



Engaging Families Through Social Media

Care Aware of America's [SMART \(Social Media & Resource Tools\) Suite](#)

Most early learning coalitions utilize social media to inform and engage families. The Consumer Education & Engagement [SMART Suite](#) from Child Care Aware of America (CCAoA) is a new resource available to CCR&Rs to establish, reinforce or expand their social media presence and impact on family engagement. Social media cards have been developed that are easy to share across any social media platform. These cards are customizable and include the following topics: Quality Child Care, Awareness of CCR&Rs, Community Supports (links to supports), and Vroom (brain services). The SMART Suite is a culmination of more than 2 years of research and development.

What does the SMART Suite include?

- Consumer Education and Engagement Social Media Guide
- Consumer Education and Engagement SMART Suite Sharekit
- Social media cards/banners
- [Videos](#)
- Bonus outreach materials



Financial programs can make child care more affordable!

If child care costs are more than your family can afford, learn about the programs that might be available to help: [insert local link, resource, or contact; or <http://bit.ly/2CZeTdj>]

 Post to timeline

Special Features: *Downloadable *Customizable *Varied topics *Appealing to diverse experiences
*[Videos](#) from Child Care Aware of America about CCR&R Services

To gain full access to the SMART Suite, you must create an account with [Child Care Aware® of America's Community Portal](#). Register as a paid member or for free as a non-member. Users will be able to:

- Gain access to the full array of SMART Suite resources;
- Co-brand content and videos with their own logo;
- Participate in a Consumer Education and Engagement community of practice.

More resources on family engagement: <https://childcareta.acf.hhs.gov/centers/national-center-parent-family-and-community-engagement>



Resources for Families and Providers



NATIONAL CENTER ON

Parent, Family and Community Engagement

Consumer Education Websites: A Guide to Creating A Family-Friendly Experience

This [guide](#) offers research-based information that agencies and organizations can use to create or enhance a family-friendly consumer education website. If you are responsible for developing and posting content yourself or supporting staff who do, you can directly apply this information to your work. If your website is managed by others, or if you work with a vendor to develop and post content, you can apply this information to your plans, requests, and quality improvement efforts.

Use the [Assessment Tool](#) along with the tips and resources referenced throughout the “Consumer Education Websites: A Guide to Creating a Family-Friendly Experience” to address the unique needs of your website review. This tool is meant to enhance your use of the guide—not as a replacement. We encourage you to review the guide and the assessment tool.

4 things early learning coalitions can do with these resources:

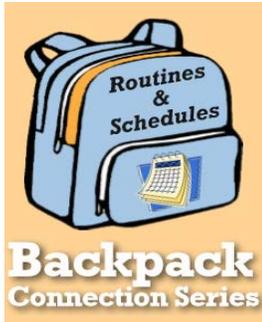
1. Enhance their websites using tools from the [SMART Suite](#).
2. Engage families by using the [SMART Suite](#) and [videos](#) for social media posts.
3. Use [A Guide to Creating a Family Friendly Website](#) to convey strengths-based attitudes in website content to encourage positive relationships with families.
4. Examine their websites using the [Family Friendly Experience Assessment Tool](#).

4 things providers can do with these resources:

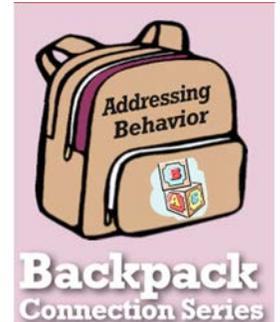
1. Create websites for families or add family friendly features to their current websites.
2. Use the [SMART Suite](#) to find consumer education posts for social media.
3. Use the [Family Friendly Experience Assessment Tool](#) to examine their websites.
4. Feature the [videos](#) on their websites to inform families about quality child care.



Resources for Families and Providers



Backpack Connection Series



The [Backpack Connection Series](#) was created by the Technical Assistance Center on Social Emotional Intervention for Young Children (TACSEI) to provide a way for teachers and parents/caregivers to work together to help young children develop social emotional skills and reduce challenging behavior. Teachers may choose to send a handout home in each child's backpack when a new strategy or skill is introduced to the class. Each Backpack Connection handout provides information that helps parents stay informed about what their child is learning at school and specific ideas on how to use the strategy or skill at home. This series was developed in collaboration with Pyramid Plus: The Colorado Center for Social Emotional Competence and Inclusion and Bal Swan Children's Center in Broomfield, Colorado. The Backpack Connection Series includes handouts in four categories:

- Addressing Behavior
- Emotions
- Routines and Schedules
- Social Skills

Looking for Backpack Connection or other family materials in Spanish or Chinese? These resources and other materials have been translated [here!](#)



Backpack Connection Series

About this Series
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The Pyramid Model
The Pyramid Model is a framework that provides programs with guidance on how to promote social emotional competence in all children and design effective interventions that support young children who might have persistent challenging behavior. It also provides practices to ensure that children with social emotional delays receive intentional teaching. Programs that implement the Pyramid Model are eager to work together with families to meet every child's individualized learning and support needs. To learn more about the Pyramid Model, please visit ChallengingBehavior.org.

More Information
More information and resources on this and other topics are available on our website, ChallengingBehavior.org.

 ChallengingBehavior.org

How to Understand the Meaning of Your Child's Challenging Behavior

Brooke Brogie, Alyson Jiton & Jill Giacomini

As a parent or caregiver, you may see your child behave in a way that doesn't make sense and ask yourself, "Why does she keep doing that?" It can be very frustrating, especially when it seems like it should be easy for your child to figure out on her own a more appropriate way to behave. In moments like this, it is important to remember that children continue to use a behavior because it works! Your child's behavior is a powerful communication tool that she uses to tell you what she needs or wants. Sometimes, when a child does not know the appropriate way (such as words, sign language or pointing to pictures) to express her needs or wants she may use challenging behavior (such as hitting, screaming or spitting) to communicate. Challenging behavior gives children the ability to send a message in a fast and powerful way. Children will use challenging behavior to communicate until they learn new, more appropriate ways to express their wants and needs. To change the behavior, it is important for you to first discover what is causing the behavior. If you know why your child is choosing a behavior, you can then teach her to communicate her wants and needs in a new way that everyone feels good about.

Children use challenging behavior to either:
1) get something, such as attention, a toy or a nap, or
2) get out of doing something, such as going to bed, eating a new food or getting buckled in the car seat.

The first step you must take to help your child learn a new behavior is to determine if she wants something or wants to avoid doing something.

Try This at Home

- **Observe.** Pay careful attention to what is happening when your child displays challenging behavior. Keep a chart to see repeated patterns in behavior. What happens before the behavior starts? What happens after?
- **Track.** Keep track of when the behavior occurs. Do you always see the behaviors just before nap time? Perhaps your child is tired and you can change your routine to include errands in the morning and quiet, at-home activities before nap time.
- **List.** Brainstorm ideas about what your child is trying to get, or avoid doing, by using challenging behavior. The more you watch your child, the more you will be able to narrow your list down to a few possible reasons why the behavior is occurring.
- **Teach.** Once you have an understanding of why your child chooses to use a challenging behavior, you can teach him a new way to behave in that situation. Pick a time outside of the situation when you can:

Role play: Use puppets, trains, dolls or other toys to act out the new skill with your child. For example, you can make the doll say, "I really want to play outside. I want to open the door and run, but Mommy says I need to wait for her. I won't scream. I will say 'Hurry up Mommy. I am ready to play.'" 

Read books: Children often tell you how they are feeling when they are trying to guess how others are feeling. Ask your child questions about a character in a book as a way to start to talk about your child's own behavior. For example, "That little girl doesn't want to go to bed. I wonder why!"

Talk about the situation ahead of time: Sometimes, children simply want to know about what is planned ahead of time or to be included in the planning. Parent schedules are busy and you often need to get things done quickly. However, quick transitions can be overwhelming to young children. If you take a few minutes to include your child in the plan, you will likely see a dramatic decrease in challenging behavior. For example, you could say, "We are going to get in the car and go to the store when you finish this puzzle. Would you like to pick a special toy to bring with you to the grocery store?"

Practice at School
Teachers are detectives too! When a child uses challenging behavior at school, teachers watch to see what caused the behavior and then teach the child a new way to communicate. For example, Ethan is playing with cars alone when Jacob tries to grab a car from him. Ethan hits Jacob and grabs his toy back. Jacob cries. Ethan was frustrated that a friend was taking a toy from him before he was done and used hitting as a way to tell Jacob that he wanted his toy back. The teacher might say to Ethan, "You looked frustrated when Jacob took your toy. Next time, you can use your words and tell him 'It's busy. I'm still using this toy.'" Teachers can also use puppets to reinforce the skill of saying "it's busy" during circle time or during other activities throughout the day.

The Bottom Line
It can be fun and rewarding to figure out what your child is thinking and why! The more familiar you are with how your child reacts to everyday situations, the easier it is for you to teach him appropriate ways to deal with challenges like frustration, stress and fatigue. Children who learn how to manage these situations feel more confident and are less likely to use challenging behavior to communicate their needs.

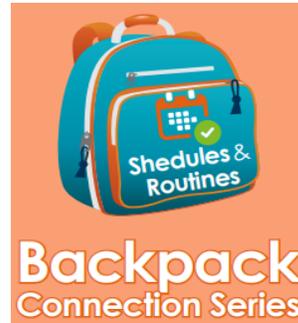
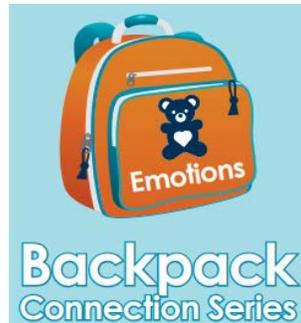
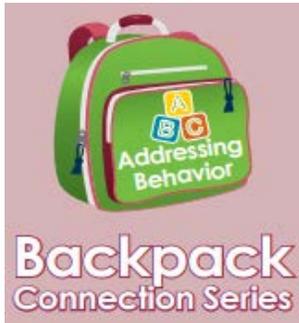
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Resources for Families and Providers



4 things providers can do with these resources:

1. Use the Backpack Connection handouts at parent meetings or parent conferences to focus on specific topics parents can reinforce at home to support their children's social-emotional development.
2. Send home handouts in the children's backpacks when a new strategy or skill is introduced in class.
3. Send home handouts to parents to give ideas for using a specific strategy or skill at home.
4. Use handouts for individual children to take home that target a strategy or skill the child is having difficulty with at school or at home.

4 things families can do with these resources:

1. Use the handouts to talk with their children about what they are learning in school.
2. Ask teachers to send home handouts that address specific problems their children are having at home.
3. Use the information in the handouts to reduce challenging behaviors their children may be having at home.
4. Use the handouts during conferences with their children's teachers to ask questions about social-emotional development.



Trauma Resources



The Florida State University Center for Prevention & Early Intervention Policy (CPEIP), is a nationally recognized leader in the field of early childhood mental health. CPEIP offers many resources to address the lifetime effects of trauma and toxic stress on young children. [Learn more about CPEIP.](#)

[FloridaTrauma.org](#) provides information about Trauma and Toxic Stress. It is a user friendly site with many resources. It provides information and resources on the following topics:

- Lifetime Effects of Early Adversity
- Trauma and Symptoms by Age
- Effects of Trauma on Brain Development
- Trauma Screenings and Interventions
- Trauma Informed Systems
- Trauma Informed Care



The exposure to adverse childhood experiences and chronic stress without nurturing support by a caregiver to help the child cope can result in harmful effects to the child's neurological and physiological development. This is known as toxic stress and can have a deleterious impact on the child's long-term physical and mental health into adulthood and across generations. The emerging research on genetic and environmental interplay and epigenetics provides further evidence that adverse environments can impact the expression of genetic codes and may carry that impact physiologically through inheritable tendencies.

The Florida State University Center for Prevention and Early Intervention Policy developed a [Practitioner Series](#) to increase the infant and early childhood mental health knowledge base and improve practice in managed care healthcare settings. The website includes interactive modules, videos and tip sheets for providers and parents. This website provides information that is tailored to each discipline regarding:

- Awareness of toxic stress.
- Understanding and appreciation for infant and early childhood mental health.
- Screening and assessment.
- Basic practices that can be used to promote positive development, prevent or provide early interventions within the scope of practice of the discipline.
- Referral and linkages to specialty mental health providers when necessary.
- Ways to integrate physical and behavioral health care.



Resources for Families and Providers

There are seven different points of contact within the health care systems that offer support for trauma and toxic stress in young children. Three of these are listed in the chart below, behavior health, home visitors and practitioners. Many times it is a child care provider or a teacher in an early childhood program that may be a family's first point of contact to give support and resources for a child who has experienced trauma.



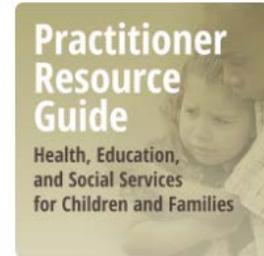
Resources for
Behavioral Health



Resources for
Home Visitors



Resources for
Practitioners



Practitioner
Resource Guide

The Administration for Children and Families, U.S. Department of Health and Human Services, offers a [Resource Guide to Trauma-Informed Human Services](#).



This guide provides human services leaders at the local, State, Tribal, and Territorial levels with information and resources on recent advances in our understanding of trauma, toxic stress, and executive functioning. It especially highlights what these advances mean for program design and service delivery. The guide helps professionals learn about trauma-informed care and helps those currently engaged in trauma-informed work to improve their practice.

These resources provide an overview of key concepts related to trauma and a guide to resources from a range of HHS federal agencies and respected sources outside government. These materials are both a “front door” to the topic of trauma and a “road map” to relevant resources.



NCTSN
The National Child
Traumatic Stress Network

Child Trauma Toolkit for Educators



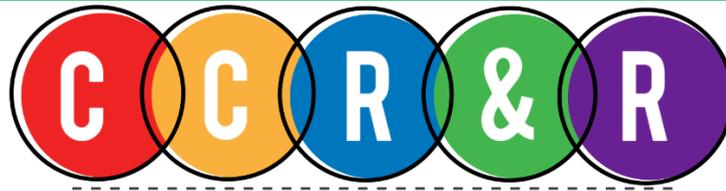
The National Child Traumatic Stress Network published the [Child Trauma Toolkit for Educators](#) in 2008. There is a section on the Psychological and Behavioral Impact of Trauma on Preschool Children and Trauma Facts and Suggestions for Educators. There is also a section titled a Guide for Parents.

4 things providers can do with these resources:

1. Use the Practitioners' Module for staff professional development.
2. Provide Family Training on the effects of trauma on children and use the Parent Tips Sheets for discussions.
3. Use resources to inform staff of the different supports on trauma for children and their families.
4. Provide families with a list of resources and support people in the community when they have experienced trauma or toxic stress.

4 things families can do with these resources:

1. Attend their providers' family meetings to learn about the effects of trauma on children.
2. Use the Parent Tip Sheets to help their children who have experienced trauma.
3. Contact their child care providers or early learning coalition staff to find support for family members who have experienced trauma.
4. Learn about responsive caregiving for babies and learn the signs of stress in babies and children from the Parent Tip Sheets.



Resources for Families and Providers



Emergency Preparation

Let's Get Ready

[Sesame Street Toolkit \(English\)](#)
[Sesame Street Toolkit \(Spanish\)](#)
[Let's Get Ready Video](#)

June is almost here and with it comes hurricane season in Florida. The effects of last year's storms linger in many parts of the state and have had a big impact in some counties. Preparing for hurricanes, tornadoes and other natural disasters is important, but can trigger the emotions and fears that resulted from the trauma of last year's storms especially in children. Families and child care providers can work together to ease children's fears and assure them that preparation helps everyone when natural disasters occur. As you begin to prepare for hurricane season, talk with children about the fears they may have and the importance of being prepared for storms.



[Sesame Street Let's Get Ready: Planning Together for Emergencies](#) is a bilingual (English and Spanish) multiple media resource designed to help entire families, especially those with young children, to plan and prepare together for emergencies. Through simple strategies and tips that can be incorporated into everyday routines, Let's Get Ready helps children, families, and caregivers to prepare ahead of time in age-appropriate and engaging ways.

- [Family Guide](#)
- [Educator Guide](#)
- [Community Guide](#)
- [Power Safety Tip Sheet](#)
- [Family Emergency Plan](#)
- [Emergency Kit Checklist](#)



Resources for Families and Providers



Join Child Care Aware of America on June 5 at 8 p.m. ET on their Facebook page for a Facebook Live Event: [How to Successfully Ready Your Child Care Program and Family for Hurricane Season!](#)

During this Facebook Live event, [Child Care Aware of America](#) is partnering with [Sesame Street in Communities](#) to equip CCR&Rs, parents, and child care providers with practical tools, resources and information they need to protect their children and families. Attendees

will learn when to begin evacuation vs. when to stay, what should be in their emergency supply kits and have a chance to engage directly with the experts via Q&A.

Can't make it? Don't worry, the recording will be available shortly after the live event.

4 things providers can do with these resources:

1. Use the [Educator Guide](#) to make a plan for your child care center and share essential information with children and families.
2. Provide family training on ways families can prepare for natural disasters and how they can calm their children's fears. Use the videos at the meeting or play them for the children.
3. Use these resources and the trauma resources to inform staff and families of the different supports on trauma for children and their families.
4. Teach children about the people in your community that help us prepare for natural disasters and provide assistance when natural disasters occur.

4 things families can do with these resources:

1. Attend their child care providers' family meetings to learn ways to prepare for natural disasters and ways to calm their children's fears.
2. Use the [Family Guide](#) to make a family emergency plan with their family.
3. Have their children help them gather supplies and make an [Emergency Kit](#) for their family.
4. Watch the videos together with their children and talk about ways your family can prepare for hurricanes and storms.