

# Iowa Community Empowerment Newsletter

December 2006  
Volume 7, Issue 6

Questions/Comments:  
Shanell Wagler, (515) 281-4537  
[shanell.wagler@iowa.gov](mailto:shanell.wagler@iowa.gov)



## Emerging Strategies for Our Global Economy



The 14<sup>th</sup> annual Early Care, Health & Education Congress was held in Ames, Iowa on November 14 & 15, 2006. Over 350 advocates from across the state gathered to learn from leading experts and each other about how to best advance the common goals and vision for the families and children of Iowa in the areas of early care, education and health. This year's theme, "Emerging Strategies in Our Global Economy" took participants a step deeper into validating the economic themes of the past few years and reiterated that early childhood is where the connection to America's competitiveness in a global economy begins.

This year's event began with participants offering their perspectives and feedback to questions which were designed to address priorities in early childhood. The facilitator's guidance with this exercise was to frame the responses in such a way that legislators, policymakers, business and other audiences would not only understand the issues but also know what to do with the information based on the advice of the early care, health & education "experts". The session ended with the sharing of successful examples of collaboration that had developed with business partners across the state. The dialogue and ideas generated were innovative and the participants left the session feeling that it had been time well spent. The questions and compilation of the dialogue can be found on the Early Childhood Iowa web site, [www.earlychildhoodiowa.org](http://www.earlychildhoodiowa.org).

The second day began with an address by Adele Robinson, Senior Director of Public Policy & Communications, NAEYC (National Association for the Education of Young Children). She discussed the connection policymakers are making between human services and education and America's competitiveness in a global economy. She focused on federal policies and the differing viewpoints of how early childhood education, welfare reform and No Child Left Behind impact state, communities, families and children.

Helen Raikes, PhD, Professor, Family & Consumer Sciences, University of Nebraska, Lincoln, closed the two days with a message entitled, "Where Do We Go from Here?" She shared lessons from the efforts of other states in developing and implementing Quality Rating Systems (QRS), Early Learning Guidelines and Standards and how they integrated QRS with local efforts to build quality early childhood systems. As these efforts are just getting off the ground in Iowa, this presentation provided participants with a framework for the work in the year ahead.

Once again, this year's Congress reminded us to drop our turf issues. It was a time for all to recommit to placing children's needs at the center of our planning and work together to meet them.

### In this issue:

Cover Article	1
<i>14<sup>th</sup> Annual ECHE Congress</i>	
Updates	2
<i>ECHE System Building Empowerment</i>	
<i>Upcoming Events/Activities</i>	
<i>ECI Update - 2007 Day on the Hill Activities</i>	
Iowa Empowerment Board News	4
<i>November Meeting Highlights</i>	
<i>IEB Seeking Nominations</i>	
First Lady Christy Vilsack's	5
<i>Children's Literacy Legacy</i>	
Statewide Information	6
<i>Iowa Early Hearing Detection and Intervention</i>	
<i>DE's State Performance Plan</i>	
<i>Every Child Counts</i>	
<i>TEACH Iowa</i>	
<i>Iowa Child Care Resource &amp; Referral</i>	
Health News	10
<i>HCCI Update</i>	
<i>CPSC Update</i>	
<i>National Program for Playground Safety</i>	
<i>Oral Health Bureau Update</i>	
<i>Covering Kids &amp; Families</i>	
Training Opportunities	13
<i>Communications/Media</i>	
<i>Partnering with Parents</i>	

**Disclaimer:**  
Many articles in this newsletter are submitted by various entities. The views and opinions contained within may or may not be those of Iowa Community Empowerment.

# Update August 2006 – September 2006

## Links to Empowerment Web sites:

State: [www.empowerment.state.ia.us](http://www.empowerment.state.ia.us)

### Benton County

[www.bcempowerment.com](http://www.bcempowerment.com)

### Black Hawk

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

### Buchanan Delaware Fayette

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

### Cedar

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

### Cerro Gordo, Hancock, Worth

[www.cghwempowerment.com](http://www.cghwempowerment.com)

### Dubuque

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

### Floyd, Chickasaw, Mitchell

[www.fmcempowerment.com](http://www.fmcempowerment.com)

### HAWC (Howard, Allamakee, Winneshiek, Clayton)

[www.HAWC-Iowa.com](http://www.HAWC-Iowa.com)

### Hardin

<http://www.empowerhardin.com/>

### Henry

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

### Humboldt, Hamilton, Wright

[www.buildingfamilies.net](http://www.buildingfamilies.net)

### Jasper

<http://www.jaspercountyempowerment.org/>

### Johnson

<http://www.jcempowerment.org>

### Linn

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

### Marshall

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

### Pocahontas, Calhoun and Webster

[www.linking-families.com](http://www.linking-families.com)

