

# Circle of Friends

## Investing in the Future of Children

### 4C Language and Literacy Project a success! New funding to deliver service to 50 more family child care homes

Twenty-four percent of all children under 6 not in a relative's care are in a small family child care home. These children, for the most part, are from low-income families with low education levels—and they are most in need of school-readiness activities. Helping to ensure that these children enter school ready to learn is the goal of 4C's Family Child Care Language and Literacy Project.

Over the the course of the past year, 20 family child care homes in Avondale and Price Hill participated in a pilot project. The results:

- a 20 percent *increase* in the number of times per day a provider read to children.
- a 29 percent *decrease* in the number of daily hours the TV was on.

"These are very significant outcomes," says Elaine

Ward, 4C's senior vice president/COO. And this success brings a second year of funding from United Way Success By 6® to enable 4C to serve 50 additional family child care providers in the Cincinnati Public Schools district for an expanded program to begin this November.

An additional grant from a family foundation will allow 4C to serve an additional 35 providers in other locations. Cost of the program: \$1,400 per family child care provider, about \$400 per child.

In the second year of the project, 4C literacy specialists will conduct eight monthly language and literacy visits over a 12-month period to each participating family child care provider. (Three of these are combined with visits 4C already makes each year to these providers as participants in the Child and Adult Care Food Program.)

Each one-and-a-half to two-hour visit builds upon the existing relationships that 4C staff have with the providers and focuses on topics ranging from interactive reading to

*See Language and Literacy, page 2.*

### 4C named 2010 Torch Award finalist

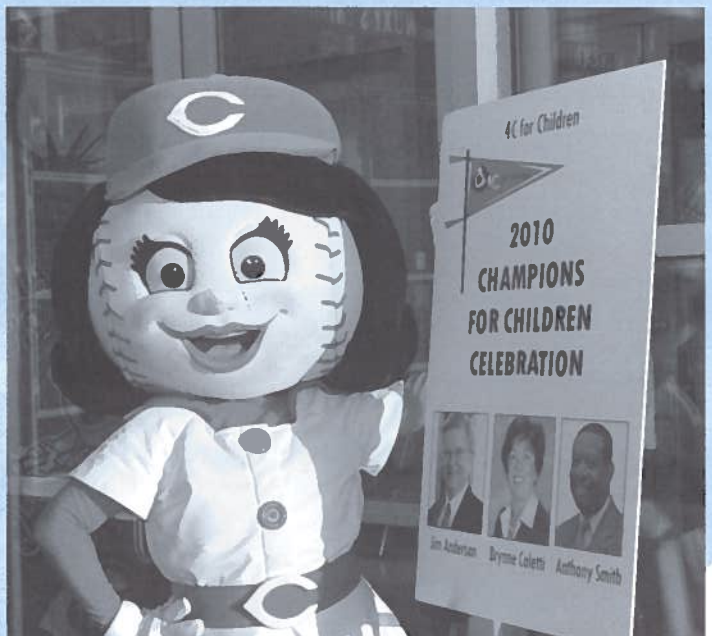
4C for children is one of nine Cincinnati nonprofits named as finalists for the 2010 Better Business Bureau Torch Award for Marketplace Ethics. The winner will be announced Oct. 20 at a dinner at the Duke Energy Center.

The Torch Award recognizes those businesses and non-profit organizations who fully commit to ethical practices in all aspects of their dealings. The only nonprofits eligible to apply for the award are those, like 4C, who already meet all 20 of the Better Business Bureau's Standards for Charity Accountability.

Candidates will be judged on their ethical practices according to the following guidelines:

- high ethical standards of behavior towards clients, volunteers, donors, employees and the communities in which they serve
- demonstrated ethical practices surrounding their client service relationships
- long-standing history/reputation of ethical practices in the marketplace
- marketing, advertising, communications and solicitation practices that reflect a true representation of what is being offered in the marketplace
- acknowledgement of ethical marketplace practices by

*See 2010 Torch Awards, page 2.*



### Rosie Red extends a welcome to 4C guests.

For more about the 2010 Champions for Children Celebration at Great American Ball Park, see pages 4-5.

# Strengthening Families Has Impact, Expands

The data has been collected and it's official, says 4C project manager Carolyn Brinkman: "Strengthening Families has had an impact in the 45211 ZIP code."

At the end of this two-year initiative, Hamilton County Department of Job and Family Services substantiated 35 percent fewer child abuse and neglect cases in the Westwood and Cheviot neighborhoods. In addition, the early childhood providers who participated in Strengthening Families



The billboard displayed in the second phase of the Strengthening Families public awareness campaign.

reported they had increased their knowledge, competence and awareness of early childhood resources.

"I think [Strengthening Families] will benefit our center by getting parents more involved and providing them with a chance to learn about parenting from other parents," says Kelli Banks, assistant director of St. James Day Care in Westwood. It has

helped us think about parents differently."

