

Ozone's highest levels usually occur between noon and 6 p.m., from May to September. Meteorologists can predict high ozone days, because weather influences of the formation of ground-level ozone. Many communities have a process in place for issuing high ozone alerts to citizens.

For sale...



Fifteen study desks for after schoolers. All in good shape. \$10.00 each as is where is. Contact Jerry Cook 803-796-8388.



2009-2010 Board of Directors Election

The ballot has been prepared for the 2009-2010 Board of Directors Election. You may have already received your ballot in the US Mail. Please fill out and return to:

**SCCCA Headquarters
Post Office Box 12564
Columbia, South Carolina 29211**

2009-2010 Membership Renewal

September is the month to renew your membership with the SCCCA. **Watch your mailbox for your renewal information. Don't miss out on important legislative advisories and updates. The SCCCA has many professional development and networking opportunities planned for 2009-2010. We look forward to serving you!**

Interactive links for child care challenges:

Child Care Challenges

- [Child Care Challenges: Biting](#)
- [Child Care Challenges: Lying](#)
- [Child Care Challenges: Separation Anxiety](#)
- [Child Care Challenges: Transitioning to a new caregiver](#)
- [Nannies: Myths vs. Reality](#)
- [The Chore War: Getting kids to do their part](#)

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South Carolina Child Care Association
Post Office Box 12564
Columbia, SC 29211