

Celebrate!

Arkansas Children's Week



I'm not just playing -
I'm learning!

April 13-19, 2008

Planning Toolkit

Planning Toolkit

Welcome to the Arkansas Children's Week Planning Toolkit! This toolkit was developed to help children's programs across the state plan and conduct events to celebrate Arkansas Children's Week.

Use the materials in this booklet guide your planning and to inform the media and community about your events and about the needs of children. Keep this toolkit and adapt it to use for any special event that your program plans in the future. You will find explanations and samples that you can either copy or customize to fit your needs. This booklet and all samples can be found on the Division of Child Care and Early Childhood Education Web site, <http://www.arkansas.gov/childcare>. Click on Services and then Arkansas Children's Week.

Let us know about the special events you conduct during Arkansas Children's Week by completing the report form in the back of this booklet and returning it to the Division of Child Care and Early Childhood Education. Upon receipt of your report, we will send you a certificate of recognition.

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Planning and Conducting a Family Play Day

Each county/community in our state is unique. The celebration of Arkansas Children's Week will differ from community to community. In some areas there will be major events collaboration by schools, libraries, literacy groups, business and professional groups, Chamber of Commerce, churches and others. In some parts of our state the celebration will be in an individual child care program whether it is a family child care home, child care center or school. No matter the size of the celebration...remember we are celebrating our children!

Don't forget to congratulate and to celebrate those who work with children in your area – give them a bonus, send flowers, order lunch, get together with families and have a surprise party, do something fun for your staff!

We know that play is crucial to children's growth and development. During Arkansas Children's Week, speak out for children in your community and encourage everyone to take a part in building better futures for all children. Reach out to colleagues and others in your community, and encourage them to become part of Arkansas Children's Week.

How to pull together collaborative groups within the region or community

- Identify several key people in the region or community with contacts/influence; people that others will support in the project; people who are in-the-know about what is going on in the community.
- Include representation from a variety of early education programs: private, Head Start, ABC, faith-based, school-age, family child care, public school, etc.
- Call an initial planning meeting with only a few key people (6 to 10 at the most)
 - Develop a framework for the event
 - Brainstorm ideas for partners – individuals, agencies, organizations, groups
 - Brainstorm locations for the event
 - Identify possible dates
 - Develop a timeline
 - Develop a projected budget for the event
 - Decide on person(s) to coordinate the event
- Schedule an expanded meeting, inviting representatives from the identified partners. Be specific as to the purpose of the meeting. Ask for commitments from those who plan to attend and send them a reminder e-mail.
- Have an agenda for the meeting, including the event framework, possible locations, dates, timeline, major tasks/sub-committees
- Solicit additional ideas from those in attendance
- Identify sources of support, financial and other, for the event. Discuss additional grants that might be available.
- Get commitments from partners as to how they can/will support the event.
- Identify persons who are willing to be responsible for each major task/sub-committee
- Additional meetings will be necessary. However, schedule only if there are specific things to discuss/decide. You may decide to have the leadership team meet and communicate with partners via e-mail.



Selecting a site and date

- Find out what is going on in the community that might conflict with the event. (In Hot Springs, for example, you would avoid Arkansas Derby Day at Oaklawn Race Track because of traffic problems on major thoroughfares.)
 - Explore planned events with which you might piggyback: kindergarten roundup, hospital health screenings, or a community festival, for example.
 - Site – Look at all that is available in the community and the pluses and minuses of each. Consider the amount of space that would be available (how many people will it accommodate), location (do people know where it is and how to get there), sufficient parking, set-up and clean-up hours, what will the site provide (tables, chairs, table toppings and skirts, PA System, for example), restrictions as to what can be displayed and sold/not sold, food allowed/not allowed, handicap accessibility, liability/insurance.
- Possible sites: Shopping mall, church hall/ gym, school gym, YMCA, Boys & Girls Club, community event center.

- Benefits to local programs for participating in the collaborative Family Play Day
 - ✓ Educate families
 - ✓ Families see and try developmentally appropriate activities with children
 - ✓ Opportunity to play and learn together
 - ✓ Help families see the connection between what you're doing in your program and what they do at home
 - ✓ Comfortable setting in which to share information with parents
 - ✓ Make children's programs more visible in the community
 - ✓ Families or staff register for your program when they attend. Have a drawing for program gifts, such as a basket of books or prop boxes.
 - ✓ Build relationships with parents
 - ✓ Learn from networking with colleagues in your area

Insurance and safety precautions

- Find out from the site for the event who is the liable party. Is event insurance required and if so, who is the recommended carrier? Event insurance for a one-day event is usually not expensive.
- Is there security at the site? Is your organization responsible for providing security and if so, what is required?
- Individuals from your group should be alert during the event and report concerns.
- On all information provided to families, clearly state: **KEEP YOUR CHILD WITH YOU AT ALL TIMES.** Stress to workers that they are not to allow families to leave their children with them while they shop, etc. And that they are to encourage family participation in the activities.