### Polk [www.hspa.org](http://www.hspa.org)

### Scott:

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

### Story

<http://www.storycountyfamily.org>

### Washington

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

### Woodbury [www.siouxlandship.org](http://www.siouxlandship.org)

## Early Care, Health and Education System Building Activities

- QRS local provider meeting - Oct 4
- MCH Fall Seminar - Oct 4
- ECI Co-chairs meeting - Oct 5, Nov 2
- Family Support Meeting - Oct 6
- QRS - Oct 12, Oct 17, Oct 31
- Fiscal & Policy Assessment, ECI - Oct 16
- '08 Early Childhood Offer meeting - Oct 19
- ECI Public Engagement component workgroup - Oct 5, Nov 2
- T.E.A.C.H. Executive Committee meeting - October 3, Nov 30
- Professional Development - Oct 18
- QPPS Fall Training - Oct 19-20
- Home Visitor Safety Training, Red Oak - Oct 23
- Business Community Advisory Council - Oct 24, Nov 20, 21
- Project THRIVE - CC Nurse Consultants, Iowa presenting model - Nov 2
- 2006 Early Care, Health & Education Congress planning - Oct 8
- State Child Care Advisory Council - Oct 9
- Prevent Child Abuse Iowa Conference planning - Oct 9
- ECI - Governance component workgroup - October 19
- Family Support Training, Guttenberg - Oct 27
- Family Support Evidence-based manual small group meeting - Oct 30
- ECHE Congress - Nov 14-15
- IEB Meeting, Ames - Nov 14
- Facilitator's Training - Nov 16
- AEA Principals Network - Nov 17
- Council on Early ACCESS - Nov 17
- Shadow Coordinator in ACGG - Nov 28
- Home Visitor Safety Training, Cedar Rapids - Nov 28
- Fiscal Accountability Workgroup - Nov 30
- ECI - Quality, Services & Programs workgroup meeting - Nov 8

## Site Visits/Technical Assistance Activities

- Harrison, Monona, Shelby with School Administrators - Oct 3
- Redesignation visit - Audubon, Carroll, Guthrie, Greene - Oct 10
- Redesignation visit - Kossuth, Palo Alto - Oct 10
- Redesignation visit - Buena Vista Crawford Sac - Oct 10
- Redesignation visit - Lakes - Oct 11
- Redesignation visit - Woodbury - Oct 11
- Redesignation visit - Calhoun, Pocahontas, Webster - Oct 11
- Redesignation visit - Hamilton, Humboldt, Wright - Oct 11
- Redesignation visit - Warren - Oct 11
- Redesignation visit - Marshall - Oct 11
- Redesignation visit - Clarke - Oct 11
- BV Crawford Sac - Oct 13
- Emmet - October 16
- Redesignation visit - Ringgold - Oct 17
- Redesignation visit - Taylor - Oct 17
- Fremont Page - Oct 17
- Redesignation visit - Union - Oct 17
- Redesignation visit - Adair - Oct 17
- Redesignation visit - Bremer Butler Franklin Grundy - Oct 18
- Mahaska Wapello - Oct 25
- Redesignation visit - Muscatine - Oct 26
- Allamakee Clayton Howard Winneshiek - Oct 26

## Upcoming Events Calendar at a Glance

### Early Childhood Iowa Stakeholders

December 11, 2006  
Johnston Library  
Johnston

### Empowerment

#### Coordinators/Contacts Meetings

December 13, 2006  
West Des Moines Learning Resource  
Center  
West Des Moines

### Partnering With Parents

See Page 13 of this newsletter for  
additional information

### “Turning Words into Action: How to Communicate Effectively Across Multiple Audiences”

See page 12 for further information  
December 15  
Ft Dodge  
January 6  
Cedar Falls  
January 11  
Creston  
[arussell@pcaiowa.org](mailto:arussell@pcaiowa.org)

### ECHE Day on the Hill

February 7, 2006  
State Capitol Rotunda  
Des Moines

### Iowa Early Learning Standards

Training Symposium  
March 9-11, 2007  
Hotel Gateway, Ames

### Prevent Child Abuse Iowa Conference

May 7-8, 2007  
Four Points Sheraton West  
West Des Moines  
[www.pcaiowa.org](http://www.pcaiowa.org)

**SAVE THE DATE!**  
**2007 ECHE Day on  
the Hill**  
**February 7, 2007**

- Jasper - Nov 7
- Decatur - Nov 9
- BDF - Nov 18
- Redesignation visit - Fremont Page - Nov 20
- Dallas - Annual Report review - Nov 21
- BV Crawford Sac - Nov 27

## Linkages/Outreach Activities

- Iowa Community Action Agencies - Oct 3
- Conference call with Virginia EC leaders - Oct 3
- Promise Jobs Coordinators - Oct 5, Nov 2
- Fit for Life - Oct 5, Nov 16
- FaDSS Team - Oct 10, 24, Nov 2, 13, 17
- AAP Physicians Meeting, Iowa City - Oct 12
- 2006 Children’s Hospital of Iowa Pediatric Symposium, Iowa City - Oct 13-14
- Child Health Advocacy Team - Oct 16, Nov 20
- Meet with Harkin’s staff - Oct 25
- Iowa Conference on Volunteer Service - Oct 31-Nov 1
- Covering Kids & Families Coalition meeting - Nov 2
- FaDSS Council - Nov 15
- Innovation & Leadership Conference, Drake - Nov 17
- Youth Dev Steering Committee - Nov 29

## ECHE System Building Updates

The Iowa Early Care, Health, and Education Day on the Hill will take place on Wednesday February 7, 2007 at the State Capitol and the Wallace building in Des Moines. The theme of the event will be “Quality Counts!” Day on the Hill 2007 will be one of the most visible opportunities for advocates to make their case for investing in young children.



