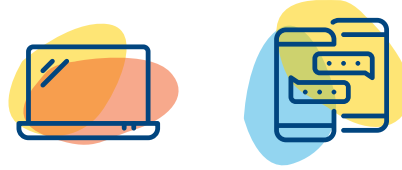


COMMUNICATING SAFETY PRACTICES



KNOW THE PROTOCOL

Make sure you have reviewed guidance from the [state of North Carolina](#), the [Center for Disease Control \(CDC\)](#), and other agencies on how to safely reopen your child care.



USE ALL FORMS OF COMMUNICATION

Communicate with staff, parents, and other stakeholder groups in all means possible: website, social media, email, apps, on invoices, etc.



PUT SAFETY PRACTICES ON DISPLAY

People feel more comfortable when they know everyone is following protocols so have staff wash their hands in front of the children, perform temperature checks in front of parents, and send parents pictures of their children happy and safe.



PROVIDE REGULAR UPDATES

Safety protocols are regularly changing, so keep staff and parents up to date with regular communication. Incorporate safety protocol onto invoices and receipts to further emphasize the precautions being taken.

For additional resources:
[US Chamber of Commerce](#)



COMMUNICATING SAFETY PRACTICES

The COVID-19 pandemic has brought with it a heightened concern for health and safety. As such, it is essential for child cares to have clear communication around changing health and safety protocol. This document provides additional information to support the poster above. Below are four major recommendations for communicating safety:

KNOW THE PROTOCOL

- [The state of North Carolina](#) and the [Center for Disease Control \(CDC\)](#) have released child care specific guidance.
- There are additional general safety protocol resources on the NC Department of Health and Human Services' and the CDC's websites.

PUT SAFETY PRACTICES ON DISPLAY

- It is a good rule of thumb to think – if no one else saw me wash my hands, clean the counter, etc. how would they know I did it? – so do temperature checks in front of parents, have teachers wash their hands in front of the kids, etc.
- Post reminders about new protocols to serve as a visual reminder for teachers.

USE ALL FORMS OF COMMUNICATION

- Think through the various ways you usually communicate with your staff and parents. Make sure you are talking about safety measures using every communication channel.
- Different communication channels may include:
 - + **Websites**
 - + **Social media** – Facebook, Instagram, etc.
 - + **Phone calls and video conferences**
 - + **Emails**
 - > If sending from a personal email, be sure to bcc everyone (to keep your recipients' email information private).
 - > You can also use e-newsletter platforms. Some platforms, such as MailChimp, offer free services in addition to subscription-based plans.
 - + **Apps**
 - > When sharing updates with parents on their child throughout the day it is important to emphasize safety but also a warm atmosphere where the child is having fun and being cared for.
 - + **Invoices**
 - > Include updates on invoices and other payment reminders to keep new sanitation protocol top of mind.

PROVIDE REGULAR UPDATES

- With safety protocols changing so regularly, it is important to keep staff and parents up to date with any new developments.
- People are yearning for communication about safety so even if it is a simple update that all safety protocol has been going well and to expect the same protocol for the coming weeks.
- It's helpful to share safety protocol updates as well as demonstrate safety in action. If you can, talk about/show how kids are enjoying the safe, nurturing environment you and your staff have created for them.