Suggested activities for 10 different family play stations

- **Literacy** – Rug, pillows, book display with books – Someone reading to children, telling stories with visuals such as puppets, felt/magnetic figures & board, books for children to look at independently, homemade books. One group had someone dressed as Mother Goose and she sat in a rocking chair that was borrowed from one of the stores in the mall. Handouts for families: Book mark with list of books for infants & toddlers on one side & books for preschool & young school age on the other. List of children's books by ages. People sign up to staff the station at different times.
- **Dramatic/Pretend Play** – Dramatic play prop boxes/theme boxes, rugs/towels to define area for each box. Favorites: gardening, camping, picnicking, beach. All items must be checked for safety and safe play (i.e., no umbrella in beach box). Area staffed at all times for interactions, to prevent walk-off with props, and to supervise safe play.
- **Blocks/Transportation Play** – Unit blocks, brick blocks, small vehicles. Space for building must be identified in some way. Handout: learning that occurs during block building.
- **Music/Movement Station** – CD player, CDs, scarves, simple rhythm instruments (commercial or teacher-made). Area staffed at all times for interactions/involvement
- **Manipulative Station** – Duplos (not Legos), variety of manipulatives that do not contain small pieces and that children can use independently. The preferred set-up is a low table with appropriate size chairs. Avoid using adult size tables/chairs because children will kneel or stand in them, which may be unsafe and is uncomfortable. If tables and chairs are not available, provide towels or small rugs/mats to define the play space. Large placemats are also helpful. Area staffed at all times.
- **Art Station** – Child initiated art activities such as collages, washable markers and crayons. Paint is wonderful, but you must be sure that the location can accommodate drips and spills and that you have a system for drying paintings.
- **Math and Science Station** – Commercial and teacher-made materials. Math and science can be combined or operated as two separate stations.
- **Infant Station** – An area that is out of the flow of traffic. Provide manipulative toys for infants on a large rug or quilt.
- **Face Painting** – Offer choices of designs from which children may choose, or there will be wild requests. This is always a big hit with children, especially the older ones.

- ***Community Support & Services Stations***

- Health Department
- Police/Sheriff
- Educational Cooperatives
- Car Safety
- Screenings – Developmental, Vision, Hearing
- Children's Dentist
- Library
- Smokey Bear from National Forestry Service



Door Prizes during the event

- Gift certificates and merchandise from local merchants
- Movie passes
- Passes to recreation/family events in community
- Children's books

Make sure door prizes are appropriate for children and families. For example, one group was offered Brittany Spears CDs, which they graciously declined, explaining why.

Make sure door prizes do not become the focal part of the event. Focus on children and families playing and learning together.

Establish in advance how door prizes are to be awarded. Post door prize rules.

Goodie Bags distributed at the event

- Discount coupons from local merchants, especially restaurants & recreation events
- Information about local happenings for families and children
- Recreation and travel information
- Health information (if not given out at a station)
- Safety information (if not given out at a station)



Sample Posters and Flyers

Adapt the sample flyer for committee members to take with them when they approach individuals and businesses/agencies/organizations for donations and/or participation.

Add the date, time, and location of your event to the sample flyer. Distribute flyers to all children's programs in your area. Labels for licensed and registered child care programs are available from the Division of Child Care and Early Childhood Education. Send a cover letter with the flyer asking the program to copy and distribute the flyer to families..

Download the ACW poster from www.arkansas.gov/childcare. Distribute posters and flyers to public places in the community such as the DHS office, the Health Unit, public library, and pediatricians' offices.

Order church bulletin inserts from the Division of Child Care and Early Childhood Education. Committee members and program directors can distribute these to churches.

Sample partnership agreement, mayor proclamation, news release

The partnership agreement should include the name, date and site of the event, the sponsoring group and the name of the partner and what that partner will contribute to the event (money, product donation, sponsor a station, etc.). Also include any timelines designated, the responsibility of the sponsoring group to the partner (listing in publicity and during event, for example). Provide a place for signatures and titles of both the sponsoring group and the partner and the date. Also, include the address, phone number and e-mail addresses for both parties. Give a copy to each party.

