

Established 1981

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## Child Care Aware Project

### National Collaboration Announces \$2.8 Million

Parents can now find new relief for their child care dilemmas thanks to an exciting national public awareness campaign. The national campaign, called *Child Care Aware*, highlights the importance of quality child care.

The goals of the national campaign are to educate parents about how to recognize quality care and to help community and business leaders understand the importance of employer support of efforts enhancing quality care. The national campaign's support for local coalitions will include materials and technical assistance in special events, direct mail, public relations and advertising activities. Charlotte was chosen as one of 26 cities to participate in this exciting new project.

The local campaign, aimed at both family child care and center based care, was announced by Child Care Resources Inc. (CCRI) and Target Stores on July 13, 1992 at a press conference held at Discovery Place, a nationally recognized science museum in Charlotte. Children from a family child care home and a day care center were invited to represent the population that will benefit from this project. There were several leading family support agencies represented, as well as the chairman of the Board of County Commissioners and other politicians.

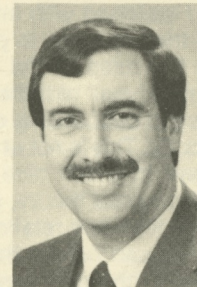
Local Charlotte television stations are airing paid advertising that only nine of the 26 cities were chosen to receive. In addition to the paid advertisement 30 radio stations in North Carolina and South Carolina have been running Public Service Announcements about quality child care.

Within the child care community, a provider focus group has been formed from local child care organizations. Materials such as brochures, posters, and magnets have been distributed through this group.

Child Care Aware is sponsored by the Dayton Hudson Foundation, Mervyn's and Target Stores, in cooperation with the National Associations of Child Care Resource and Referral Agencies, Child Care Action Campaign, National Association for the Education of Young Children, and National Association for Family Day Care. Dayton Hudson's start-up grant of \$2.8 million will be supplemented by advertising support and in-store communications at Mervyn's and Target Stores.

Child Care Aware is an opportunity for us to work together to make a major contribution to support and improve the quality of child care in North Carolina and across the nation.

For more information contact Kim Sellers at CCRI, (704) 376-6697. Kim is the area project coordinator for *Child Care Aware*.



David H. Diamont

## Public Policy Award

The recipient of the 1992 Public Policy award is Representative David H. Diamont of Pilot Mountain. The award will be presented at the Public Policy breakfast held at our annual Conference on Saturday, October 10th. This award is given annually to a policy maker who has made a significant contribution towards improving the lives of children in North Carolina.

Representative Diamont played a key role in children's issues in the 1991 and 1992 sessions of the General Assembly. He sponsored the child deaths review legislation and initiated legislation to increase funding for child protective services so that child abuse cases could be investigated properly. He co-chaired the House Appropriations Committee, which led the way with major new funding for handicapped preschoolers, the Basic Education Plan and initiatives to reduce infant mortality.

Representative Diamont is a high school teacher who has been a strong advocate for children. During a time of severe budget cuts, he was instrumental in bringing children's issues to the top of the agenda. He is well deserving of this award and our thanks for the advances made for children in North Carolina.

You may attend the breakfast and award presentation by registering on your conference form.