

# CHILD CARE RESOURCE & REFERRAL OF CENTRAL IOWA

## 2007 Annual Report

Serving: Polk, Boone, Dallas, Hardin, Jasper, Madison,  
Marion, Marshall, Story and Warren counties

[www.centraliowachildcare.org](http://www.centraliowachildcare.org)  
800.722.7619



### *Lending a Helping Hand.....*

Iowa Child Care Resource and Referral (CCR&R) offers communities, early care and education professionals, and parents a unique blend of direct services, planning expertise and data collection. CCR&R agencies work to connect families with the quality early care and education options and facilitate professional development opportunities for the adults who care for and educate our youngest Iowans. CCR&R also works to build the supply of quality care and education in communities and collects data that impact local and statewide policy decisions to help families and communities ensure that Iowa's vision is met:

***All children, beginning at birth, will be healthy and successful.***

## 2007 Highlights

### **CCR&R Of Central Iowa Achieves Quality Assurance**

Child Care Resource & Referral (CCR&R) of Central Iowa was validated as a Quality Assured agency by the National Association of Child Care Resource and Referral Agencies (NACCRRRA). The Quality Assurance program is administered by NACCRRRA and is a national, voluntary, quality assurance system for community CCR&R agencies. Developed in 2001 by a team of national, state, and local CCR&R experts, the program ensures that families across the country have access to consistent, high quality consumer education and referral services.



*CCR&R Quality Assurance Work Group*

A dedicated workgroup, representing all ten counties of CCR&R of Central Iowa worked for over a year to document compliance on over 40 indicators of quality for the consumer education and referral process. Parent referral counselors were also evaluated on their phone skills in providing consumer education to parents by Child Care Aware staff posing as parents looking for child care.

By becoming Quality Assured, CCR&R of Central Iowa is increasing the number of parents who recognize and select quality care for their children. Providing knowledge of quality to parents increases the demand for high quality programs and an understanding of the critical ways early child care and education impacts children for a lifetime.

### **First Five Star Rating in the Quality Rating System**



*Lieutenant Governor Sally Pederson and  
Five Star Child Development Home Provider Tammy Bormann*

Lt. Governor Sally Pederson presented the first five-star rating in Iowa's Quality Rating System to Child Development Home Provider, Tammy Bormann on October 3, 2006. To achieve a Level 5, Tammy earned points for her Bachelor's degree in Early Childhood Education, ChildNet Certification, assessments with a Child Care Nurse Consultant, and national accreditation through the National Association of Family Child Care. She also completed the Family Day Care Rating Scale training, self-assessment and program improvement plan. Tammy also earned points for professional memberships and for providing orientation and annual conferences with parents. Tammy is working to complete her Master's degree and is a trainer for Child Care Resource & Referral.

### **CCR&Rs build brighter futures.**

Child Care Resource and Referral meets a need that no one else does -providing the bridge between parents, providers, community leaders, and policy makers. By offering a unique blend of direct services and planning expertise, CCR&Rs help families and communities ensure that their children arrive at kindergarten ready to succeed.

**--National Association of Child Care  
Resource & Referral Agencies**



# PROVIDER SERVICES

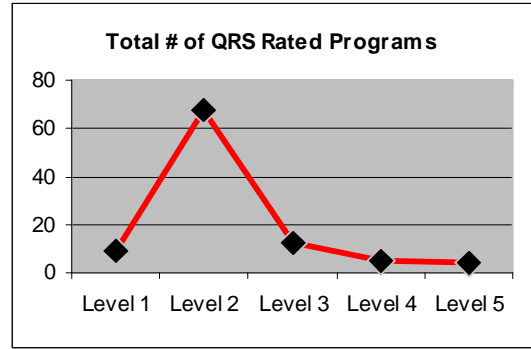
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## Commitment to Quality Improvement

The **Quality Rating System (QRS)** is a voluntary system implemented by the Iowa Department of Human Services on February 1, 2006 with the following goals:

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

QRS participation has exceeded all expectations in central Iowa. 245 programs requested applications in FY 07. 98 programs received a rating. While CCR&R provides orientation, training, technical assistance and consultation to all child care programs working on quality improvement, increasingly provider services are driven by the QRS quality improvement process.



## QRS Grants

143 Child care programs, both center and home based, received Quality Improvement grants through funding from the Department of Human Services. Grants were used by programs to make improvements to meet the requirements of the QRS.