Adapt the sample press release and mayor's proclamation to include information about your local event.

Tips for conducting a Family Play Day



Do not allow promotion of individual children's programs. The primary purpose is family education/participation and fun. On the posters for each play station, you may choose to list the name of the program that was staffing the station.

Provide door prizes to children's programs that help with the event: setting up and staffing an activity station or working in some other way such as at registration, set-up and clean-up. Their families can register in the name of the program. The door prizes might be items such as baskets of children's books and dramatic play boxes put together by people on the planning committee.

Suggested Timeline

It is suggested that you begin making contacts and planning your events for Arkansas Children's Week in advance. Brainstorm everything that you would like to happen during the week and set a schedule of events. Include a back-up plan for events – have a substitute in mind in case a special guest can not make the date or has to cancel and don't forget back-up locations for events in case of inclement weather. It is important to give adequate notice to special guests, business, media and families of your plans to insure a successful event. Check the suggested sample timeline and adjust it to your own events. (This is a guide for developing your own timeline. If you're getting a late start, you may want to consolidate some of the beginning steps.)

February

- Enlist a planning team (representing your early childhood community or your center, depending on the scope of your planning)
- Set a time for the first meeting of the planning team
- Meet with the planning team to brainstorm ideas for Arkansas Children's Week
- Determine responsibilities of team members
- Determine budget or funding source
- Keep a record of assignments that team members volunteer to take
- Order t-shirts and ACW materials
- Confirm location for event
- Contact individuals or groups whom you are inviting to speak or do special presentations

March

- Check community calendar to avoid schedule conflicts
- Keep teachers informed
- Do initial communication with parents
- Contact local officials regarding proclamations
- Contact local businesses and organizations regarding their involvement
- Meet with planning team for updates on team member responsibilities and additional tasks
- Contact the media regarding publicity
- Send letter to the editor regarding awareness issues
- Use church bulletin inserts during the month, if related to your Children's Week plans
- Involve children in art projects or other highlights, if appropriate
- Send reminders to teachers and parents
- Meet with planning team to refine final details for events or projects
- Continue publicity, especially with signs and banners

April

April 13-19, 2008: Arkansas Children's Week

- ☑ Enjoy your Family Play Day and other special events. Remember we are celebrating *children!*
- ☑ Honor teachers and parents, as well

Week after Children's Week

- ☑ Have a get-together of the planning team to evaluate and follow-up
- ☑ Send certificates to individuals and businesses who participated
- ☑ Pay bills
- ☑ Keep a file on this year's activities for future reference
- ☑ Submit a report of your event to the Division of Child Care and Early Childhood Education. A report form is included in this booklet.

TALKING POINTS: "I'm not just playing—I'm learning"

Use the following talking points to customize your handouts, letters, news releases for ACW 2008.

Play is the most efficient, powerful, and productive way for young children to learn the information and gain the skills they need. Play integrates critical brain functions and learning domains. Adult-directed learning activities are often narrowly focused and lack this important integration, which brain research shows is very important to development.

I'm not just playing—I'm learning about the world

As children play, they gain knowledge of the world and they find their place in the world. Through first-hand experience with real objects, children begin to understand how the world works. Children also develop physical coordination, build self esteem, and learn how to work with others.

I'm not just playing—I'm learning how to think

Through math and science play, children can learn to observe, measure, count, compare, make predictions and discuss answers to questions about the world. Learning to ask questions, look for answers, talk about discoveries and make decisions are important skills that will stay with children throughout their lifetime of learning.

I'm not just playing—I'm learning how to create

People sometimes wonder about the value of creative play such as art, music or dramatic play. But good teachers know activities such as these have tremendous value for healthy brain development and the development of many skills necessary for success in life. Materials that stimulate the senses are especially important as children learn about sights, sounds, and texture. Research has clearly identified the connections between exposure to the creative arts and later success with both literacy and math skills.

I'm not just playing—I'm learning to read and write

Play is the foundation for learning to read. Understanding that a prop or a person can represent something or someone else in pretend play underpins the realization that a written word stands for a spoken word, and that letters, alone or in combination, can represent sounds.

I'm not just playing—I'm learning how to live

Many social skills can only be learned through experience. Play provides the opportunity to develop skills for solving social problems—negotiation, compromise, cooperation, sharing, taking turns. Children develop flexibility and the ability to consider different perspectives. Young children who have abundant dramatic play experiences seem to be more socially competent.