To download a registration form for 2007 Day on the Hill, please visit the Early Childhood Iowa Web site at [www.earlychildhoodiowa.org](http://www.earlychildhoodiowa.org). For those of you interested in attending, please register by January 30, 2007 to ensure materials will be available.

Advocacy Opportunities this Session:

1. Early Childhood Day on the Hill 2007
2. Early Childhood Advocates from around the state will travel to the Capitol on Tuesdays throughout the legislative session
3. Become a member of Every Child Counts
4. Contact your legislators
5. Attend legislative forums

Advocacy Resources:

1. The Iowa Legislature General Assembly - [www.legis.state.ia.us](http://www.legis.state.ia.us)
2. Advocacy Toolkit - [www.empowerment.state.ia.us/tool\\_kit.asp](http://www.empowerment.state.ia.us/tool_kit.asp)
3. Day on the Hill Packet - [www.everychildcountsiowa.org/?Advocacy](http://www.everychildcountsiowa.org/?Advocacy)
4. NAEYC - [www.naeyc.org/policy](http://www.naeyc.org/policy)
5. Every Child Counts – [www.everychildcountsiowa.org](http://www.everychildcountsiowa.org)

**“Quality Counts!” and Iowa’s Youngest Children are  
COUNTING ON YOU!**



[www.empowerment.state.ia.us](http://www.empowerment.state.ia.us)

## The IEB Honors Senator Maggie Tinsman



## Iowa Empowerment Board News November Meeting Update

On Tuesday, November 14, 2006 the Iowa Empowerment Board (IEB) met in Ames, IA in conjunction with the Early Care, Health & Education Congress.

Floyd Winter, board chair, opened the meeting with a welcome and introductions. After the formal business of approving the previous meeting's minutes, Mr. Winter recognized a very special guest. Senator Maggie Tinsman was presented a commemorative photo of the Capitol signed by the IEB to honor her dedication and support of Iowa's children and families in her capacity as state legislator. Each board member was given an opportunity to offer their appreciation to the Senator for her years of service.



Following this special presentation, the legislative liaisons from the Departments of Education and DHS, along with Mary Hansen, Director of Iowa Department of Public Health and Shanell Wagler, Empowerment Facilitator, presented each of their pieces of an executive branch budget offer which goes to the Governor's office for consideration to support early childhood efforts in Iowa. After a time of discussion and questions, the offer was adopted by the IEB.

Shanell Wagler presented an administrative and legislative update which included a brief overview of the redesignation visits that have occurred this fall. Recommendations will be presented to the IEB for their consideration as to each area's redesignation status at their January 2007 meeting. Also presented was information regarding the first meeting of the Business Community Investment Advisory Council. Darshini Jayawardena, IEB member gave an update of the Healthy Children Task Force and will represent the IEB again at their next meeting on November 29. At the September meeting of the IEB, they requested that the Fiscal Accountability Workgroup be reconvened. It was reported that the date of November 30 has been set for the next meeting of that workgroup.

The two local areas that will serve as host for two of the IEB meetings in 2007 were selected. The IEB will be traveling to Scott County in May and Lakes Empowerment Area in September. To finish the agenda, Jeff Anderson presented the provisional performance measures that are now collected statewide. He stated that this data had not yet been validated or analyzed but that the final information would be shared within the State Empowerment 2006 Annual Report.

*The next meeting of the Iowa Empowerment Board will be January 12, 2007 at the Blank Park Zoo in Des Moines, IA.*

\*\*\*\*\*

The Iowa Empowerment Board consists of sixteen citizen members, six state agency directors and six members of the general assembly. The state Empowerment Board currently is seeking candidates for citizen members. Citizen members are appointed by Governor Thomas Vilsack and confirmed by the Iowa Senate. Interested candidates must complete a gubernatorial appointment resume in addition to seeking a letter of recommendation from their local empowerment board. The gubernatorial appointment resume can be found at <http://www.iowai.net/iowa/governor/boards/>. Citizen member selections are reflective of the state's congressional districts to ensure representation from across the state. An equally important criterion is that appointments reflect the ethnic, cultural, social, and economic diversity of our state. We encourage candidates from diverse populations to apply.

