

Be A Better Day-Care Provider

CLEARFIELD (Clearfield Co.)
 — Establishing rapport with parents, and dealing with inappropriate behavior problems will be featured at the December 9 workshop "Communicating With Parents, Dealing With Tough Situations." The workshop will be held in the restaurant/dining area of the Clearfield County Vo-Tech School, from 7 to 9 p.m. The workshop will help day

care providers and others who work with young children to establish rapport and ongoing communication with parents. Sharing the good behavior as well as the misbehavior is beneficial to both the provider and the child's parent. Ways to foster ongoing sharing will be discussed.

Every day care provider has to deal with tough situations, such as biting, hitting, and other inappro-

priate behavior problems. Strategies to manage such behavior after it has occurred will be shared, as well as policies that reduce such behavior problems will be discussed. The importance of policies will be stressed to ease communication between provider and parents.

"Communicating With Parents and Dealing With Tough Situations" is sponsored by the Penn

State Cooperative Extension in Clearfield and Jefferson counties. The workshop is prepared for family day care providers; however the content is appropriate for others working with young children: preschool personnel, church school teachers, and parents.

There is no fee for the workshop, but interested persons need to register by calling either An-

drea Bressler at 765-7878, or Nancy Covert at 849-7361. We'll need your name, address and phone number.

This workshop is the eighth in a series of 10 training sessions for family day care providers, and is the last workshop until 1992. Questions may be answered by calling the Clearfield County office at 765-7878.



Susie Cordell

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Results Are In: June Dairy Promotions Successful

SYRACUSE, N.Y.— The American Dairy Association and Dairy Council's (ADADC) June Dairy Month (JDM) promotions resulted in increased dairy product sales. ADADC reports that one supermarket chain using June Dairy Month point-of-purchase (POP) materials sold an additional 27,100 pounds of cheese, with an average price of \$2.75, during June. This represents a return of \$17.57 for every dollar invested by dairy producers for the promotion of dairy products.

Eighty percent of the marketplace was reached through the placement of June Dairy Month point-of-purchase materials in supermarkets. According to Michele Martens, director of advertising and promotion, "ADADC's placement goal was exceeded by 10 percent."

Forty-seven percent of the supermarket chains utilizing ADADC's June Dairy Month point-of-purchase materials also used the JDM clip art in newspaper store ads featuring dairy products. Additionally, ADADC's goal of reaching the wholesale market was exceeded by 30 percent.

Approximately 79 percent of the independent supermarkets in ADADC's marketing area also used June Dairy Month clip art in their newspaper ads featuring dairy products, maximizing newspaper ad coverage during the JDM promotion period.