Interacting with others during play strengthens the child's communication skills. Children practice using speech correctly and increase their vocabulary. Conversation skills are enhanced as children play.

Play experiences reduce stress levels, which increases the efficiency of thinking and learning. During play, children learn to cope with life's problems in a way that is comfortable and meaningful to them.

As children use materials, interact with others, and master new tasks and skills, they develop a sense of control of the environment. They gain a feeling of competence and a satisfying enjoyment in their ability to learn. Through play they develop dispositions for perseverance and risk-taking. Academic success requires both the ability to persist and the willingness to take a risk.

Contact Local Media

If you have a special event in your community, we suggest you contact the local media to advertise your event. Send press releases to all local newspapers, and invitations to radio stations and local television stations. Check with local radio and television programs that will announce community events. Contact them several weeks in advance. If they ask for a guest to appear on air, send someone knowledgeable about early childhood as well as the Arkansas Children's Week event to speak on the program. Include special guest names, especially elected officials and sponsoring organizations or businesses. Use the letter to the editor to announce community events and draw attention to Arkansas Children's Week.

Media Invitation

(To local news or cable television to cover Arkansas Children's Week event)



Arkansas Children's Week

[Name of your Affiliate / Organization] is celebrating Arkansas Children's Week, April 13-19, 2008! This is an opportunity to show what organizations in [your city] are doing to help young children here in our community.

[Describe the event, highlighting any visual opportunities the news station can videotape. This could include the reading of a proclamation by a local official or your Family Play Day].

[Name and Title of your Affiliate / Organization's Leader] will be on hand to discuss Arkansas Children's Week and the local impact of important early childhood education issues, including public child care subsidies and school readiness [or other issues impacting your city].

For more information about covering Arkansas Children's Week events, please contact [Name and Title of your Affiliate / Organization's Leader] at [email address] or [phone number].



Press Release

The news release template provides you with a simple way to attract local media interest in Arkansas Children's Week, your events, and the need for more high quality early childhood education programs. You can customize the news release by inserting the name of your center or organization, along with information about the special activities you have planned for Arkansas Children's Week. Send the news release to newspapers, magazines, and radio and television stations in your area. You can get the names of the best contacts within each news organization by contacting the news desk. Send out the news release early enough for reporters to plan to cover the events.

For more information, contact

[Media Contact and Affiliate / Organization Name]

[Phone Number and E-mail Address]

[YOUR AFFILIATE / ORGANIZATION] JOINS STATE CELEBRATION

ARKANSAS CHILDREN'S WEEK

"I'm not just playing—I'm learning"

[DATE], 2008 – [Name of your Affiliate / Organization] celebrates Arkansas Children's Week (April 13-19, 2008) to recognize the needs of young children and thank educators and others involved in the education and care of young children. Arkansas Children's Week coincides with the national Week of the Young Child and is celebrated across the state and country by thousands of local organizations working to improve opportunities for all young children.

"Early learning experiences are crucial to the growth and development of young children," said [Name and Title of your Affiliate / Organization's Leader]. "Arkansas Children's Week provides opportunities for all of us to recognize the importance of the early years, and to work together to build better futures for all children."

During Arkansas Children's Week, early childhood programs across the state, including child care and Head Start programs, preschools and elementary schools, hold special events to bring awareness to the needs of young children. "Young children and their families across the state depend on quality education and care," said Rich Huddleston, Executive Director of Arkansas Advocates for Children and Families. "Arkansas Children's Week is a time to recognize the people, programs and policies that are helping to build better futures for children."

[Name of your Affiliate / Organization] recommends ways to show that high-quality early education is the right choice for kids:

- Volunteer your time to work with children and teachers at a school, community center, Head Start or child care program; spend time playing with a child;
- Support policies and programs that help improve professional opportunities and compensation for teachers and staff;
- Thank early childhood educators and others who play a vital role in preparing young children to succeed in school and beyond.

#



Letter to the Editor

The letter to the editor is designed to bring awareness of the issues affecting children in your community. This brings important information about early childhood education issues to a broader audience. Someone from your center or organization or a family member can be asked to submit the letter to the editor in their name. Use the following letter to the editor as a sample, customizing the letter with information about the needs of young children in your community.

April 2008

Dear Editor,

The early years are a crucial time for children's growth and development, and a time when we help children prepare to succeed in school and in life.

April 13-19 is Arkansas Children's Week, a time to recognize the needs of young children, and thank the adults involved in their education and care. Parents, teachers, caregivers and other adults play important roles in the lives of young children, and Arkansas Children's Week celebrates their efforts.