You can also find the job responsibilities of an Iowa Empowerment Board member on our web site at the following link, [http://www.empowerment.state.ia.us/Common/pdf/ieb\\_responsibilities.pdf](http://www.empowerment.state.ia.us/Common/pdf/ieb_responsibilities.pdf)

Please contact the Office of Empowerment if you need more information.

## Nominations Sought For Iowa Empowerment Board



## Iowa First Lady Christie Vilsack Announces Children's Literacy Legacy with *Iowa Stories 2000* Foundation and Donation to Reach Out and Read Iowa

On Friday, October 27, 2006 Iowa First Lady Christie Vilsack could be found reading to young patients at Blank Children's Hospital. Literacy events like this one aren't uncommon for Mrs. Vilsack. For the past eight years, she has worked to promote and enhance literacy programs through her foundation, *Iowa Stories 2000*. The statewide literacy initiative is designed to help communities better understand the importance of early childhood reading, local libraries, and family storytelling.



On this particular day, Mrs. Vilsack, joined by local Pediatricians and Diana Reed, Rotary District 6000 Iowa Governor-Elect, was on hand to announce her children's literacy legacy thanks to a generous donation to Reach Out and Read Iowa. Mrs. Vilsack's *Iowa Stories 2000* Foundation will donate \$30,000 to the Reach Out and Read Iowa children's literacy program. The contribution will be matched by an equal donation from Rotary District 6000 Iowa.



Reach Out and Read Iowa is one of 27 coalitions that support the work of Reach Out and Read, a national non-profit organization. Reach Out and Read trains doctors and nurses to advise parents about the importance of reading aloud and to give books to children at health check-ups from six months to 5 years with a special focus on children growing up in poverty.



Studies show that parents who get books and literacy counseling from their doctors and nurses are more likely to read to their young children, read to them more often, and provide more books in the home. Low-income children exposed to Reach Out and Read also show improved language development, a critical component of school readiness.

Through Reach Out and Read, each child starts kindergarten with a home library of up to 12 new, culturally- and age-appropriate books and a parent who has heard at every well-child visit about the importance of books and reading. Reach Out and Read distributes carefully selected new and developmentally appropriate books - starting with board books for babies and moving on to more complex picture books for preschoolers. Bilingual books are available in 12 languages.



Mrs. Vilsack has a history of support for the Reach Out and Read program and has visited Reach Out and Read sites in Iowa as well as in Boston, MA and Miami, FL.

Through her foundation, *Iowa Stories 2000*, Mrs. Vilsack's projects have included the annual Kindergarten Book project that distributes a specially selected book to every kindergartner in the state. As Governor Vilsack prepares to leave office, Mrs. Vilsack also will transition into new roles. Her foundation's objectives will continue to be met through the donation to Reach Out and Read.

Statewide, 30 sites currently participate in Reach Out and Read, providing more than 36,000 books to almost 24,000 infants, toddlers and preschoolers. The program hopes to add new sites to reach more of Iowa's youngest low-income children.

Reach Out and Read doctors and nurses annually distribute 4.1 million books to more than 2.5 million children and their families annually at almost 3,000 pediatric practices, hospitals, clinics and health centers throughout the nation. International programs modeled on Reach Out and Read have been started in Italy, Israel, the Philippines, England, Bangladesh and Canada.

To learn more about Reach Out and Read, visit [www.reachoutandread.org](http://www.reachoutandread.org).

Photos courtesy of Blank Children's Hospital



Submitted by Erin Kongshaug



The Iowa Early Hearing Detection and Intervention (EHDI) program will be starting a family mentoring program called *Guide By Your Side* (GBYS) in early 2007. Families of children with a hearing loss who are ages zero to three will be eligible for the GBYS program. There will be two components of the Iowa GBYS program: parent guides, who are parents of children with hearing loss, and Deaf or Hard-of-Hearing role models. Parent guides will help parents of newly identified children navigate the early childhood system, will provide unbiased information about communication and technology options, and will provide emotional support. Role models will be Deaf or hard-of-hearing adults who will provide parents with encouragement about their child's future. They will also answer questions about hearing loss and their experiences and will provide a connection to the Deaf and hard-of-hearing communities. The guides and role models will be paid members of the Child Health Specialty Clinics EHDI program staff.

If you know of a family that would like more information or of someone interested in becoming a guide or role model, please have them contact Erin Kongshaug (515-281-4653 or [erin-kongshaug@uiowa.edu](mailto:erin-kongshaug@uiowa.edu)) or Cami Wright (641-507-9264 or [cami@partnercom.net](mailto:cami@partnercom.net)).

## Update from the Iowa Department of Education



### The Iowa Department of Education's State Performance Plan (SPP) Regarding Serving Preschoolers with IEPs in the Least Restrictive Environment (LRE)

The Iowa Department of Education along with the other state departments of education has had to develop a six year State Performance Plan for the Federal Office of Special Education Programs. This plan indicates what the measurable and rigorous targets are for the school years beginning in the 2005-06 school year and ending in the 2010-11 school year as well as the improvement activities that will occur to assist the state in meeting its targets.