Because of its demonstrated impact, Strengthening Families is being refunded by the Hamilton County Family and Children First Council through the Consortium for Resilient Young Children and will expand into three new ZIP codes: 45225, 45214 and 45238 that include Millvale, Camp Washington and East Price Hill. Additional child care centers and family child care homes are now being recruited to help build "protective factors" in the families they serve: bouncing back from tough times, reaching out for support, helping children express and handle emotions and learning more about what children need at various stages.

Parents in these neighborhoods will soon have the opportunity to get and give support in a new round of Parent Cafés. Ninety-nine percent of the first round of Parent Café participants said they learned something new that would help them as a parent and 82 percent made a connection with another parent.

For more information: [ConnectCommunitySupport.org](http://ConnectCommunitySupport.org).

## 2010 Torch Awards

*Continued from page 1*

industry peers and in the communities they serve

- ethics policies that are effectively communicated to employees
- ethics policies that demonstrate a long-standing history of ethical practices and accountability in the community
- training programs that assist employees in carrying out established ethics policies.

"We make integrity a guiding principle in all we do," President/CEO Sallie Westheimer emphasizes. "The Torch Award application gave us the opportunity to stop and identify the day-to-day ways we put that integrity into practice dealing with our clients, our employees and our donors. I am truly proud of the specific examples of ethical decision-making we were able to identify," she continues.

## Language and Literacy Project

*Continued from page 1*

linking literacy and play. 4C staff bring a topic-related kit on each visit designed to align with the objectives of Ohio's English Language Early Learning Content Standards. The kit contains developmentally appropriate language and literacy activities, tips sheets for providers, appropriate book selections and/or materials to add to the provider's library, along with other resources to enhance language experiences.

"This is the kind of training that works for family child care providers, many of whom have only a high school diploma or GED and need support to help guide language and literacy development in a young child," explains Elaine. "Getting them to 4C for formal classroom training is very difficult."

"The providers really appreciate all the direction and support they receive from 4C," says Jean Johns, one of the home visitors. "We help them help their children, and it works."



**Macy's volunteers ready for action!** Tables were lined with piles of forms to be collated into 100-plus-page binders for 4C's Child Nutrition Program. In three hours about 40 employees at Macy's downtown Cincinnati office completed 200 binders. Macy's encourages employees to volunteer each year for a United Way agency as part of the kick-off of its annual United Way campaign.



**New 4C Board members for 2010-11.** From left to right, seated: new board members Claudia Abercrombie, Tammy Solomon Gray, Therese Nardini Plaspol and Board President Pamela L. Page. Standing: Patricia Towbin, Cynthia Henderson, Marc Kiner, Jim Creeden and President/CEO Sallie Westheimer. These members were elected at the annual meeting in April. In September, Rick Rokosz was appointed to fill a seat vacated when Andrew Bowen moved out of town for a job promotion.

► **4C Miami Valley settles into 'the Kroc'**

In March 2010, 4C Miami Valley moved its offices and training facility to the new Ray and Joan Kroc Corps Community Center in Dayton. "We are excited about the opportunities this new facility offers," says Lorna Chouinard, the director of Miami Valley services.

Many of the member families of this Salvation Army community center who come to use the gym or the tech café are utilizing 4C's lending library, she reports. They also are taking advantage of the three hours of free child care provided in the child care drop-off area staffed from 11 a.m. to 7 p.m. by the Miami Valley Child Development Center. The Production Lab adjacent to the 4C lending library is equipped with tools and materials to allow family child care providers to "make and take" learning materials back to their family child care homes. Workshops in the Lab will be offered beginning in February 2011. (Check the new *Professional Development Opportunities* coming in December for details.)

► **4C Northern Kentucky anticipates doubling the number of programs it 'coaches' to quality**

4C Northern Kentucky has applied for a continuation of United Way Success By 6® funding to expand "Coaching to Quality." This two-year-old 4C program supports child care centers in Campbell, Kenton and Grant counties as they strive to earn stars in STARS for KIDS NOW, Kentucky's voluntary quality-rating system. This new funding will add 21 programs to the 19 programs currently being served—effectively doubling the number of centers that will benefit from 4C coaching for quality.

► **New 4C publications available**

Thirty-five thousand copies of the 2010-11 *Guide to Early Care & Education* are now available free to parents thanks to support from Success By 6® and ReadySetSoar. This Guide, as well as the 2009 4C annual report, are available by calling 513-758-1201.

► **4C recognized for bringing the outdoors back 'in'**

4C's efforts to reconnect children with nature and emphasize the importance of the outdoors was recognized by the Leave No Child Inside Collaborative Sept. 24. They held a rally in Cincinnati that day where Ohio Governor Ted Strickland signed an Ohio Children's Outdoor Bill of Rights highlighting how important playing outside is to childhood development.

4C for Children was recognized specifically for making "Bring the Outdoors 'In'" the topic of its 2009 Early Childhood Conference, which attracted 175 early child care providers from all three 4C regions. It was also cited for its follow-up workshops for early childhood professionals on "Nurturing Nature in the Wonder Years."

