



# THE CONNECTION

WINTER EDITION, 2011 – VOLUME I

## INSIDE THIS ISSUE:

<i>Leadership Luncheon Highlights</i>	2
<i>My Journey to Budget Neutral</i>	3
<i>CCHC Partners with Exchange</i>	4
<i>NW Regional News</i>	4
<i>Ask the Experts By Anita Britt</i>	5
<i>Spotlight on: PeaceHealth Ketchikan General CDC</i>	
<i>Rebekah Shurtleff Presents to the System Board</i>	5
<i>Quick Consult – Wearing Helmets</i>	6
<i>CCHC Board</i>	7



## THE PRESIDENT'S PERSPECTIVE

The fifty-five gallon aquarium in the front lobby of our child care center had been home for years to the large (at least 10-12 inches!) koi. Daily, the children greeted it as they passed by. Often, upset toddlers had been pacified by watching it glide through the water. This well-loved fish passed on one afternoon a few weeks ago, causing concern and sadness among both the children and the staff.



Yet this tragic event also led us to unexpected new beginnings. We made a trip to the pet store, and the tank now thrived with five sun fire platties, a species much smaller than the koi. One staff member, our onsite fish expert due to previous work in a pet shop, explained to me that we had received four males and one female fish. Within two weeks, during the craziness of dealing with the ramifications of a winter storm, we noticed six very tiny baby fish hovering low to the rocks at the back of the aquarium. What exciting, surprising arrivals for us! Each one of us has enjoyed watching the baby fish grow and become brave enough to venture outward into the tank.

The start of another year is also an expected new beginning. We set goals to build upon and improve what we already have in our professional and personal lives. Yet some adventures for 2011 are certainly unknown and may offer fresh, new opportunities. Flexibility, positive attitude, and focus are important to embrace the challenges.

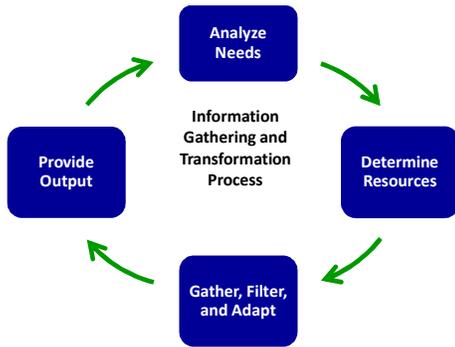
CCHC remains strong and committed to support its members in all their beginnings. Consider joining a committee or participating in more webinars or benchmarking surveys. The more each member gives, the more valuable the organization is for all. On behalf of the CCHC Board of Directors, best wishes for a successful year!

*Trena*

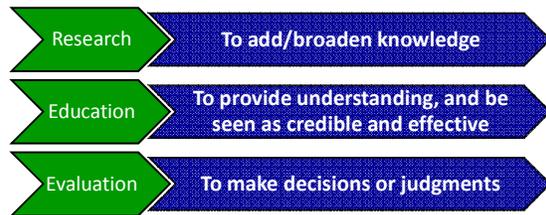
# Formula One Ready: Developing a Data Driven Approach—Leadership Luncheon—Presented on February 23, 2011

If you would like to view the entire presentation, please go to the CCHC website at [www.childcareinhealthcare.org](http://www.childcareinhealthcare.org)

## The Data Track



## Data is Used For...



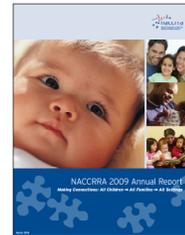
## Analyze Track Conditions: What are your data needs?

- Center public relations
- Board of directors and hospital administration
- Center administration
- Reporting needs
- Announcements or celebrations



## Analyze Track Conditions: What are your data needs?

- Business justifications
- Education
- Opportunities for improvement
- Strategic planning
- Inclusion of information into conversations
- Other, meaningful data-sharing opportunities



## Map Out Your Racing Strategy: Steps to Ensure Maximum Results

### Yellow Flag! Danger Ahead, Slow Down: Which data is important?

Data findings must:

Provide accurate, credible evidence

Be relevant and meaningful (in alignment with goals)

Be accessible

- Identify purpose
- Determine when to use
- Determine exactly what you needed to know
- Determine who will find the information
- Identify possible information/data sources
- Set limits on how much data you want to collect
- Collect data—but **understand its limitations**
- Identify gaps in your knowledge
- Redo the process to try to fill those gaps
- Compare data for your community with that of others, or with national data
- Report and use your findings

Source: "Collecting Information About the Problem," Janette Nagy, *The Community Toolbox*



## My Journey to "Budget Neutral"

by Amy Lawson



A little over a year ago, I was presented with the challenge of restructuring my program operations to become budget neutral; eliminating a subsidy that was just under \$1 million. With that level of subsidy, I have had the luxury of a large administrative team, support staff that included float teachers for each age level, and few concerns regarding expenses. At the time, we also offered hospital employees deeply discounted tuition rates and very flexible enrollment options. Community family enrollments helped offset this, but parent tuition did not even cover the full cost of staffing the Center.

Fortunately for me, I knew how good I had it! Still, change is not easy, and I understood that this was going to require changes that would create an emotional upheaval. I will admit to a pity party of at least one weekend in my pajamas... then it was time to get busy! The first thing that I did was reach out to Child Care in Health Care members. I received invaluable support, resources, and cost-saving strategies from other directors across the county. I was able to learn from their experiences and develop my plan quickly. Without your networking and encouragement, my journey would have been much more difficult! **(The continuation of this article is posted in the members only section of our website)**



Take time to visit our newly re-designed Child Care in Health Care website! Stay up to date with events, news, surveys and more!