*One of the indicators is the percent of preschool children with IEPs who received special education and related services (i.e. speech/language services) in settings with typically developing peers (e.g. early childhood settings and part-time early childhood/part-time early childhood special education). During the 2005-06 school year 42% of Iowa's preschoolers with IEPs were served in the LRE. Iowa's target is 75% by the 2010-11 school year.*

The Iowa Department of Education has been sponsoring a variety of professional development activities to assist the state in reaching its goal. These activities include Iowa Quality Preschool Program Standards, Every Child Reads: 3-5, High Scope Curriculum and Creative Curriculum trainings. A work group representing the eleven area education agencies and the Des Moines Community School District is revising "3-4-5 Thrive" which is a guide for AEA and LEA Administrators, Teachers, and Support Staff Along with Iowa's Early Childhood Partners. This document will be ready to distribute in 2007.

For more information regarding serving Iowa's preschoolers with IEPs in the least restrictive environment, contact Mary Schertz at 515/281-5433 or [Mary.Schertz@iowa.gov](mailto:Mary.Schertz@iowa.gov).



**Every Child Counts**  
**Sheila Hansen**  
**515-280-9027**  
[shansen@cfpciowa.org](mailto:shansen@cfpciowa.org)

**Tiffany Smith, LMSW**  
**515-280-9027**  
[tiffany@cfpciowa.org](mailto:tiffany@cfpciowa.org)

For a list of your federal and state legislators, visit:

<http://www4.legis.state.ia.us/find-leg/>

To find out about individual state legislators, you can go to:

<http://www.legis.state.ia.us/asp/Legislators/LegislatorInfo.aspx>

## Every Child Counts Announces 2007 Legislative Priorities

### Early Learning and School Readiness

- Increase investments in quality early care and education
  - Expand quality pre-school opportunities and set appropriate standards
  - Increase eligibility and reimbursement levels for child care subsidy
  - Provide support for family, friend, and neighbor care
- Expand Iowa's Early ACCESS program
- Expand Professional Development Opportunities

### Child Well-Being and Development

- Preserve and enhance Iowa's Medicaid and HAWK-I programs for children
  - Reduce the number of children not covered by health insurance
  - Expand the provision of primary and preventive health services
  - Retain the integrity of EPSDT in state and federal law
- Increase investments in the Healthy Mental Development Initiative
- Increase the tobacco tax and devote revenue to meet health care needs
- Support the Iowa health and human services workforce in meeting the needs of vulnerable children

### Child and Family Economic Success

- Improve Iowa's tax treatment of families with children
  - Expand Iowa's Earned Income Tax credit and increase the number of Voluntary Tax Assistance (VITA) sites
  - Expand Iowa's standard deduction and personal credits to reflect child-raising expenses
- Eliminate predatory lending practices
  - Prohibit exorbitant interest rates for payday and car title lending
  - Curb deceptive mortgage lending practices, including deliberate over-appraisals
- Support working families struggling to make ends meet
  - Increase TANF benefits for working families
  - Support microenterprise development in lifting families out of poverty
- Provide tax reform that closes tax loopholes, establishes tax equity, and provides sustainable funding for essential services

*Every Child Counts is a statewide advocacy network of individuals and groups that care about children and families. Every Child Counts' mission is to be a powerful voice for public policies that support children and families. Membership is free and the benefits are great ~ for more information visit [www.everychildcountsiowa.org](http://www.everychildcountsiowa.org).*

# **T.E.A.C.H. Early Childhood® IOWA Scholarship Program**

Submitted by Barb Merrill,  
T.E.A.C.H. Early Childhood® IOWA  
Program Manager



## **A Special Announcement from Iowa Association for the Education of Young Children and T.E.A.C.H. Early Childhood® IOWA**

Child Care Services Association, the creator and “home” for the national T.E.A.C.H. project, has offered the license to offer T.E.A.C.H. services for the state of Iowa to the Iowa Association for the Education of Young Children. It is anticipated that the transition will be completed within the next few weeks, with the fiscal management of T.E.A.C.H. transitioning to I.A.E.Y.C. by January 1, 2007.

I.A.E.Y.C. is an appropriate location for this important service, as T.E.A.C.H. is a natural extension to the mission and vision of Iowa AEYC, and provides an important next step in helping the organization address the professional needs of the wider early childhood community, whether or not they are IAIEYC members. Iowa AEYC is uniquely prepared to assume this responsibility, and offers a unique opportunity to allow T.E.A.C.H. Early Childhood® IOWA to expand and grow. Iowa AEYC and T.E.A.C.H. both have a history of successful partnerships with the wider early childhood community. I.A.E.Y.C. recognizes the need to adapt and grow in new ways in order to continue these partnerships and to support the expansion of T.E.A.C.H.