*Child Development Home C  
Denise and Matt Tapscott*

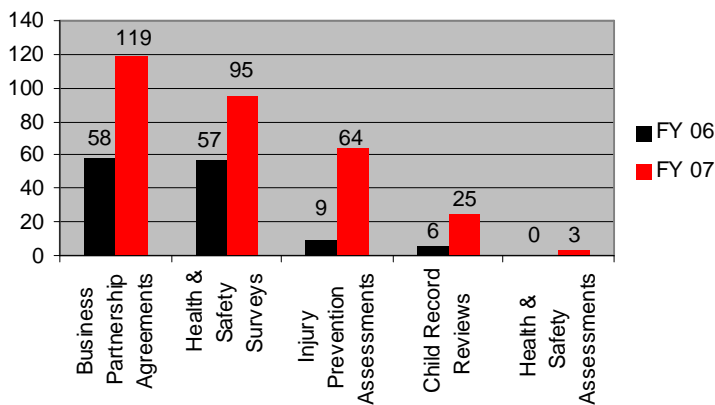
## Technical Assistance & Consultation

CCR&R of Central Iowa employs **30** provider services staff who provide technical assistance (TA) and consultation to child care programs in all ten counties. Provider services staff assist programs with registration and licensing, recruit and introduce new programs to CCR&R and connect providers in both homes and centers with appropriate training and referrals to higher education opportunities through TEACH Iowa Scholarships.

### Technical Assistance includes phone calls, resources, office and on site consultation.

- As a result of the QRS, technical assistance (TA) to child care programs increased by 85% in FY 07. 2,275 total TA sessions were documented.
- 32% of all TA was provided to licensed child care centers and preschools.
- 68% of all TA was provided to child care homes.
- 42% of all technical assistance sessions were on site consultations.
- On site consultation increased by 25% in FY 07.
- Most on site consultation is to assist programs in achieving a rating in the QRS.

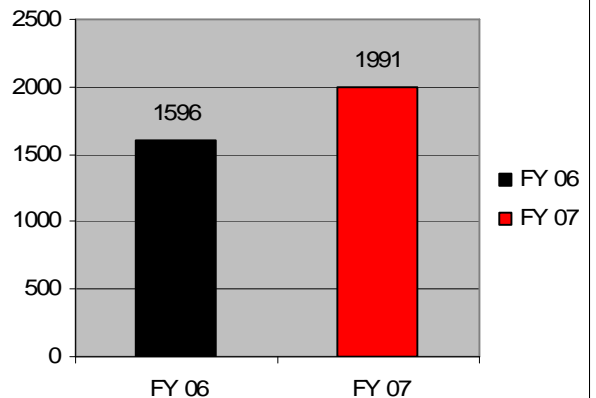
## QRS Health & Safety Tools Completed by Child Care Nurse Consultants



## Who Provides On Site Consultation?

Child Care Home Consultants  
Quality Rating System Specialist  
Infant Toddler Specialists  
Child Care Center Consultants  
Quality Preschool Program Standards Facilitators  
Child Care Nurse Consultants

## On Site Consultations



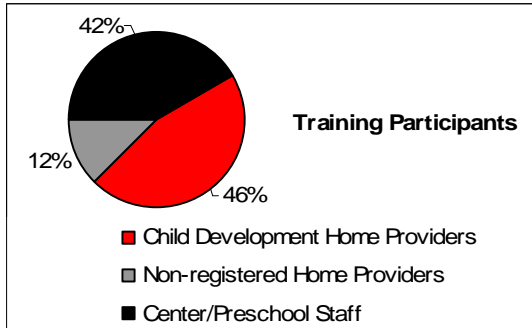
# PROVIDER SERVICES

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## Professional Development

2,928 individual providers (non-duplicated) participated in 947 class sessions offered as a part of a series or a workshop covering 156 different topics. A total of 11,666 participants took part in training opportunities ranging from pre-service requirements such as Universal Precautions, Mandatory Child Abuse Reporting, First Aid and CPR to foundational series for providers entering the field to new and more advanced training opportunities for more experienced providers, such as the Program for Infant Toddler Care (PITC) training.