Early education programs – including child care, Head Start, preschools, Arkansas Better Chance (ABC) programs and elementary schools – provide crucial learning experiences for many young children.

Every adult in our community has opportunities to make a difference, from volunteering at a local program to supporting efforts that help more young children benefit from quality early education. Children learn while they are playing—spend some time playing with a child. Arkansas Children's Week is a good time for all of us to acknowledge the needs of children, and work together to build better futures for all children.

Sincerely,

[Your Name, Address, and Phone Number]

Sample Letters of Support

Send a letter to local businesses, community organizations and elected officials explaining why we celebrate Arkansas Children's Week and what special events are planned. Community organizations such as the Junior League or Junior Auxiliary, high school and college organizations, the local Chamber of Commerce, Lions, Kiwanis or other civic groups may be interested in participating in events or sponsoring an event. Use the sample letter and customize it to include the Arkansas Children's Week events planned and the role you would like them to play in these events. Local businesses and community organizations look for ways to improve the community and usually have volunteers and sometimes a small budget to help out with community events.

[Date]

[Business or Local Organization]

[Address]

Dear [Name of President or Manager],

[Name of your Affiliate / Organization] celebrates Arkansas Children's Week (April 13-19, 2008) to recognize the needs of young children and thank educators and others involved in the education and care of young children. Arkansas Children's Week is celebrated across the state by local organizations working to improve opportunities for all young children.

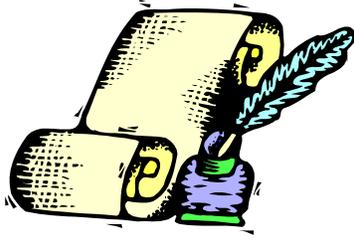
During Arkansas Children's Week, early childhood programs, including child care and Head Start programs, preschools and elementary schools, hold special events to bring awareness to the needs of young children. This year many communities are conducting Family Play Days to emphasize the importance and significance of learning that occurs as children play.

Please consider using this opportunity for [Name of Business or organization] to show support for early childhood education and the local community. We would appreciate [ask for donation or participation in event – detail event with date, time, cost if asking for donation, and specific request for business or organization].

If you need further information, please contact [name, address, phone number, and e-mail address of person facilitating event]. We look forward to working with you and appreciate your support.

Sincerely,

[Name, organization/affiliate]



ARKANSAS CHILDREN'S WEEK

SAMPLE PROCLAMATION

PROCLAMATION BY MAYOR/COUNTY JUDGE

Whereas, the early childhood professionals, teachers, caregivers, families, and other local organizations, in conjunction with the DHS Division of Child Care and Early Childhood Education are celebrating Arkansas Children's Week on April 13-19, 2008; and

Whereas, these organizations are working to improve early learning opportunities, which are crucial to the growth and development of young children, and to building better futures for everyone in [city/state]; and

Whereas, children learn about the world, about other people, and about themselves through meaningful play activities; and

Whereas, all young children and their families across the country and in [city/state] deserve access to high-quality early education and care; and

Whereas, in recognizing and supporting the people, programs and policies that are committed to high-quality early childhood education;

I, [name of official], [Mayor/Governor] of the [city/state], do hereby proclaim [dates] as Arkansas Children's Week in [city/state] and encourage all citizens to work to make a good investment in early childhood in [city/state].

Event Report Form (page 11) We want to know what special events occurred in your community during Arkansas Children's Week. Complete this form and list all of the special events your program participated in for Arkansas Children's Week. Send it in to the Division of Child Care and Early Childhood Education for a Certificate of Recognition.

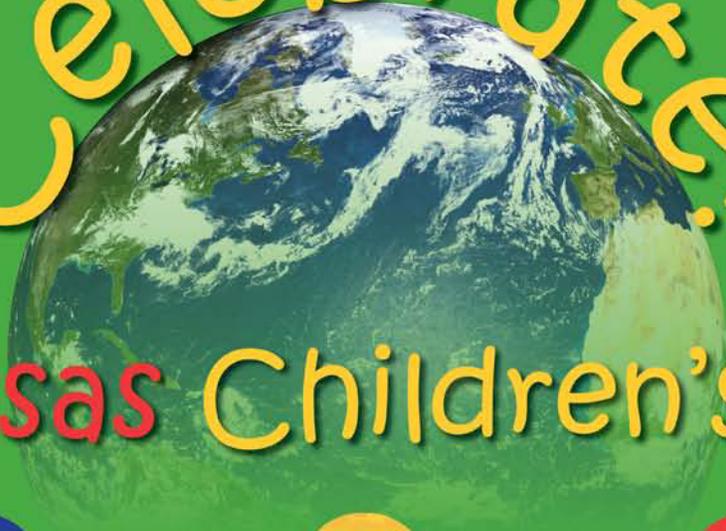
Reproducible signs for 2008 Arkansas Children's Week (Page 12)