A plan for the successful transfer of T.E.A.C.H. under the auspices of Iowa AEYC has been developed. It is anticipated that scholarship recipients will receive uninterrupted services and supports during the transition weeks ahead. If you have additional questions or would like to offer your assistance in this process, please contact:

Donna Kennebeck, Board President  
Iowa Association for the Education of Young Children  
[DnmsfmlyK@aol.com](mailto:DnmsfmlyK@aol.com)

Tom Rendon, IAIEYC/T.E.A.C.H. Transition Team Chair  
(515) 242-6024  
[Tom.Rendon@iowa.gov](mailto:Tom.Rendon@iowa.gov)

Barb Merrill, T.E.A.C.H. Project Manager  
(515) 261-4214  
[teachiowa@childcareservices.org](mailto:teachiowa@childcareservices.org)

**~“The important thing is not so much that every child should be taught, as that every child should be given the wish to learn.”  
Sir John Lubbock**

# Iowa Child Care Resource & Referral



Submitted by Glenna Thompson,  
Director, CCR&R Region 3

## QRS Off to a Great Start!

Iowa's voluntary child care quality rating system (QRS) implemented February 2006 is off to a great start! The purpose of the rating system designed for child development homes, licensed child care centers and preschools, and child care programs that are operated by school districts is

- To raise the quality of child care in Iowa
- To increase the number of children in high-quality child care settings
- To educate parents about quality in child care

It is through the combined efforts of resources and technical support through Child Care Resource and Referral, Community Empowerment, Iowa State University, Iowa State University extension, Iowa Department of Public Health, Maternal Child Health, Iowa Department of Human Services, Iowa Department of Education, Area Education Agencies (AEA), Community Colleges, 4 year colleges, Child and Adult Care Food Program (CACFP) and many other national, state and local entities that enable early childhood programs to accomplish their goals. The QRS oversight team and the CCR&R Regional QRS specialists meet regularly to resolve questions that arise and celebrate successes. Foremost it is the home provider, center director and staff or school personnel that have actively taken the steps to meet the key indicators and deserve to claim the "blue ribbon".

Lt. Governor Sally Pederson recently recognized several QRS rated programs. A statewide public awareness campaign informing Iowan's of the rating system will be launched in the near future. The provider's rating, an indicator of quality, will be identified to parents seeking child care through the Child Care Resource and Referral parent counselors. See <http://www.dhs.state.ia.us>, child care, to find the parent counselor serving your community.

Programs desiring to make application or learn more about the Quality Rating System may call a Child Care Resource and Referral Regional Quality Rating System Specialist or visit <http://www.dhs.state.ia.us/iqrs/> for more information.

### Participants that have received ratings in this system:

Level	CCR&R Reg 1 NW Iowa		CCR&R Reg 2 NE Iowa		CCR&R Reg 3 SW Iowa		CCR&R Reg 4 Central IA		CCR&R Reg 5 SE Iowa	
	Centers	Homes	Centers	Homes	Centers	Homes	Centers	Homes	Centers	Homes
1	0	2	1	21	0	0	0	0	0	1
2	6	20	3	33	10	20	2	19	0	11
3	1	1	5	2	0	1	0	4	0	1
4	0	1	0	2	0	0	0	1	1	1
5	0	0	0	0	0	0	0	1	0	0
QRS Specialist	Donna Proeschel 1-888-270-1180		Mary Janssen 1-800 475-0804		Dawn Powers 1-800-945-9778		Emily Way 800-722-7619		Sue Staley 1-800-369-3778	

*Note: Data reflected in the table is accurate as of November 17, 2006*

## News From:



## Healthy Child Care Iowa (HCCI)

Sally Clausen, ARNP, BSN  
Healthy Child Care Iowa  
Iowa Department of Public Health  
[sclausen@idph.state.ia.us](mailto:sclausen@idph.state.ia.us)

## CPSC Update

The U.S. government is charged with protecting the public from unreasonable risks of serious injury or death from consumer products, foods, and medicines.

You can find information on recalled products on the Consumer Product Safety Commission web site: <http://www.cpsc.gov> or on the Food and Drug Administration website: <http://www.fda.gov/opacom/7alerts.html>.

**Healthy Child Care Iowa** maintains a list of products that have a warning or have been recalled in the last six months.

To view recalled product information, first select a product category from the following list.

- [Beds, Cribs, and Bedding](#) no new recalls
- [Child Clothing, Shoes, and Accessories](#) 2 new recalls
- [Equipment \(including infant supplies/equipment\)](#) 3 new recalls
- [Food, Drug, Medicine hazards and recalls](#) 1 recall pertaining to Iowa
- [Furniture Related to Child Care and Early Education](#) 1 new recall
- [Toys and Play Related Items](#) 4 new recalls

The Food and Drug Administration (FDA) issued hazard/recall notices during October 2006. Most of the notices were for products not sold in Iowa. To review a full listing of FDA warnings go to: <http://www.fda.gov/opacom/7alerts.html>



U.S. Consumer Product Safety Commission

## National Program for Playground Safety



NPPS is excited to announce that we have a new look! Take a few minutes to check out our website at [www.playgroundsafety.org](http://www.playgroundsafety.org). One favorite feature is the special section for schools, child care, residential, and youth serving organizations.

