

# Pointers For Parents

## Parents Face New Concerns When Selecting A Child Care Facility Free Handbook Available to Assist in the Search for Quality Care

(NAPSA)—According to the U.S. Census, three out of five young children—including six million infants and toddlers—are in child care. With child care being a necessity, parents need to be assured their children are in safe hands at a quality child care facility.

To help provide families with information and access to affordable, quality child care, YMCA Child Care has partnered with KFC's new charity, Colonel's Kids®. To help ensure parents have the knowledge to make the right child care decisions, YMCA of the USA is releasing its revised Quality Matters Handbook, which is available by calling the Colonel's Kids hotline at (800) 874-3273 or online at [www.colonel-skids.com](http://www.colonel-skids.com) and [www.ymca.net](http://www.ymca.net).

The Quality Matters Handbook explains what constitutes quality in a child care setting and how to go about selecting a quality child care program. Finding the right child care program can ease parents' minds as they consider some of the key issues of parental concern today, including safety, cultural differences and their children's behavior. For example, consider the following questions when selecting a facility:



### Cultural Differences

- Does your child care program recognize prejudices and address issues against different cultures with an anti-bias approach?
- Do activities envision and reflect different cultures?
- Does staff take time to understand people of different cultures? Are they able to respond and plan appropriately while treating all people with respect?

### Behavior

- Does staff recognize signs to determine if a child is displaying behaviors stemming from current conditions or other issues?

- Does staff/child ratio at your child care facility meet state government regulations?

- Is there dedicated playtime for children to learn, socialize and explore? Thirty minutes of playtime to three hours of child care is standard.

### Safety

- Is there an evacuation plan for fires, tornadoes and bomb threats?
- Is staff trained in CPR and other first aid procedures?
- Are there adequate procedures for staff screening, parent sign-in and -out, and other safety measures?

YMCA of the USA is the national resource office for America's 2,434 YMCAs, collectively the nation's largest community service organization and largest provider of child care. YMCAs serve 18 million people, including nine million children through a broad range of programs. YMCAs are for people of all faiths, races, ages, abilities and incomes. Many YMCAs offer financial assistance.

Inspired by Colonel Harland Sanders' love for children and KFC's commitment to family values, Colonel's Kids was established to help combat America's child care crisis. KFC is one of the first corporations to address the child care issue nationally.