

#CheerforChildminding

CHILDMINDING WEEK 2018

7-13 May

**Six days to celebrate Scotland's  
quality childminders and  
one Wild Day Out!**



# Partner & Stakeholder Toolkit

**scma** | Scottish  
Childminding  
Association  
*committed to quality childcare*

[childminding.org](http://childminding.org)  
[@ScotChildmind](https://twitter.com/ScotChildmind)

# What is Childminding Week?

Proudly hosted by Scottish Childminding Association (SCMA), Childminding Week 2018 is a chance to celebrate the fantastic work of quality childminders throughout Scotland. Childminding Week (7-13 May) is almost upon us and this year we want all childminders, colleagues and partner organisations to come together and help raise the profile of childminding in Scotland.

This is an exciting time for childminding in Scotland, and we hope 2018 will be another successful year. We'll be working hard to improve the recognition of childminders nationwide and within the Early Learning and Childcare (ELC) workforce.

It's vitally important that childminders are recognised more widely as a valuable part of the professional childcare workforce. Childminders are already providing high quality, flexible care and learning experiences for more than 30,000 children across Scotland.

Childminding Week 2018 is six days to celebrate Scotland's quality childminders and one Wild Day Out! Childminding Day is the finale of Childminding Week, and this year we're heading to Blair Drummond Safari Park for a really wild day out.

SCMA members, their minded children, family and friends are all invited to Childminding Day 2018 on Sunday 13 May for a fun family day out. More information at [childminding.org/childminding-week](http://childminding.org/childminding-week).

## How to get involved...

SCMA is asking for everyone's help! We want all our members, supporters and colleagues to get excited and celebrate the fantastic work of our quality childminders.

Join the Childminding Week conversation by sharing key messages and help spread the word on social media using **#CheerforChildminding**. If we all cheer together, we'll make a bigger noise!

**BLAIR DRUMMOND  
SAFARI  
AND ADVENTURE PARK**



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# Our Five Key Messages for Childminding Week 2018

1. Childminders offer high-quality flexible childcare options, tailored to each child and their family's individual needs to benefit their overall wellbeing.
2. Childminders stimulate children's learning, development and wellbeing, helping them to achieve their full potential and ultimately close the attainment gap for Scotland's children.
3. Socialising with peers in small groups, childminders encourage children to learn, grow and develop as they experience the world through everyday activities.
4. Childminders provide a constant support to families and children through transitions, providing a 'seamless' day for children. Security, stability and consistent care are key.
5. Get ready to **#CheerforChildminding**



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# Sample Social Media Posts

- We're proud to support @ScotChildmind Childminding Week 2018, celebrating the work of Scotland's quality childminders #CheerforChildminding
- Join @ScotChildmind and #CheerforChildminding! Childminders stimulate children's learning and development to achieve their potential and help close the attainment gap #bestplacetogrowup
- Are you a parent using a childminding service? Share your childminding experiences, show your support and #CheerforChildminding
- Discover the invaluable and inspiring work of childminders during Childminding Week 2018...#CheerforChildminding
- Childminders play a vital role in the expansion of #ELC, providing high quality, flexible care to more than 30,000 children across Scotland. Support Scotland's childminders and #CheerforChildminding
- We're supporting SCMA's Childminding Week, as we agree Scotland's childminders deserve better recognition within the Early Learning and Childcare (#ELC) workforce, providing high quality, flexible care to children and families across Scotland. Childminders actively encourage children to learn, grow and develop as they experience the world around them through everyday activities.

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childminding.org  
@ScotChildmind

# Sample Press Release

## Childminding Week 2018 | Six days to celebrate Scotland's quality childminders and one Wild Day Out!

Award-winning Childminding Week is back! Scottish Childminding Association (SCMA) is delighted to host Childminding Week 2018 and bring childminders from across Scotland together and raise the profile of the fantastic work they do everyday with children.

This is an exciting time for the Early Learning and Childcare workforce - including childminding - and SCMA is hoping that 2018 will be another successful year. SCMA is working hard to improve the recognition of childminders nationwide and within the Early Learning and Childcare (ELC) workforce.

Chief Executive of SCMA, Maggie Simpson, said: "We're really excited about our new Childminding Week event, and we want all childminders and our colleagues to get involved and help us make lots of noise.

"Childminding Week is all about bringing our members together to raise the profile of childminders and ensuring they get the recognition they deserve. Childminders play a vital role within the Early Learning and Childcare workforce, providing quality care for more than 30,000 children in Scotland."

SCMA is asking for your help! We want everyone to get excited, have fun and celebrate the fantastic work that childminders do with minded children across Scotland. Join the Childminding Week conversation @ScotChildmind using **#CheerforChildminding** to share our key messages and help spread the word.

Childminders offer quality flexible childcare options, tailored to each child's individual needs to benefit their overall wellbeing. Stimulating each child's learning, development and wellbeing - childminders support children to achieve their potential and ultimately close the attainment gap for Scotland's children.

Find out more at [childminding.org/childminding-week](http://childminding.org/childminding-week) and get ready to **#CheerforChildminding**.

-Ends-



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# More information....

You'll find more information about SCMA's Childminding Week and Childminding Day at [childminding.org/childminding-week](http://childminding.org/childminding-week).

Follow us on Twitter [@ScotChildmind](https://twitter.com/ScotChildmind) and on Facebook at [facebook.com/ScotChildmind](https://facebook.com/ScotChildmind)

Follow the hashtag [#CheerforChildminding](https://twitter.com/hashtag/CheerforChildminding)

## Campaign Contacts...

For more information about Childminding Week or Childminding Day 2018, please contact:

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We acknowledge the support of the Scottish Government through a CYPFEIF and ALEC Fund Grant.



Scottish Government  
Riaghaltas na h-Alba  
[gov.scot](http://gov.scot)

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