NPPS encourages all playground supervisors to keep up the great work as we head into the winter months. We have a special section on the importance of supervision in our fall newsletter. Our Fall Newsletter can be found at <http://www.playgroundsafety.org/newsletters/index.htm>

# News from IDPH Oral Health Bureau



**Dr. Bob Russell,  
IDPH Dental Director**



An issue brief entitled *Access to Dental Care* has recently been produced through the work of the Early Childhood Iowa Stakeholders (Quality Services and Programs Component Group). The purpose of the issue brief is to inform policy makers about the importance of access to dental care for children, particularly for those children within low-income families.

The issue brief can be found at [www.earlychildhoodiowa.org](http://www.earlychildhoodiowa.org)

## Update on I-Smile: Improving Oral Health of Iowa Children

*By Tracy Rodgers, BS, RDH, Iowa Department of Public Health*

Iowa's children and families have moved another step closer toward optimal oral health.

I-Smile is a project aimed at meeting a legislative mandate that Medicaid-enrolled children, ages 12 and under, have a dental home. The Iowa Department of Public Health worked with the Department of Human Services and the University Of Iowa College Of Dentistry to create the I-Smile plan.

Part of I-Smile's focus is using the existing public health system to strengthen the ability of families to access oral health services. Local public health programs are highly effective in increasing oral health awareness and demand for services. System improvements will focus on engaging families at the earliest possible opportunity in their child's growth and dental development using a network of public health programs, providing preventive dental services, and promoting oral health through education and care coordination services.

Title V child health (CH) contractors will serve as the point of contact for local I-Smile projects.

Twenty-three CH contractors submitted plans for I-Smile implementation and will receive funding from IDPH through the end of June to begin local projects.

One of the first goals of I-Smile is for each CH contractor to have a dental hygienist working as the local oral health coordinator. Duties will include developing care plans and agency oral health protocols; ensuring completion of dental risk assessments on children; ensuring care coordination services; working within communities to strengthen the public health dental system; linking with local boards of health; providing education for other healthcare professionals about children's oral health; and providing preventive oral health services such as fluoride varnish applications.

Each oral health coordinator will be responsible for completing an I-Smile strategic plan. The coordinators will be seeking input from oral health partners within their service areas to develop plans based on local needs and assets.

Ensuring a dental home for children will depend on multiple healthcare providers for different levels of primary dental care. Levels of care will be based upon disease risk and provider expertise and capabilities. This breakdown allows resources to be used most efficiently—with the dentist providing the most skilled levels of care, relying on other healthcare partners to provide preventive services. Other public health initiatives to improve the early childhood dental home would include a school entry oral health screening policy and the allowance of Iowa families to purchase a "dental-only" insurance plan under the *hawk-i* program. These initiatives would require both federal and state policy improvements to accomplish.

Success of I-Smile will rely on community collaboration, communication, and public-private partnerships. Anyone interested in being part of the I-Smile effort is encouraged to contact their local Title V CH contractor.

Submitted by Jenny Untiedt  
IDPH  
Covering Kids & Families

**For more information about  
the Iowa Covering Kids and  
Families Initiative, visit**

**[http://www.idph.state.ia.us/  
coveringkids](http://www.idph.state.ia.us/coveringkids).**

The final edition of the *What the Health?* curriculum, informational packet and DVD was completed and distributed to outreach coordinators at the Bureau of Family Health's fall conference in early October. The final edition was revised with a focus on diversity and cultural competency. The objective of the *What the Health?* curriculum is to teach teens about the value of health insurance, the different types of health insurance, how to access health insurance and the vocabulary necessary to navigate the health insurance market.

The curriculum, which was unveiled in a test run at Central Campus High School, received positive feedback from the students. The curriculum is flexible; it includes activities that target student audiences between 7<sup>th</sup> and 12<sup>th</sup> grade. It can be compressed or expanded to fit into any amount of available time, so even though it was not distributed until October it is likely that interested teachers may find a place for it this year.

The informational packet, which is available in English and Spanish, can be accessed at [www.idph.state.ia.us/coveringkids](http://www.idph.state.ia.us/coveringkids). The complete binder, in English, includes the curriculum, informational packet and DVD or VHS; contact [jhodes@idph.state.ia.us](mailto:jhodes@idph.state.ia.us) or [bjones@idph.state.ia.us](mailto:bjones@idph.state.ia.us) to request copies.

**The Covering Kids and Families Now Task Force has completed another issue brief!** Issue brief # 11 highlights the impact of the Deficit Reduction Act on Iowans, more specifically the act's requirement that Medicaid applicants now have to provide proof of citizenship and identity. The issue brief explains the potential impact this new requirement could have on administrative costs and health care access.

