



SEPTEMBER 23, 2021

Child Care Challenges & Solutions For Sonoma County

Lorie Siebler, presenter

Sonoma County Impact 100

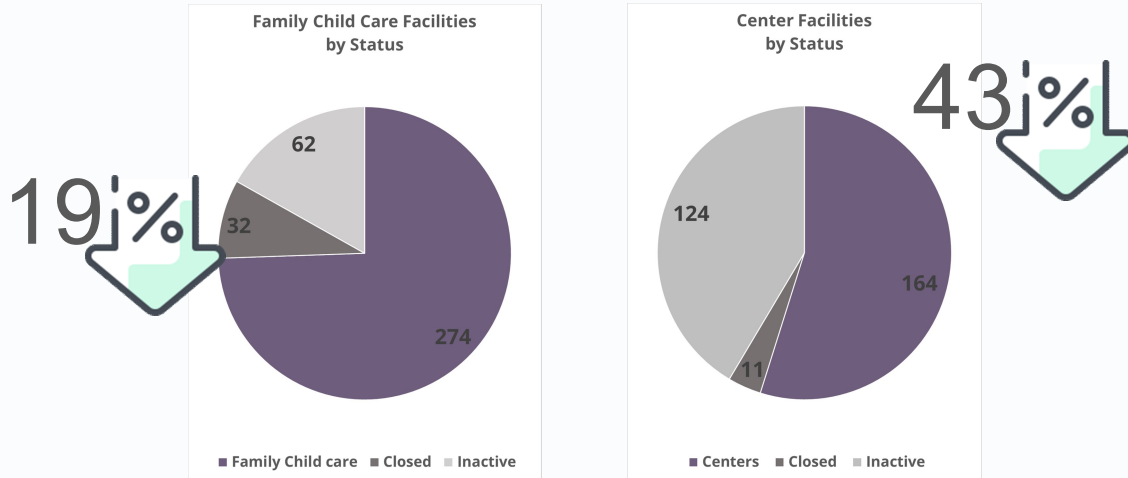


Overview

- Sonoma County Child Care Industry Update
- COVID impact on Child Care
- How Impact 100 funds support the Industry and the Child Care Initiative Project (CCIP)
- Provider Testimony
- Upcoming 4Cs events
- Questions



CHANGES TO SONOMA COUNTY'S CHILD CARE SUPPLY



4Cs Sonoma County | 2021

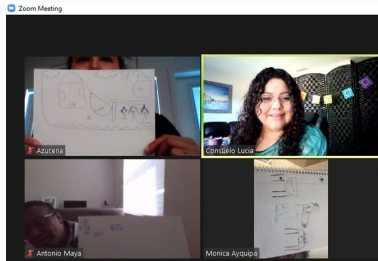


SONOMA COUNTY COST FOR FULL TIME CARE IN LICENSED FAMILY CHILD CARE SETTING

	Average Monthly	Annual Average	Highest Monthly Cost
Infant/Toddler (0-2)	\$ 1,128	\$ 13,536	\$ 1,274
Preschool (3-5)	\$ 1,070	\$ 12,840	\$ 1,199
School Age (5-13)	\$ 983	\$ 11,796	\$ 1,100

4Cs Sonoma County | 2021

Impact 100 Funds Solutions



Staff Time

- **Navigation of Licensing Process**
 - ✓ List and instructions for all required steps
 - ✓ Application completion assistance and final review (~7 forms)
 - ✓ Final facility walk through before licensing visit
 - ✓ Technical assistance on various relevant topics, such as immunizations, landlord/tenant rights, zoning/permitting, taxes
- **How to Build a Thriving Child Care Business Training (25+ hours)**
 - ✓ Business of Child Care - overview of the industry, setting rates, creating contracts, record keeping, liability insurance, marketing
 - ✓ Health, Safety and Nutrition
 - ✓ Child Development and Best Practices: National Association for the Education of Young Children (NAEYC) Code of Ethics, California Early Childhood Education (ECE) Competencies
 - ✓ Importance of Self Care

4Cs Sonoma County | 2021

Impact 100 Funds Solutions

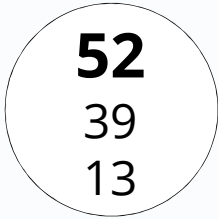


Financial and Material Support

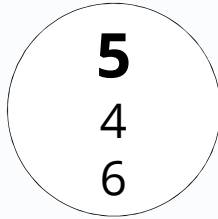
- **Developmentally and Culturally appropriate Books and Toys**
- **Child Proofing Items, such as**
 - ✓ Tot loks
 - ✓ Door knob covers
 - ✓ Outlet covers
 - ✓ Fire extinguishers
- **Personal Protection Equipment (PPE), such as**
 - ✓ Masks
 - ✓ Gloves
 - ✓ Thermometers
 - ✓ Cleaning supplies
- **Gift cards to offset start-up fees, such as**
 - ✓ Licensing and training fees
 - ✓ Fingerprinting
 - ✓ Tuberculosis test(s)
 - ✓ Modifications to home

4Cs Sonoma County | 2021

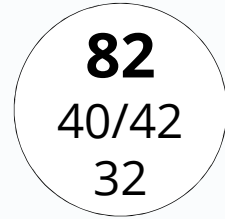
IMPACT QUANTIFIED



Total CCIP participants
Training attendees
One-on-one TA



Licensed
In process/pending
Increased capacity



New Licensed Spaces
New small/+large
Pending/In process

CCIP Participant Testimony

HILDA LAMOS

WHAT HILDA RECEIVED

FOUNDATIONS FOR A SUCCESSFUL CHILD CARE BUSINESS TRAINING, FIRST AID KIT, AND EMERGENCY EVACUATION BACKPACK

Upcoming 4Cs Events

Volunteer/Attendance Opportunities



October 30, 2021

Diaper and food drive distribution with Redwood Empire Food Bank. Serves 150-200 families and providers.



November 5, 2021

Champions for Children Awards to those in Sonoma County doing work that benefits families and children.



February 2022

Another diaper/food drive with REFB, exact date TBD, likely last Saturday in Feb.



May 14, 2022

4Cs 50th Anniversary Help 4Cs celebrate 50 years of support to children, families and child care providers.



Questions?

Contact Us



4Cs is your local child care resource agency!

LORIE SIEBLER

Child Care Resource Department Director
707-522-1413 ext. 213
lsiebler@sonoma4cs.org

CONSUELO LUCIA

Child Care Provider Trainer,
Licensed Family Child Care
707-522-1413 ext. 118
clucia@sonoma4Cs.org

MARIA DIOSDADO

Child Care Provider Trainer,
Licensed Family Child Care
707-522-1413 ext. 190
mdiosdado@sonoma4Cs.org

SHEILA WHIPPLE

Child Care Provider Trainer,
Licensed Family Child Care
707-522-1413 ext. 156
swhipple@sonoma4Cs.org