



During 2009 NICMA will be celebrating 25 years as a regional charity and membership organisation, supporting and developing childminders and childminding services.

NICMA Week this year will run from **11 – 17 May** and will be an excellent opportunity to promote NICMA services and to raise the profile of registered childminders. The **NICMA Week theme** this year will focus on **how registered childminders promote children's language in a home based environment.**

Want to know how you can get involved?

- Organise an event in association with your local Childminding Support Group
- Encourage your local Parent & Toddler Group to organise activities linked to our theme
- Provide quality childminding learning experiences for the children you care for in your own home based setting.

Top Tips on how to promote children's language:-

1. Set up a story telling session
2. Organise a book week or book fair
3. Make your own story sack
4. Develop a book corner to stimulate interest in reading
5. Review the books you read to your children share the findings with your local childminding support group members, other childminders and parents.
6. Provide writing or drawing opportunities or participate in NICMA's finger painting challenge to extend children's learning from story telling sessions
7. Plan a music session make it fun create your own musical instruments to beat out the rhythms sound out the words
8. Offer children activities to promote talking & listening – e.g. set up an interest table, plan a nature walk, use puppets
9. Use role play opportunities – dressing up sessions; linked to stories or film characters
10. Plan a trip to your local library

Contact your local NICMA Childminding Development Officer who will offer guidance and provide a pack of promotional items and resources to support and promote your event. For contact details check out NICMA's website www.nicma.org or telephone Lyn on 0871 200 2063.



Most journalists and some parents do not understand the unique childcare service that registered childminders provide therefore it's our job to tell them. NICMA Week is a perfect opportunity to gain positive publicity for registered childminders and NICMA.

What can you do to publicise and promote Registered Childminding and events in your local area during NICMA Week?

- Plan your event well in advance
- Advertise your event in local schools, post offices, health centres, banks, libraries, shops etc
- Share your plans with your NICMA Childminding Development Officer who will support and coordinate local events and liaise with the local press for publicity purposes
- Take photographs of your local events if a press photographer is unavailable
- Childminding Support Groups should nominate someone as the media contact person for follow up interviews if requested.

This person should be a NICMA member, a willing recruit, a confident speaker and have sufficient written materials to hand to be able to answer questions relevant to promoting quality childminding services.

Book Start Rhymetime Sessions

This year NICMA have also linked up with BookTrust to offer a number of Rhymetime sessions within local libraries across Northern Ireland during NICMA Week. Bookstart Rhymetimes are activities designed to encourage parents and carers to share rhymes and songs with babies from birth onwards. They are organised locally and take place in your local library. Sessions incorporate a mix of songs, rhymes, rhythm and movement, and provide the opportunity to share games, novelty books and toys.

Are you interested in attending a Rhymetime session in your local library during NICMA Week?

Just Complete and return the expression of interest slip below to: NICMA the Childminding Association, 16-18 Mill Street, Newtownards, BT23 4LU. On receipt of this expression of interest your local NICMA Childminding Development Officer will contact you with all the details.

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NICMA Week 2009 Rhymetime Sessions – expression of interest

I would be interested in attending a Rhymetime Session in my local library during NICMA Week 2009

Name:

Address:

Telephone No:

Number of children attending:

Age range: