



BECAUSE
QUALITY
is a
HUMAN
RIGHT

The mission of the Customer Satisfaction Network of Neighborhood Planning Units V, X & Y is to build and sustain a critical mass of informed, engaged and empowered consumers, ready to take actions that hold service providers accountable for equity in the provision of quality goods, services and supports in their communities.

Network members established the Consumer Advocacy Group (CAG) to provide leadership in implementing this grassroots campaign to:

- **Target specific issues of concern** in the provision of services impacting our communities
- **Assess the value of services available** in meeting consumer needs and demand and to educate residents on our findings
- **Engage service providers**—public, private and non-profit—in a continuous customer satisfaction feedback loop to meet authentic consumer demand for quality goods, services and supports

What's next for the CAG in the early learning, childcare educational services target area?

During 2010, the CAG will conduct consumer education and research activities through living room chats and presentations at civic association and community meetings to increase the number of residents in Neighborhood Planning Units V, X & Y who are:

- **Educated and informed of the findings** of the initial investigation of services in the target area
- **Participating in Customer Satisfaction Investigations** to test the quality of community services
- **Engaged in a continuous feedback loop about quality** with experts and providers and make recommendations for improvement

Sign Up

- **Customer Satisfaction Investigations (CSI)** surveys, focus groups. Earn incentives based upon level of participation
- **Customer Satisfaction Action Teams** organize, plan and implement CAG activities
- **Consumer Advocacy Group (CAG)** attend monthly meetings on the last Saturday of every month to develop and implement recommendations for improving service quality.
- **Customer Satisfaction Network Quarterly Meeting** May 23, 2010 provide feedback on your consumer experiences, issues and concerns about service quality.

CONTACT US

cag.readytotakeaction@gmail.com or
qualitycounts@bellsouth.net

Customer Satisfaction Network

P.O. Box 10492, Atlanta, Georgia 30310, (404) 587-7976

The Customer Satisfaction Network of NPUs V, X & Y Partnerships

Residents of NPUs V, X & Y
Center for the Study of Social Policy
Consumers Union

The Center for Working Families, Inc
Morehouse School of Medicine

Georgia Department of Agriculture, Consumer Services Division
The Annie E. Casey Foundation—Atlanta Civic Site

Strengthening Children from Birth to 4-years Old Some Basic Tips



**CUSTOMER SATISFACTION INVESTIGATION (CSI) UPDATE ON
QUALITY EARLY LEARNING, CHILDCARE AND EDUCATION SERVICES
IN ATLANTA NEIGHBORHOOD PLANNING UNITS V, X & Y**



How did the CAG select priority service areas?

The CAG used feedback gathered from Customer Satisfaction Network members on

- **The desired results** for their neighborhoods
- **Their consumer experiences and satisfaction with services** in the community in achieving those results.

The CAG then identified and prioritized issues of concern and importance that impacted the individual and collective quality of life, growth and sustainability of each neighborhood in the Customer Satisfaction Network.

Why target childcare, early learning and education services and supports?

Ensuring all children in Atlanta Neighborhood Planning Units V, X & Y are healthy and developmentally ready to enter and succeed in school is a desired outcome for Network members. Families with infants and children up to age four in need the availability of affordable, quality, and equitable childcare, early learning educational services and supports, public and private, in their neighborhoods.

What actions did the CAG take?

CAG members conducted consumer research activities during the second half of 2009 that included:

- **Dialogues with experts** in the service area
- **Review of successful consumer engagement and advocacy efforts** in the service areas across the country
- **Testing accessibility of the information** for parents and caregivers on resources available as well as standards for the service target area

What information is in this pamphlet?

The first in a series of consumer education materials, this pamphlet provides parents with some basic tips to consider when choosing childcare, early learning and educational services.

Informed, engaged and empowered consumers—ready to take action.

Importance of Early Learning to the Future Success of Children—What Parents Should Know

The brain grows at an amazing rate! Did you know that:

- **At birth, almost all the neurons that the brain will ever have are present.** By age 3, about 85–90% of a child's core brain structures have been formed.
- **Birth to 3 years of age is the critical window for speech and vocabulary development;** the sounds a child hears in those years will largely determine the size of his/her adult vocabulary.
- **Between the ages of one and four, children develop the capacity to understand logic and mathematical concepts;** children whose capabilities are not developed during this stage may have difficulty learning these skills throughout life.
- **85% of the foundation of a child's intellect, personality and skills is formed by age 5.**
- **ALL children are born ready to learn!**



Some Basics for Parents to Consider when Choosing a High Quality Environment¹

Young children who participate in high quality childcare and early learning programs and environments demonstrate greater social skills, increased academic success, higher self-esteem, better social skills and future accomplishments as adults. When choosing the right environment, parents should consider:

High-Quality Childcare / Early Learning Center Environment

- **Promotes positive relationships** for all children and adults to encourage each child's sense of individual worth.
- Uses developmentally, culturally, and linguistically appropriate curriculum and **effective teaching approaches.**
- **Uses ongoing assessments** of a child's learning and development and communicates the child's progress to the family.
- **Employs and supports a teaching staff** that has the educational qualifications and professional commitment to promote learning and development and to support families' diverse needs and interests.
- **Utilizes the resources of the community** to achieve program goals.

Family, Friend or Neighbor/ In-home Care

Many parents place their children in the care of a trusted relative, neighbor or friend. Who share a big responsibility for providing safe and nurturing environments that prepare children in their care for school. Parents should discuss the following:

- **Communicate what is important** to you to your chosen caregiver.
- **Ensure that you both agree when you will drop off and pick up your child.** Identify who is authorized to pick up your child.
- **Agree on how and when you will pay** for childcare services
- **Discuss how you would like your child disciplined** as well as what television programs are okay with your child seeing.

¹Sources of Information-National Association for the Education of Young Children (NAEYC); Quality Care for Children (QCC); Bright from the Start; Atlanta Civic Site; State of Tennessee; Consumer Reports