

#CheerforChildminding



# CHILDMINDING WEEK 2019

6-12 May



Six days to celebrate Scotland's quality childminders and one Wild Day Out!

**scma** Scottish Childminding Association  
committed to quality childcare

# Childminding Week 2019

Six days to celebrate Scotland's quality childminders and one Wild Day Out!

Welcome to your Childminding Week 2019 Toolkit. Inside this pack you'll find the key ingredients to make your Childminding Week a success and help you **#CheerforChildminding!**

Each year, this award-winning event is always a massive success, we want Childminding Week 2019 (6-12 May) to be bigger than ever!

This is another important year for childminding in Scotland and we need all of you to **#CheerforChildminding**, raise the profile and improve recognition of childminding.

It's vitally important that childminders are recognised more widely as a valuable part of the professional childcare workforce. After all, you are already providing high quality, flexible care and learning experiences for more than 30,000 children across Scotland\*.

## ...but we need your help!

We want you to get excited, have fun and celebrate the fantastic work you do for your minded children. Join the Childminding Week conversation by sharing your activities and fun ideas with us.

Whether you are part of a large childminding group hosting a Childminding Week special event, or a solo childminder taking part in a special messy play activity within your setting – this is your chance to shine and **#CheerforChildminding**.

## Our Key Messages for Childminding Week 2019

- Childminders stimulate children's learning, development and wellbeing, helping them to achieve their full potential and ultimately close the attainment gap for Scotland's children.
- Childminders encourage children to learn, grow and develop as they experience the world through everyday activities, whilst socialising with their peers in small groups.
- Childminders offer quality flexible childcare options, tailored to each child and their family's individual needs to benefit their overall wellbeing.
- Childminders provide a constant support to families and children through transitions, providing a 'seamless' day for children. Security, stability and consistent care are key.



**#CheerforChildminding**  
**childminding.org**

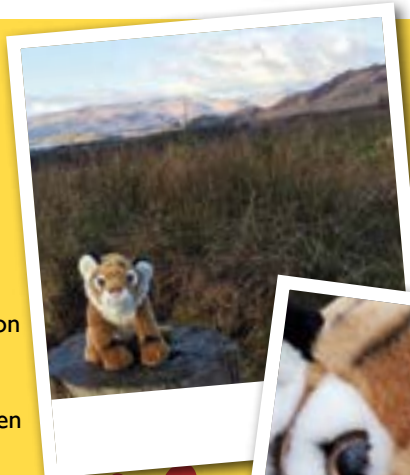
## Roary is back!

Do you remember our cuddly tiger mascot Roary that you named for Childminding Week back in 2017? Well, he's back, and ready to **#CheerforChildminding** once again.

After a long break away visiting some relatives in the Mangrove region of India, Roary is back in Scotland and is counting down to biggest Childminding Week celebration ever! He's been all across Scotland visiting and sharing some of his highlights and telling us what he's been up to.

He loves Scotland with all his heart – and although his roots are in India – Bonnie Scotland is his home, and he's homeward bound for this year's Childminding Week!

Have you been following his homecoming journey on our Facebook and Twitter pages **@ScotChildmind**? Take a look, join the conversation and find out where Roary has been to **#CheerforChildminding...**



\*Early Learning and Childcare Statistics 2017, published by the Care Inspectorate November 2018

# Get Involved!

Read, share, amaze, play and use your imagination for Childminding Week 2019!

In line with our national priorities and hot topics, we've come up with themes for each day of Childminding Week (6-12 May) to help you incorporate them into each day's activities.

Incorporating these key elements into fun and engaging experiences for your minded children, will help to benefit their development, wellbeing and stimulate their learning.

Let your imaginations run wild! We know you always have lots of great, fun ideas to help your minded children learn, play and grow. But here's a few of our ideas to get you started for each day of Childminding Week 2019...



**Monday**

## Stories

Read, share and tell stories and spark imagination



**Tuesday**

## Adventures

Be adventurous, climb a tree or create a superhero



**Wednesday**

## Friends and family

Make new friends, share the love and be kind



**Thursday**

## Amazing

Be amazing today and take on a challenge



**Friday**

## Respect

Be inclusive, share a toy or create a respect wall



**Saturday**

## Imagination

Be creative, make something and express yourself



**Sunday**

## Childminding Day

Celebrate Childminding Week 2019 with a Wild Day Out!



# Childminding Day 2019

Sunday 12 May is Childminding Day 2019 and once again we'll be joining our pals at Blair Drummond Safari and Adventure Park near Stirling for a really wild day out!

All SCMA members, their friends and family are invited to Childminding Day for a fantastic, fun day out, to celebrate another successful year and to **#CheerforChildminding**.

SCMA members will receive six Childminding Day 2019 tickets inside their spring issue of *Childminding* magazine.

Members can also request up to a maximum of 36 additional tickets by calling SCMA Head Office on **01786 445377** before Wednesday 8 May.

Each Childminding Day 2019 ticket will 'Admit One' – all adults and children must present a valid Childminding Day 2019 ticket to gain entry to Blair Drummond Safari and Adventure Park at our special Childminding Day 2019 discounted rate:

## SCMA VIP MARQUEE | WHAT'S INSIDE....

- **Transform with Free Face Painting**
- **Get creative with our Arts and Craft stall**
- **Dance and sing-a-long with Central FM**
- **Take a selfie with Roary and his pals**
- **Say the magic word with Magic Gareth**
- **Set off on a Treasure Hunt**
- **Dress-up and pose like a pro with Selfie Madness**

**...plus more fun and activities from the SCMA Childminding Week team.**

The SCMA VIP Marquee will be open 10am-4pm on Childminding Day. Please remember to get there early to enjoy our range of free activities and entertainment.

Adult	£11.76 (normally £17.75)
Children (3-15yrs)	£9.30 (normally £14.65)
Senior Citizen (60yrs+)	£10.20 (normally £14.65)
Children (2 yrs and under)	Free

Safari Park entry entitles all visitors to all attractions, presentations and displays within the park, including the Chimp Island Boat Trip, Sea Lion Presentations, Bird of Prey Displays, 'Meet the Keeper' Talks, the Giant Astraglide Slide, Pedal boats, the Flying Fox Zip Slide and much more!

# BLAIR DRUMMOND SAFARI AND ADVENTURE PARK

All visitors to Blair Drummond Safari and Adventure Park need to pay an entry fee at the main gate, and each person (all adults and children) should present their valid Childminding Day 2019 ticket on Sunday 12 May to receive the special discounted price.

Childminding Day 2019 ticket holders will have their receipts stamped when they enter the park at the main gate. This will also allow our Childminding Day VIPs to join us in the exclusive SCMA Childminding Day Marquee, where we will be hosting lots of free entertainment and activities throughout the big day.

## Please note...

If the VIP Marquee reaches its capacity at any point during the event, access will be restricted to ensure compliance with healthy and safety.

Please be familiar with Blair Drummond's rules and safety procedures before you come to Childminding Day. More information is available at [blairdrummond.com](http://blairdrummond.com).

Additional costs will apply to Blair Drummond's funfair rides and face painting. Please remember Childminding Day is an outdoor event. We would ask everyone to come prepared for all weathers and dress appropriately.

Full T&Cs for Childminding Day are available at [childminding.org](http://childminding.org)



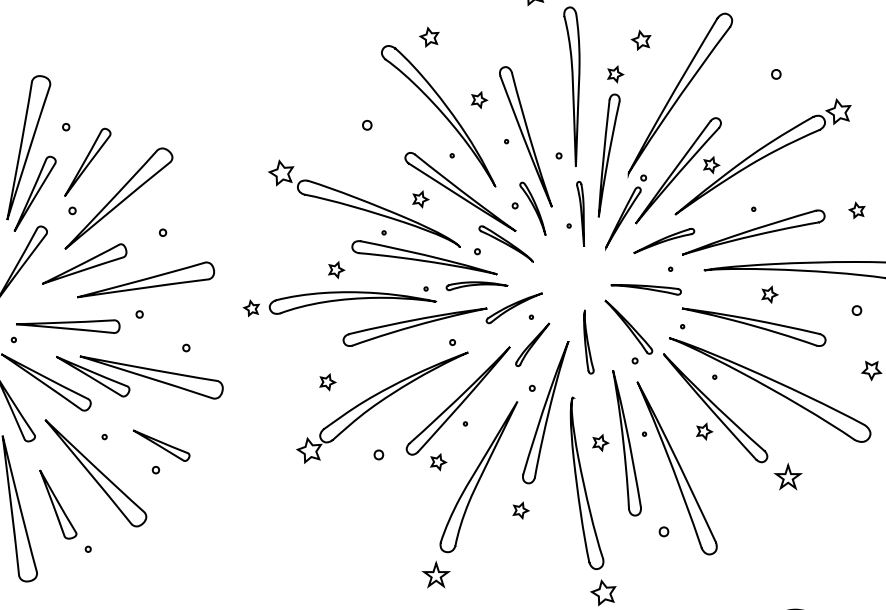
Get creative,  
#CheerforChi



# colourful and Childminding

Name: \_\_\_\_\_

is celebrating SCMA's Childminding Week 2019 to  
**#CheerforChildminding**

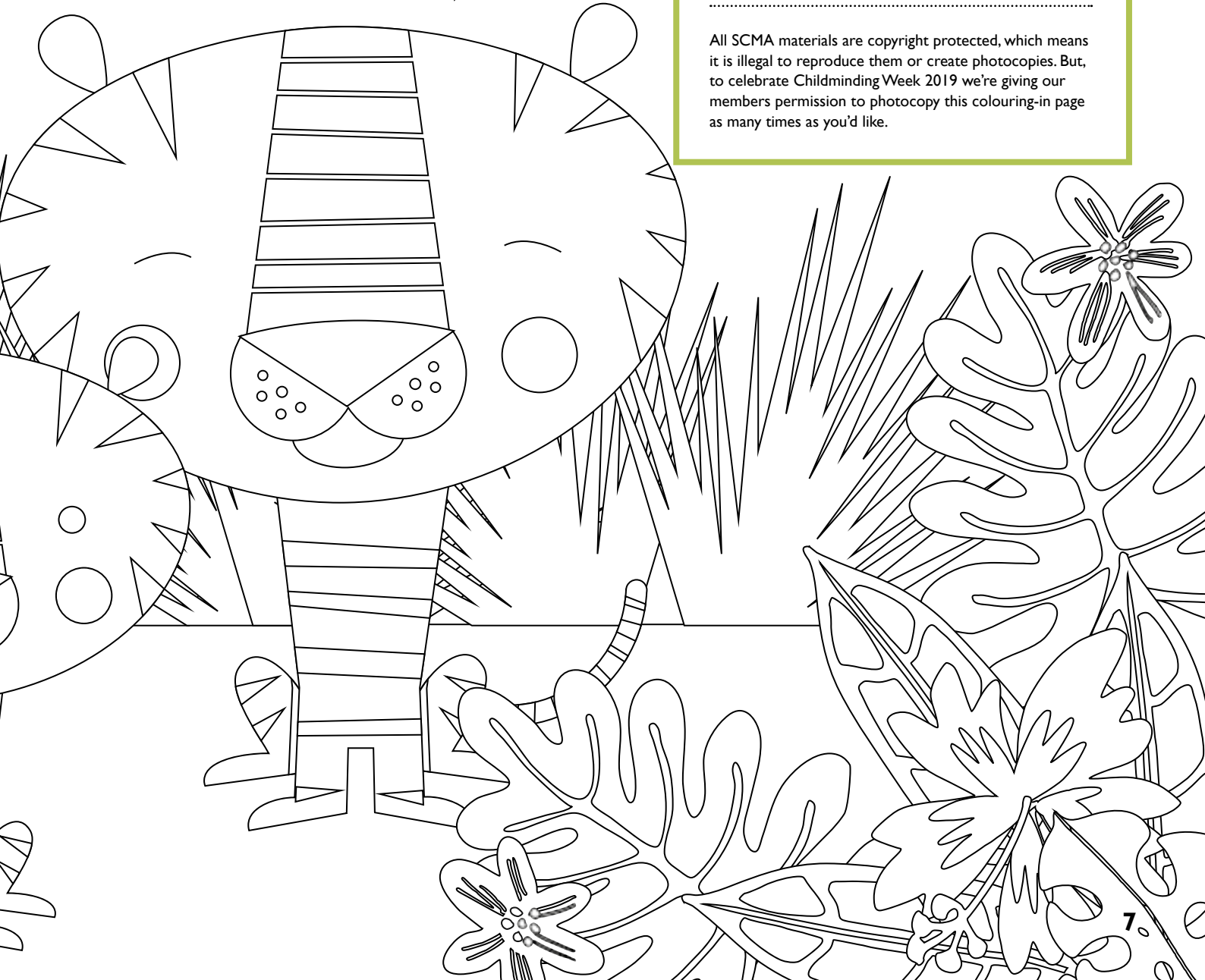


How many Wellbeing Indicators (sometimes referred to as SHANARRI) does this activity achieve?