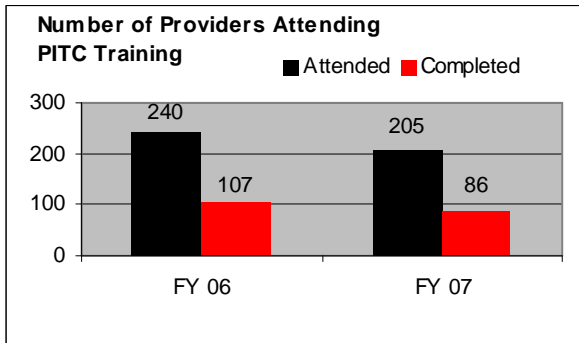
Providers ready for higher education are referred to the TEACH Iowa scholarship program that supports providers in completing a Child Development Associate credential and attending college. 148 Child Development Home providers and center based staff attended college on a TEACH Iowa scholarship in FY 07.



# of providers completing foundational series training	ChildNet	Welcome to Child Care	Welcome to School Age Care
FY 06	107	48	93
FY 07	229	36	52

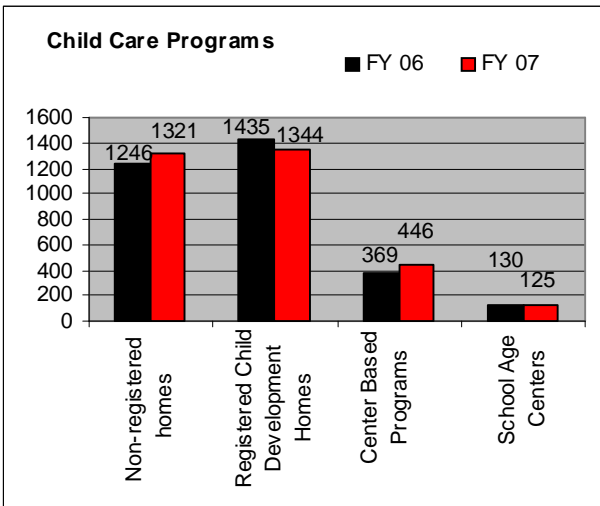
## ChildNet Certification

Of the 877 registered Child Development Homes in central Iowa 14% are ChildNet certified, one of the requirements for achieving Level 2 in the QRS. A ChildNet certified provider has completed the 25 hour ChildNet training series, agrees to take four additional training hours each year and has passed a certification visit which requires 100% compliance on the DHS Child Development Home registration checklist and the ChildNet checklist which assesses a higher level of best practice. CCR&R of Central Iowa led a workgroup to develop consistent statewide policies and procedure in FY 07.



## Program for infant Toddler Care (PITC)

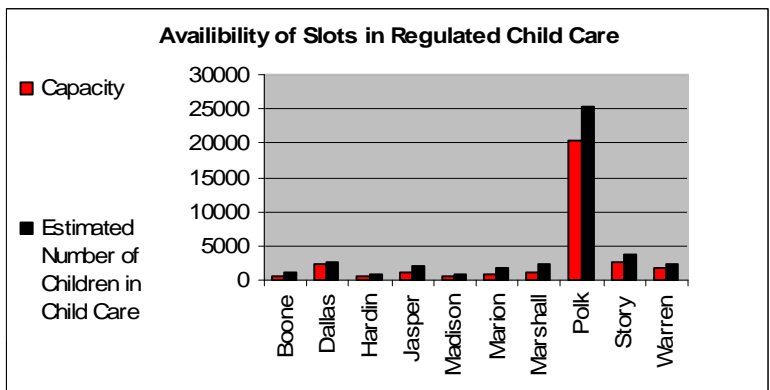
Fewer series were offered in FY 07 as the Infant Toddler Specialist spent more time providing TA and on site consultation to providers and programs caring for babies and toddlers.



## Who Cares For Our Children?

According to the U.S. Census Bureau 72% of Iowa's children under six are living with working parents. This number jumps up to 79% for children over age six. While the chart below shows gaps between the demand for care and the availability, this doesn't tell the whole story.

Parents don't always choose regulated care. The State of Iowa does not require a child care home provider to register if caring for five or fewer children. The CCR&R of Central Iowa's database for FY 07 includes 1,321 non-registered providers, most of them identified because they accept children receiving Child Care Assistance. These non-registered providers have the capacity to care for 6,745 children. An unknown number of children are cared for by unidentified non-registered providers including informal friend, family and neighbor care.



