

# NATIONAL ASSOCIATION FOR SICK CHILD DAY CARE

Fall/Spring

2004



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## “NASCD CONFERENCE” - by Dr. Jacqueline Stewart

**I**t just does not seem like it's been so long since we met in fabulous Minneapolis, Minnesota. Besides finding excellent weather and friendly people, we had one of the best meetings, if not the best, we have ever had. I really like to judge the success of the meetings by the newly opened services that resulted from knowledge shared during the meeting. I am still waiting to hear from some of those attending that went back home with new zeal and enthusiasm about sick child and emergency back up child care.

The hosts from the Mayo Clinic's Children's R&R were just so wonderful. Lynnelle Campeau, RN along with her colleague Linda Diez, RN not only presented an outstanding overview of the program there, they also accommodated an interesting and informative tour of their facility as well as a scenic tour of the



*Dr. Jacqueline Stewart and  
2004 Host, Lynnelle Campeau.*



*Classroom Lecturing during Conference*

infamous Mayo Clinics. The work that is being carried on at Children's R&R is a standard for any hospital based center. In 2003 there were 6,444 children visits representing 7,772 Mayo Clinic employees. The turn away rate was less than 1%. Their statistics by age were; infants 632, toddlers 936, preschoolers 1,070 and school age 3806. Which again raised the question of why are we still called sick child day care. The children there the day we toured seemed quite pleased to be there despite the fact that they were apparently recuperating or ill. The facility is equipped with beds, cribs, and plenty of toys and games. Most popular seemed to be the enduring action video games. But, most impressive is the fact that the employees receive this benefit at no cost to them.

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## IN THE NEWS



**F**requently, calls and requests come in for interviews by newspaper and magazine writers, as well as television and radio reporters. Many may have seen the October issue of Parents magazine and the two page article that focused on sick and emergency child care with an interview by the president of NASCD. More articles like this one will stimulate the attention of employers to help finance the availability of sick and emergency child care throughout the country. It is our hope that local newspapers, magazines, radio, and television programs will spotlight and notarize the programs in their area or even emphasizing the lack of facilities and the need for development of services. As much as possible, the national office makes time for these interviews in an effort to spread the word.

## BACKUP DAYCARE FOR THE SICK CHILD

Since our meeting, we have had two members to fall ill.

- Bonnie Nowaczek, board member, suffered a fall which resulted in a broken leg. She had to undergo surgery for stabilization. She is still waiting to be released to go back to work.
- Dr. Ella Mahmoud who did such an excellent presentation at our last meeting suffered serious complications while undergoing surgery. A card to cheer them would be nice.

Bonnie Nowaczek  
10360 Densmore Avenue  
Granada Hills, CA 91344

Dr. Ella Mahmoud  
9416 Dogwood Avenue N  
Brooklyn Port, MN 55443



In the Birmingham Parents' September Issue, Deborah Lockridge did an article on "When a Child Is Mildly Sick: There is Back Up

Daycare for Working Parents"

Each day in the United States, more than 350,000 children younger than 14 with both parents working (or a working single parent) are too sick to attend school or child care, reports the National Association of Sick Child Daycare. Working mothers are absent from their jobs from as many as 29 days per year caring for ill children.

Working single parents, no matter

what their income level, have less paid leave time than working parents overall, according to a study by the Urban Institute. That makes staying home with your kids when your regular childcare arrangements fall through even more difficult.

And it doesn't take a serious illness to throw your childcare arrangements into chaos. Daycare operations have varying policies that prohibit sick children from attending.

According to Working Mother magazine, 7% of companies nationwide sponsor sick-child daycare. Larger companies are more likely to offer these types of benefits than smaller ones.



### THUMBS UP!

NASCD would like to thank the following companies for their support of our 2004 Conference:

Huggs & Kisses, Inc.  
Children's R&R

Bobbie Nowaczek Magnolia Pediatrics  
Blue Cross / Blue Shield of Alabama

## THE BENEFITS ARE REAL

It was ironic that while I was in the process of planning this meeting, the person with whom I talked the most, on a weekly and sometimes daily basis, became a father. Just before the meeting it turned out that he had needed to use the facility at Mayo for his infant son. He later told me that when we started talking about this organization he had no idea what sick child day care was about. But, since the birth of his son, it had become quite clear. Once, I called for the catering manager to find that she was out sick that day because she had stayed home with her sick child the day before

and now had caught her child's illness. Then with a gleam the sales manager told me that the catering manager's spouse did not work at Mayo and that's why she was out sick! More and more companies are realizing that by investing in sick and emergency child care they can keep their employees at work and improve productivity. This is a classic example.



## Spam on the Internet

Every morning I look forward to opening e-mails from those writing NASCD. The problem is the amount of SPAM that comes through. So, I end up having to sort through the Cailas, mortgage and Viagra ads. It is amazing how creative the subjects can get. Things like "I'm getting back to you" or "We talked last week". It would be helpful to me and my staff if your e-mail subjects are directly related to sick child care or NASCD in some way. We even get legitimate e-mails that have no subject at all. Help us out so we can better identify your e-mail. Or, it just may get deleted with the SPAM! But do write us at [www.NASCD.com](http://www.NASCD.com) or [jackiestewart@nascd.com](mailto:jackiestewart@nascd.com).

# NASCD CONFERENCE – CONTINUED

The format for our meeting was a little different this time around. Instead of breaking the information down into general categories, we kept it contained and discussed the different aspects of the four basic types of facilities and dissected them individually. This was done because issues such as accounting, insurance, staffing, etc. may be different for each of the four facility types. Those making presentations represented long standing stable programs in each area.

One of the highlights of the conference though, was the presentation on financing and grants which was dealt with as a separate subject. This was



*Dr. Ella Mahmoud*

very well done by Dr. Ella Mahmoud, founder of Ema'Daa Management and Consulting, and founder of Seed Academy/ Harvest Preparatory School of Minneapolis. I only wish I could print her entire presentation.

That information alone was worth the trip. Dr. Mahmoud expressed her willingness to share her expertise with any NASCD members desiring more specific help in seeking funding for their programs.

The Mall of America was also a



highlight attraction for those attending the NASCD Convention. It was a mix of retail and entertainment, offering us the chance to shop at our favorite stores as well as see a movie, ride a roller coaster, or build a LEGO castle.

## NASCD Publication Order Form

Item #	ITEM	Member Fee	Non-Member Fee
( ) A-1	2000 Survey of Sick Child Care Facilities	\$30.00	\$50.00
( ) A-2	Sick Child Care: A How to Guide for Hospital	\$35.00	\$50.00
( ) A-3	Get Well Care: Guidelines for Programs Serving Mildly Ill Children	\$15.00	\$25.00
( ) B-1	2001 Conference Synopsis	\$150.00	\$225.00
( ) B-2	2003 Conference Synopsis	\$175.00	\$245.00
( ) B-3	2005 NASCD Registration	\$225.00	\$275.00

\*Shipping and handling please add: \$4.00 for any combination of items A-1, A-2, A-3 and \$7.00 per item for B-1, B-2, B-3, B-4 & B-5 (Please check off the publication that you wish to order)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Yes, I would like to join NASCD \_\_\_\_\_ Bronze - Individual (\$65.00)  
 \_\_\_\_\_ Silver - Agency (\$125.00)  
 \_\_\_\_\_ Gold - Founder (\$500.00)

**CONFERENCE HOTEL INFORMATION**  
 Richmond Marriott West  
 (804) 965-9500  
 \$89.00/night  
 Cut-off Date—3/31/05

Total Amount Enclosed \$ \_\_\_\_\_  
 (We accept the following major credit cards: please check one)

Visa MasterCard Account # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Make checks & money orders payable to NASCD and mail to:  
 1716 5th Avenue North \* Birmingham, AL 35203

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## 2005 NASCD CONFERENCE - RICHMOND, VIRGINIA

The 2005 NASCD conference will be hosted by Gail Johnson and Rainbow Station in Richmond, Virginia. Gail served NASCD as its second president when our founding president Gail Gonzalez became ill. For four years Mrs. Johnson, founder and president of Rainbow Station, Inc., steered NASCD into national recognition and prominence becoming the only national organization primarily focusing on sick child day care. Rainbow Station Inc. Day Care Centers and center based sick child care facilities, has grown under her nurturing to spread throughout Virginia and franchised even as far as Texas.

On April 21-23, 2005, our 13<sup>th</sup> session will convene in Richmond, Virginia. The concentration of this conference will be on establishing services in the community. Throughout the year NASCD gets inquiries ranging from insurance issues to architectural issues, licensing issues, etc. Lectures will be geared towards answering these questions.

Since there is only one NASCD meeting yearly, it is necessary that as much information is disseminated as possible. So, we will gather to teach, learn and share all that we can in the time that we have.

As usual, we will get a chance to

tour the facilities. This will be the first time for touring a center based facility. I am so excited and can hardly wait. It is a good idea to try to afford for as many of your staff to attend as possible. It just helps to get the visual of what the programs are all about. Some things we understand better when we can actually see them.



*Canal Street—Virginia*



**National Association of Sick  
Child Day Care**

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Birmingham, AL 35203