► **4C Reorganizes to Support Mission**

In order to better support 4C's mission and 2007 strategic plan, some 4C staff have moved into new roles:

Sallie Westheimer, president/CEO;  
Elaine Ward, senior vice president/COO

Karen Hurley, VP, development/communications; Janet Keller, VP, professional development; Greg Varner, VP, finance

Lorna Chouinard, director of Miami Valley services, sharing leadership at 4C Miami Valley with Tammy Vaughn, director of Miami Valley community relations; Karen Middendorf, director of education services; Kim

Ginn, director of quality initiatives; Julie Witten, director of Northern Kentucky services.

Laura Heuser has moved to the Central Office to lead resource and referral services for parents in 4C's 23-county region.



## 2010 Champions for Children Celebration

# A grand slam at Great American Ball Park!

**T**hree hundred guests attended 4C's Champions for Children Celebration Sept. 25. The evening began with a cocktail reception in the Reds Hall of Fame and Museum, where Reds historian Greg Rhodes provided a tour for those not familiar with the facility. Then, when a variety of food stations were ready, Mr. Red led guests across a walkway into the Champions Club for dinner, followed by a program and dancing to 2nd Wind.

This fifth annual Champions event honored James M. Anderson, Brynne Coletti and Anthony Smith for their tireless efforts to serve the region's children. The Farmer Family Foundation was the event's presenting sponsor. Over \$128,000 was raised to further the work of 4C.



**2010 Champions**, from left: Anthony Smith, principal of Taft Information Technology High School; Brynne Coletti, founder of Kenzie's Closet; and Jim Anderson, former president/CEO of Cincinnati Children's Hospital Medical Center, now serving as advisor to the president.



'Sporty chic,' the designated attire, meant something different to everyone. Above: Event sponsors David and Dianne Rosenberg greet Michael Fisher, the new president/CEO of Children's Hospital. Below, 4C Board president Pam Page welcomes guests; Local 12's Bob Herzog emcees.



**Brynne Coletti beams** as her work with young women at Kenzie's closet is applauded. She, along with hundreds of volunteers, dressed over 600 girls for their high school proms this year.

*All event photos by Rick Norton.*



**Centerpieces** loaded with literacy-enhancing materials held sponsor pennants, like this one at a Farmer Family Foundation table. All centerpieces will be given to family child care providers in the 4C Language and Literacy Project (see p. 1).



**Sharing credit:** Anthony Smith thanks Jack Cassidy and Cincinnati Bell for help in transforming Taft High School into a Blue Ribbon School.



**Event cochairs** Arlene Katz and Maria Fuller, above, announce the last chance to buy raffle tickets. Below, Bernie Suer at the Messer table, takes an "arm's length" from 4C staff member Janiece Dalmida.

**Dancing** is always a favorite part of 4C's annual event. Above, Marge and Jim Anderson (left) and David and Cheryl Campbell enjoy the varied beats of 2nd Wind (below).



**Team Cincinnati:** Roxanne Qualls poses with Sparky Anderson.

# Using social media to reach 4C audiences

*Blogs, Facebook, Twitter keep 4C in touch*

## Headlines from some recent 4C blog posts:

From **BLOGSALLIE** at <http://blogsallie.4cforchildren.org>:

- “When will we act on what we know to be true?” Sallie asks readers, “Do we have the collective will to elect people who will fund what we know really works for the young children of our community?”



**Recent Facebook post:** Millie Swaine delivers three of the 44 centerpieces she made for the Sept. 25 Champions for Children event at Great American Ball Park. See inside for event photos.

- “Not the Usual Suspects.” Sallie reflects on the importance of people outside the early childhood field—you!—stepping up to advocate for children.

From **BLOGPARENTS** at <http://blogparents.4cforchildren.org>:

- “Parents and Caregivers Team Up to Care for Children With Special Needs.” A former caregiver and parent shares her experiences.

Remember to “like” us on Facebook. You can also follow us on Twitter or set up an RSS feed through any of our blogs.

Sallie Westheimer  
President / CEO

Elaine Ward  
Senior Vice President / COO

Karen Hurley  
VP, Development/Communications

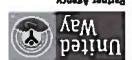
Lisa Kruse  
Development/Media Specialist

*Circle of Friends* is published twice each year. 4C invites comments, guest editorials, agency news and program updates.

[www.4cforchildren.org](http://www.4cforchildren.org)  
513-221-0033 Southwest Ohio  
859-781-3511 Northern Kentucky  
937-220-9660 Miami Valley

4C for Children—leading resource in early education and care in Southwest Ohio, the Miami Valley and Northern Kentucky

A United Way agency partner funded in part by the City of Cincinnati, Ohio Department of Job & Family Services, the Ohio Department of Education, and the Kentucky Cabinet for Health and Family Services.



513-221-0033  
[www.4cforchildren.org](http://www.4cforchildren.org)

1924 Dana Avenue  
Cincinnati, Ohio 45207  
...for Children



NON-PROFIT ORG.  
U.S. POSTAGE  
PAID  
PERMIT NO. 5182  
CINCINNATI, OHIO