# PARENT SERVICES

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## HELPING FAMILIES FIND QUALITY CHILD CARE

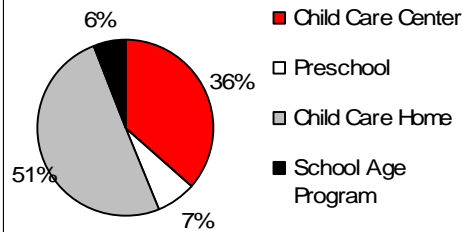
Parent referral counselors are trained to interview parents to determine child care needs, asking questions such as the age of the child, special needs and the hours, days of the week or location needed. Parent referral counselors then search CCR&R's provider database to match family needs to available care. The more information the parent referral counselor has about the care the parent is looking for, the better the match that can be made.

### Parent Referrals

Parent requests for referrals to care and education options increased 8% in FY 07.

A total of 9,456 referrals to child care were provided. 3,084 in person or on the phone with a parent referral counselor, 6,372 web referrals initiated by the parent on the CCR&R of Central Iowa website.

### TYPES OF PROGRAMS REQUESTED BY PARENTS

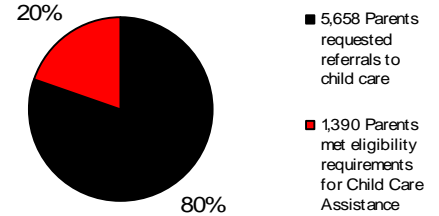


### Quality Rating System: A Tool for Parents

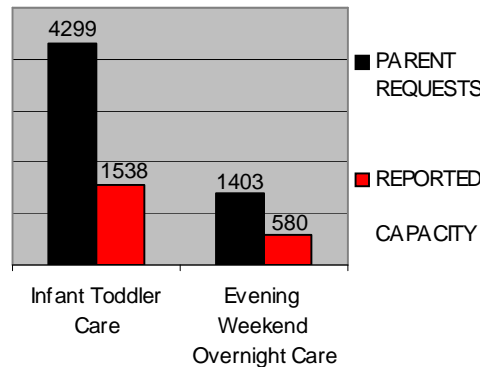
Iowa regulations for child care are among the lowest in the nation. Parents don't understand the difference between licensing (centers) and registration (Child Development Homes). According to a 2007 NACCRRRA report parents believe regulation means quality. Parents also assume that a regulated program is inspected on a regular basis. But in Iowa, centers are inspected every two years. Spot checks are required for only 20% of child care homes, most of those are the result of a complaint.

CCR&R is required to refer every regulated program and non-registered home provider who has attended a CCR&R Information Meeting and passed a child abuse background check requested by CCR&R. As a result, consumer education is crucial when referring families to appropriate child care. The responsibility for recognizing and choosing quality child care falls on the shoulders of parents. The QRS is an essential piece of the consumer education provided to parents. As awareness of the QRS grows, parents are realizing what a valuable tool the QRS is in choosing quality child care.

### Parents Requesting Referrals to Child Care



### GAPS IN AVAILABLE CARE



### PARENT SATISFACTION

- 88% said they would use CCR&R services again
- 55% found regulated care
- 53% received 6 or more referral options

### CONSUMER EDUCATION

Parent referral counselors are committed to providing parents with the resources to make good choices. Consumer education takes place by phone and in person interviews with parent referral counselors. All referral packets contain written information to help parents know what to look for in choosing care. Parents conducting their own searches via the CCR&R of Central Iowa website ([www.centraliowachildcare.org](http://www.centraliowachildcare.org)) can download and print materials to help them choose the best care for their child. As a Quality Assured agency, CCR&R of Central Iowa is committed to providing high quality consumer education.

# COMMUNITY SERVICES



A provider association in Polk County (left) is a collaboration of home providers, Making Connections, United Way, Empowerment and CCR&R.

### QUALITY CARE & EDUCATION IS A COMMUNITY ISSUE

Communities depend on the availability of quality care and education not only to insure that children enter school ready to learn, but to support and build the local workforce. 72% of Iowa parents with children under six work. Many would be unable to work without care for their children. Quality care supports a productive workforce by allowing parents to go to work confident that their children are well cared for in a safe and secure environment that encourages discovery and learning. As community based agencies, CCR&R serves as a resource and partner to community groups investing in quality care initiatives and to employers investigating work and family issues that contribute to a productive workforce.

### Community Partnerships & Community Collaborations