[www.childcareinhealthcare.org](http://www.childcareinhealthcare.org)

### CCHC Partners with Exchange Magazine

To promote the professional growth of our members, CCHC has entered a partnership with Exchange providing you with valuable resources at discounted rates throughout the year. To take advantage of these Exchange savings, visit

*(You will need to join CCHC to receive this information)*

A special online "Welcome Page" for CCHC members will provide details of the benefits along with instructions on how to access them. Also, sign up for Exchange's FREE electronic news-brief, **ExchangeEveryDay**.

## CCHC NORTHWEST REGIONAL NEWS

- ◆ Peggy Urlacher, Yakima Valley Memorial Hospital Early Learning Center, Yakima, Washington, and CCHC Northwest Regional Director, reports: "I have been busy and challenged trying to find good software for our center. I have finally decided on Pro-Care and I'm now working with our Information Systems Administrator to get it up and going. This is a long dream come true for myself and our parents. At this time I am doing all my scheduling and billing manually. This will free up some of my time once it is all in place. YEAH!!"
- ◆ Great 'n Small Child Development Center at Mid-Columbia Medical Center in The Dalles, Oregon, has two main projects at present: the first is construction of a new external egress from one of their two year old rooms ( age range 24-29 months) to meet state regulations. The immediate impact is mainly outside, and is a fairly manageable project now that their contractor is on board. The second project is converting to the new version of Professional Solutions Pro-Care system for their time and attendance, as well as all files and billing. "We are in the process of learning their new version and upgrading to their v10 application. It's a big learning curve and somewhat overwhelming at present, but we are getting there!" states Valerie Kendrick, director.

## Rebekah Shurtleff Presents to Tahoe Forest Hospital System Board of Directors



I voluntarily presented a Power Point on the Tahoe Forest Hospital Children's Center to the Tahoe Forest Hospital System Board of Directors on January 25, 2011. I shook off the jitters, held a few practice sessions, and I was ready to present that night as long as all the audio visuals would cooperate. Who should come in just 2 hours before the presentation? Yes, our State Licensing Agency to do their unannounced inspection on 2 licenses (we have 3 for the different ages). So in one night, after a thorough

inspection, I passed a licensing review with NO deficiencies and wowed the hospital Board of Directors with the purpose of the children's center, including a business plan update, positive financial outcomes, wise investments in care by the hospital 20 years ago, efficiencies for lowering tuition rates, achieving a 5 Star Quality Rating, positive retention of hospital employees and a proposed play yard renovation.

A lesson I learned years ago (with the help of some very wise CCHC peer directors) was to keep the Hospital Board of Directors and the CEO updated on the positives of having on-site child care for the hospital employees, and how their investment in employees benefits the hospital.

Rebekah Shurtleff Director, Tahoe Forest Children's Center; Tahoe Forest Health System; Truckee, California



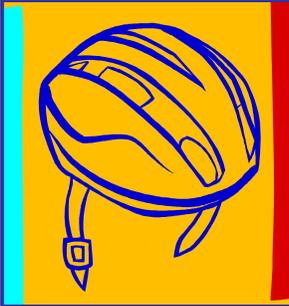
## Ask the Experts By Anita Britt



...Providing workshops and seminars is a no-cost way to increase the knowledge and satisfaction of both your staff and the parents. Look into the resources at your workplace and in your community, as well as the many resources on the CCHC website. CCHC Quick Consults are also a good way to gather fast, accurate information. Don't be afraid to ask for expert advice. *Anita Britt, Executive Director, Children's Hospital of Los Angeles Child Development Center, Los Angeles, California*

*(The beginning of this article is in the complete newsletter posted on our website in the Members' Only Section)*

## Quick Consult Compilation— Wearing Helmets



**Question:** *Do you require children to wear helmets when using riding toys outside? If so, do you provide them, or do the parents? If you do provide them, are they used by multiple children? If so, how do you clean/sanitize them, and control the potential for head lice?*

*Maureen Heath, Director; The Learning Center at Concord Hospital, Concord, New Hampshire*

**Answer:** We require children to wear helmets when using riding toys outside. In spite of the potential for the spread of head lice, we feel that learning this important safety measure is essential for young children, and that it is important for us to model what is required by law. We buy helmets, and sometimes parents donate them. The helmets are used by multiple children.

**Answer:** We do require helmets. We do provide them. Several parents will bring us helmets their children have outgrown. We try our best to have enough for everyone, but we also try to spray them in between uses. It is hard, and we do not always catch them before they are put on someone else. We only have a certain number of riding toys to use so we have at least 2 helmets per riding toy. When one helmet is in use the other will be sprayed and dried. *Patti Smith, Director, Erlanger Health System/E-Kids Learning Center; Chattanooga, Tennessee*

**Answer:** We require children to wear helmets when using riding toys outside if they are riding on asphalt or concrete. We do not require them if children are riding on poured-in-place surfacing or inside on carpet. The Center provides the helmets. They are used by multiple children. Cleaning/sanitizing is an area of discussion with my group. Currently we sanitize the helmets after the playtime is over, so morning and evening. However we are looking into wiping them down after each use. We will not be using hairnets or shower caps as NAEYC suggests-I think that is ridiculous. *Beth Brooks, Director, Child Care Center, Inova Fairfax Hospital; Falls Church, Virginia*

**(The continuation of this article is posted in the Members Only Section of our website)**

# 2011 CCHC Board Directory

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