

Week of the Young Child

April 12 - 17, 2010



TIPS TO DESIGN YOUR TOUR

Plan out exactly how the tour will go from start to finish.

- Decide on your focus and learn the topic inside and out.
- Know your facts! Use the data sheets in this toolbox or other information on the Kids Are Priority One Coalition website to find the data that helps you make your point to your tour guests. If you need additional facts or data, contact Melissa.Riegel-Garrett@vaeyc.org
- Know at which points these pieces of information will be inserted into the tour. Mixing important statistics and facts in with highlighted environment and curriculum works well to get the interest and attention of your tour guests. For example, outside of the infant program is a good time to discuss the challenge that employees face in finding infant care. Choose facts to help your tour guests understand why.

For example, lower ratios mean it is more costly to provide infant care and balancing the budget for program.) This results in fewer programs providing infant care, and those that do don't offer a lot of slots. Share any anecdotes of families splitting days between providers, using kith and kin care or other ways you know they are compensating for the lack of available infant care. Connect this back to decreased productivity on the job as parents attention is focused on juggling childcare arrangements.

- Personal stories help. Tie in stories from your families. Remember, the parents in your school are community members, employees and voters!
- Doing a practice run-through before the tours get underway to work out the kinks. Often how we write something can sound awkward when we say it out loud. To help make yourself comfortable, take a trusted co-worker, board member or supervisor on a tour ahead of time and ask for their input and suggestions.
- Make sure that all staff are aware of the tours and everyone understands their role during the Tour. It might help make staff more comfortable if you share your tour outline/script and information about the focus ahead of time. Providing reading material or data sheets on the topic may help people feel prepared in case they are asked a question during the tour.
- Consider preparing a fact sheet or packet of information for your tour guests to take with them. Use the suggestions in this toolbox to help you select your materials.



www.kidsarepriorityone.org