



Early Childhood Chatter

Pyramids to Plates

Earlier this summer U.S. Department of Agriculture announced that their familiar food *pyramid* would be replaced by a food *plate*. The pyramid has been criticized over the years because it was too complicated and emphasized the consumption of grains and grain products over fruits and vegetables.

The new food plate was designed to be simpler, emphasize the consumption of fruits and vegetables, and stress the importance of reducing serving sizes. The related Dietary Guidelines make the following recommendations:

- **Balancing Calories**
 - Enjoy your food, but eat less.
 - Avoid oversized portions.
- **Foods to Increase**
 - Make half you plate fruits and vegetables.
 - Make at least half you grains whole grains.
 - Switch to low-fat milk.
- **Foods to Reduce**
 - Compare sodium in foods like soup and frozen meals. Choose the foods with lower numbers.
 - Drink water instead of sugary drinks.



You can get more information about the updated guidelines at ChooseMyPlate.gov. Guidelines specific to children are still in development but should be available by this fall. We will continue to follow this story and keep you updated.

ECTOD

Early Childhood Training on Demand

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Did You Know?

- © While childhood injuries from household cleaning products have declined, accidents from chemicals in spray bottles have increased. The biggest culprit—bleach.
- © Wage and salary jobs in the child day care services industry are projected to grow about 15 percent over the 2008-18 period, compared with the 11 percent employment growth projected for all industries combined. (www.BLS.gov)

What's New at ECTOD?

We are very pleased to announce the release of five new courses:

- *Generational Diversity in the Workplace*
 - *Making Sense of Sensory Integration*
 - *Physical Fitness for Young Children*
 - *Taming Tyrants and Other Difficult People*
 - *The Evolution of Self-esteem in Young Children*
- Additional courses are in various stages of development, so be sure to check www.ECTOD.com for new releases.
- See *Instant Test Results* on page 2 for more exciting news from ECTOD.

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New Standards for Crib Safety

On June 28, 2012, the Consumer Product Safety Commission (CPSC) issued new safety regulations for cribs, the first major revision in 30 years. The standards apply to all new and used cribs sold after that date, and include cribs in homes, child care facilities, foster homes, churches, and hospitals.

The most significant change in the standards is that drop-side cribs are prohibited from being sold, including used cribs. You cannot meet the new standards by using immobilizers or repair kits to modify drop-side cribs.

Crib manufacturers are required to

make a number of changes to the strength and durability of cribs, and they are required to test their products rigorously. At one testing lab, a machine simulates a child jumping up and down in a crib by dropping a 45-pound weight on the mattress 600 times in various locations. Another machine pulls the crib railings back and forth 7,000 times each way. An 80-pound weight is dangled from each slat to make sure it doesn't come loose or snap.



The Commission granted an 18-month extension (until December 28, 2012) for child care facilities and hotels to switch to cribs that comply with the new standards. For more information about the new regulations, go to the Links tab

at our website (www.ectod.com) and click on Crib Safety Regulations.

Source: New York Times, July 15, 2011.

Preschool—Big Bang for the Bucks

Preschool matters. That's what a recent study published by *Science* magazine concluded, after tracking 1,000 low-income children for up to 25 years. When compared to 500 low-income children from the same community who did not attend preschool, the preschool graduates were more likely to finish high school, attend a four-year college, and obtain skilled

jobs requiring post-high school training than their peers who did not attend preschool. In addition, the preschoolers had higher annual income, were less likely to abuse drugs, and had fewer incidents of arrest and incarceration.

The average cost per child for 18 months of preschool in 2011 is about \$9,000. The study reports, however,

that the cost-benefits of the preschool experiences results in at least \$90,000 in benefits per child in terms of increased earnings, tax revenue, less criminal activity, reduced mental health and other costs.

At a time when many are saying, "We can't afford to..." this study says, "We can't afford NOT to..."

Instant Test Results

Tired of waiting to hear if you passed a test? Want to get your test results right away? No problem.

The newest version of our courses gives you the option of taking your test on the Internet and getting the re-



sults immediately. You will know right away if you passed or failed.

All of the downloadable courses at www.ectod.com/catalog allow you to choose how you want to take your test, and starting this fall with CD Release 9.0, you

will have that option with CD-based courses.