- |                                    |                                      |
|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Safe      | <input type="checkbox"/> Active      |
| <input type="checkbox"/> Healthy   | <input type="checkbox"/> Responsible |
| <input type="checkbox"/> Achieving | <input type="checkbox"/> Respected   |
| <input type="checkbox"/> Nurtured  | <input type="checkbox"/> Included    |

How many other activities and conversations could this lead to? .....

.....  
All SCMA materials are copyright protected, which means it is illegal to reproduce them or create photocopies. But, to celebrate Childminding Week 2019 we're giving our members permission to photocopy this colouring-in page as many times as you'd like.





# A Spotlight on Scotland's Childminders



As we all know, every little bit helps - and everything you do helps to make a difference. That's why we need you all to share and promote your Childminding Week activity - big or small - and help us spread the word to raise the profile of childminders in Scotland.

Childminding Week is the ideal time to get together with other childminders in your area, hold a community event for local families and your minded children, take part in a special activity or simply doing something fun for the day.

Your response to Childminding Week has always been fantastic - better than we could've imagined. Your passion for childminding made the event a real success; getting everyone talking and putting childminding in Scotland in the spotlight.

Childminding Week is a truly ground-breaking event for childminding in Scotland, and **YOU** play a huge part in bringing it to life and celebrating the fantastic work of childminders in Scotland.



## Be a Childminding Week 2019 Champion

Get involved with Childminding Week 2019 and share photos and stories with us via social media, and we will share far and wide. Whatever you're doing to **#CheerforChildminding** - we want to hear about it!

Send your stories and photos to SCMA during Childminding Week, and not only will we share them across Scotland, you could become a Childminding Week Champion - and we've got some great prizes up for grabs...

Childminding groups could WIN £50 to spend at ASDA, and individual childminders could WIN £25 to spend at ASDA.

Email your photos to **marketing@childminding.org**, send us a Facebook message or tweet us **@ScotChildmind** to enter our Childminding Week prize draw. Aw the best!

...and if we all cheer together, we'll make a bigger noise!  
**#CheerforChildminding**



**#CheerforChildminding**  
**childminding.org**







# #HearMeRoar

We want to hear you roar...just like our Roary!

So, this year we're asking you to film you and your minded children lip-syncing to Katy Perry's hit song 'Roar' and use the hashtag **#HearMeRoar** and **#CheerforChildminding** to celebrate Childminding Week 2019.

Plus, you could win a Childminding Week Goody Bag!



## Spread the Word... #CheerforChildminding

To achieve the most exposure and to help us **#CheerforChildminding** you'll need to spread the word and share your Childminding Week plans with everyone. Publicising your Childminding Week celebrations could be easier than you think. Here's some ideas to get you started...

- \* Schools, Nurseries, Toddlers and other Community Groups
- \* Social Media
- \* Local Community Websites
- \* Local Media and Press
- \* Posters and flyers
- \* Supermarket and Community Noticeboards
- \* Friends and Family

Many local newspapers will cover an event within their area. Your Childminding Week event could be featured on their community pages or sometimes on their 'pic pages'. It's always worth sending some information and details of your event to the editorial desk and aim to follow-up with a phone call and take note of their name.

Remember the key ingredients for a good news story:  
**What, Why, Where, When and Who?**

Something as simple as word of mouth can also be really successful!



Imagine you are a wild animal and let us  
**#HearYouRoar!**  
 ....and WIN with SCMA!

  **#CheerforChildminding**  
[childminding.org](http://childminding.org)

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Perfect for Monday's story day - this could be your chance to use your imagination and create some wild stories about Roary and his family and what their plans are for Childminding Week 2019.

Be creative and have fun roaring, climbing and stomping around like our proud Childminding Week mascot, Roary. How about decorating your mask, make it unique and stand out from the crowd?

Carefully cut out your Childminding Week mask, add some string or ribbon...and then, go wild!

Send your photos to **marketing@childminding.org**, SCMA's Facebook page or **@ScotChildmind** on Twitter and we'll share them far and wide to **#CheerforChildminding** and celebrate Childminding Week 2019.

Become a 'Childminding Week 2019 Champion' and you could win £25 to spend at ASDA, and Childminding Group entries could win £50 to spend at ASDA.



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