Customize a flyer and distribute it to local businesses to encourage them to support Arkansas Children's Week. Let local businesses know what they can do to get involved in Arkansas Children's Week events. Many businesses have budgets set aside for good will promotions. Download and print this sign from <http://www.arkansas.gov/childcare>.

Reproducible certificate for participating businesses/individuals (page 13)

Present a certificate to participating businesses, organizations, special guests and individuals as a way of recognizing their support. Copying it onto colored or special paper adds a nice touch. Download and print this certificate from <http://www.arkansas.gov/childcare>.

Celebrate!



Arkansas Children's Week



I'm not just playing -
I'm learning!

Certificate of Appreciation

**Thank you for
contributing to 2008
Arkansas Children's
Week**



This certificate is awarded to

in recognition of valuable contributions to Arkansas Children's Week.

Signature

Date

Signature

Arkansas Children's Week
 April 13 - 19, 2008
 LAST DAY TO ORDER IS MARCH 31st!

Mail Order Form To
M&M PROMOTIONS
P.O. BOX 56698
 LITTLE ROCK, AR 72215-6698
 (501) 224-9881
www.mandmpromotions.com

T-Shirts for 2008 will be Red with a Royal Blue logo on front.

Customization is available for \$1.50 per shirt, minimum 24 shirts!

T-SHIRT	PRICE	QUANTITY	AMOUNT
TODDLER SHIRT (6-12 mo, white)	\$5.00		
YOUTH X-SMALL (2-4)	\$3.25		
YOUTH SMALL (6-8)	\$3.25		
YOUTH MEDIUM (10-12)	\$3.25		
YOUTH LARGE (14-16)	\$3.25		
ADULT SMALL	\$4.00		
ADULT MEDIUM	\$4.00		
ADULT LARGE	\$4.00		
ADULT X-LARGE	\$4.00		
ADULT 2X-LARGE	\$5.00		
ADULT 3X-LARGE	\$5.00		
BIB APRONS (ONE SIZE) – White	\$7.50		
TOTE BAG (ONE SIZE) - Natural	\$4.50		
		SUBTOTAL	(1)\$
SHIPPING/HANDLING:		You must Include Shipping OR your order will be <u>delayed</u>!!!	
Add \$9.00 - Orders \$0 - \$36			
Add \$12.00 - Orders \$37 - \$144			
Add \$20.00 - Orders \$145 - \$432			
	TOTAL SHIPPING/HANDLING		(2)\$
i.e. Block (1) + Block (2)	SUBTOTAL + SHIPPING/HANDLING		(3)\$
YOU MUST INCLUDE AR SALES TAX		SALES TAX (7.5%)	
i.e. Block (3) x 0.075			(4)\$
i.e. Block (3) + Block (4)	TOTAL AMOUNT ENCLOSED		(5)\$

SHIP TO ADDRESS:

NAME _____ CONTACT _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIPCODE _____

PHONE _____ E-MAIL ADDRESS _____

PAYMENT INFORMATION: (Make Check Payable to: M&M Promotions)

Please send only 1 check and 1 order form per facility or your order will be delayed!

CHECK # _____ CHECK AMOUNT \$ _____

CREDIT CARD PAYMENT (Visa/ MasterCard/ American Express)

CREDIT CARD #: _____ Exp. Date _____ Zip Code: _____



Department of Human Services
Division of Child Care and Early Childhood Education
P.O. Box 1437, Slot S140
Little Rock, AR 72203-4608

PRESORTED
STANDARD
U.S. POSTAGE
LITTLE ROCK
PERMIT NO. 1045

Arkansas Children's Week 2008
Material Order Form

Name: _____

Program/licensed capacity: _____

Mailing address: _____

City/Zip: _____

Item	Number requested
Brochure - Join Me as I Play	
Church Bulletin Insert	
Bookmark - "I'm not just playing - I'm learning"	

Return form to:

or fax to: (501) 682-4897

Division of Child Care and Early Childhood Education
Box 1437 Slot S 160 (Program Support)
Little Rock, AR 72201