Issue Brief #11 can be accessed at:

<http://www.idph.state.ia.us/coveringkids/common/pdf/taskforce/issue11.pdf>

# Upcoming Training Opportunities:

## Communication/ Media



Training co-sponsored by:

Prevent Child Abuse Iowa, Community Partnerships for Protecting Children, and Iowa Community Empowerment

Training dates:

November 30, West Des Moines

December 15, Fort Dodge

January 8, Cedar Falls

January 11, Creston

For registration information visit, [http://www.pcaiowa.org/PCAIowa\\_council\\_information.html](http://www.pcaiowa.org/PCAIowa_council_information.html)

## “Turning Words into Action: How to Communicate Effectively Across Multiple Audiences”

When your plate is already full with all the job duties you can handle and there’s a whole list of other things “to do,” communications is often the last thing that comes to the mind. And yet, it’s an essential part of any organization. Whether you’re working with clients, managing staff, working with a board of directors or fundraising, you must be able to communicate effectively to be successful. Each group is a different and distinct audience to whom your message must not only be delivered, but must also be relevant and actionable.

This training will cover four specific areas of communication and provide tools to help you develop workable systems that deliver consistent, pro-active messages that tell your story effectively and help you achieve your organizational goals.

The training will cover:

- Building a Strategic Communications Plan
  - Segmenting Audiences
  - Developing Key Messages
  - Measuring your effectiveness
- Interacting with the Media
- Crisis Communications Planning
- Communicating to State and Community Leaders

Workshop time will be included during which you’ll begin work on a strategic communications plan for your own organization, practice a media interview and outline a crisis communications protocol you can take back to your office and put into practice.

### About the trainer

The communications training will be facilitated by Leah Schomburg, a Prevent Child Abuse Iowa board member from Waukee.

A native of Duncombe, Iowa, Leah began her career as a reporter in radio news and later newspaper. For six years, she served as community relations associate for Trinity Regional Hospital, Fort Dodge, and then worked in marketing for Land O’Lakes, Inc., for four years.

Since 2001, Leah has been a public relations account executive and marketing consultant for Trilix Marketing Group in Des Moines, now serving as Vice President of Marketing Services.

Leah regularly provides PR support, media training and crisis communications planning for such organizations as the National Pork Producers Council, Iowa Credit Union League, Iowa Farm Bureau Federation, Earthpark, Great Ape Trust and the Iowa Association of Rural Electric Cooperatives.

Other Trilix clients with which Leah is involved include: Riverside Casino and Golf Resort, Iowa State Fair, EMC Insurance Companies, Circuit City, Delta Dental Plan of Iowa and Stine Seed Company.



[www.extension.iastate.edu/pwp](http://www.extension.iastate.edu/pwp)

**It's not too late to register for one or more modules below! The complete series will be offered online June-November 2007.**

Module 5: Nov 28; Facilitating group learning

Module 6: Dec 12; Understanding child & parent development

Module 7: Jan 9: Feeding children & physical activities for families

Module 8: Jan 23; Guiding, nurturing & motivating children

Mod 9: Feb 6: Measuring Program Outcomes: Did we really make a difference?

Mod 10 Feb 20 (8:30am-12noon):

Financial stability & family well-being

Mod 11 Feb 20 (1:00-3:30pm): Building support for yourself & professionalism

## Partnering with Parents

Partnering with Parents, an in-depth training series for individuals facilitating parenting education, is **NOW** taking place on the ISU campus (room 0331 Palmer) in Ames, IA. This training is based on core competencies that have been identified nationally for parenting educators. Program evaluation data reveals that individuals who participate in this training report a significant difference ( $p < .01$ ) in their knowledge and skills in effectively facilitating parenting education.

Recent testimonials include:

- *I learned new skills and came away with valuable activities that I use in my classes...What I learned helps me approach my lesson materials more appropriately – parents in our programs say our group sessions improve their family interactions and strengthen their parenting skills, giving them success as a family.*
- *I could use something from every module to improve my work with parents.*
- *This is the best training I have received in parenting education, and I have been doing parenting education for over 20 years!*
- *After this training, I can identify where my attitudes come from and the essential components of parent education, history, theories, and the driving forces in parent education becoming a standardized, recognized profession.*
- *Partnering With Parents (PWP) has provided me with a framework through which parenting education should take place. Prior to PWP, I was unaware of the NEPEM (National Parent Education Model), and this is a tremendous tool in making parenting education successful.*

The \$60 registration fee per module includes a full day (8:30am-3:30pm) of training and materials. <https://www.uccs.iastate.edu/mnet/pwpfall06/quickregister.html>

If you are interested in hosting a full series of the training in your area of the state contact Kimberly Greder, Assistant Professor and Family Life Specialist, Iowa State University, [kgreder@iastate.edu](mailto:kgreder@iastate.edu); 515-294-5906.

*Iowa's Early Childhood Vision: Every child, beginning at birth, will be healthy and successful.*