Here's how it works. When you get to the end of a course, you can choose to take the test on the Internet, or you can continue to take the test on your computer and send it to us by fax or mail. At ECTOD, we like for you to "have it your way!"

Dirty Dozen 2011

The Environmental Working Group recently updated its list of fruits and vegetables with the highest pesticide residues, and a surprising favorite tops the list. Apples that are conventionally grown using pesticides topped the list as the most contaminated item. The rest of the list includes...



2. Celery
3. Strawberries
4. Peaches

5. Spinach
6. Nectarines (imported)
7. Grapes (imported)
8. Sweet bell peppers
9. Potatoes
10. Blueberries
11. Lettuce

12. Kale/collards

If your budget prohibits you from buying organic fruits and vegetables, you can still improve the safety of the foods you are serving at your

school or center. First of all, wash, wash, and wash them again, using a brush when possible. You can add a bit of white vinegar to the water, but even plain water helps reduce the contamination. Peel items like apples, peaches, nectarines and potatoes, but wash them first. Discard the outer leaves of heads of lettuce, and soak leafy vegetables in water before serving or cooking them.

All of the items on this list are important components of a healthy diet, so don't stop serving them! Just a little effort to clean and peel them make them safer.

Marketing: Essential to Your Success

Remember the good old days when all you had to do to fill your center or school with children was to put out a sign?



Well, not any more. There are six preschools and child care centers within one mile of the ECTOD offices,

and they have to market constantly to fill their vacancies.

Marketing is essential to the success of your business, and successful marketing begins with a marketing plan. If you are like most early childhood professionals, you have no idea how to develop a marketing plan. Where to start?

Start by going to the links page of

our website, www.ectod.com/Links and click on the link to Marketing Plan. There you will find links to publications like *Marketing: Tips and Tools to Guide the Marketing of Your Child Care Organization* and *How to Promote Your Business During a Recession*.

You may also want to check out the resources at www.childcare.gov.

Look on the Funny Side

Over the years, we have heard dozens of side-splitting stories about the things young children say and do, and we want to share this one with you.

A Preschooler opened the door of the bathroom during circle time and started yelling, "Teacher! Teacher! There's pee in the trash, there's pee in the trash!" Trying to keep the momentum of circle time going, the teacher ignore him, but he would not

accept being ignored and continued yelling that there was pee in the trash.

The teacher assured him that it was okay and not to touch it. She told him she would take care of it later, but he insisted that everyone had see what he had found. Without any warning, he brought the trash can out of the bathroom, reached into it and repeated, "Teacher no really, there's

pee in the trash!" He pulled out the alphabet letter "P" that had fallen into the trash. The teacher proceeded to fall off her chair laughing. Circle time was over.

Send us your funny stories and we'll share them in future newsletters and on our website. Go to www.ectod.com/SubmitStory or send us a note by fax or mail. Keep on laughing!

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Generation Gap or Generation Canyon?

You're probably familiar with the phrase "generation gap"—those differences in attitudes and opinions that separate one generation from another. In today's workplace, including the early childhood workplace, that "gap" looks more like a "canyon."

Just look around you. What's the age span in your school or center for co-workers, bosses, and even parents? Chances are there are at least three generations—maybe four—represented in that population. They include:

The Veteran Generation, born before 1946, so they are currently 65 and older. Their defining experiences include the Great Depression, Pearl Harbor, and World War II. Younger

generations often characterize them as "set in their ways" and "technically illiterate."

The Baby Boomers, born from 1946 to 1965, are 46 to 65 years old. They inherited a prosperous, post-war economy from the Veterans. They are the ever-optimistic generation of Sex, Drugs and Rock 'n Roll.

Generation Xers, born between 1965 and 1980, were the first of the so-called Latch Key Kids. By necessity, they learned to be independent and reject the "live to work" attitude of their parents.



The Millennials, born after 1980, are the youngest members of the workforce. They are technically savvy, capable of multi-tasking, and totally networked.

In our new course, *Generational Diversity in the Workplace*, we try to bridge the gaps between these very different generations. We examine the ways in which they differ, the myths and realities of each generation, the conflicts they commonly experience, and ways in which they can work together more cooperatively. Check it out at www.ECTOD.com/CatalogMain.