



EARLY YEARS ARE LEARNING YEARS

Shasta County Celebrates Week of the Young Child April 10-17

.A celebration is about to roll out that honors young children and all those who make a difference in the lives of young children. The California Cascade Association for the Education of Young Children (CCAIEYC) and First 5 Shasta proudly celebrate the Week of the Young Child, April 10 – 17, 2010 with over twenty-five local events and activities. Shasta County joins communities nationwide with a week-long focus on young children and the enormous possibilities that lay before them when we invest early in their health, education, and overall well-being.

On Friday evening, April 16th, author Hanoch McCarty will visit Redding, California to deliver a powerful Week of the Young Child presentation titled *You Can Make THE Difference: The Hidden Power of Self-esteem in the Development of Young Children*. Dr. McCarty, co-author of “A 4th Serving of Chicken Soup for the Soul,” says “Self-esteem is more than a feel good phenomenon!” He’ll offer attendees ideas and tools for building positive relationships with children. Registration is now open and community members are encouraged to reserve a seat at a low fee of \$5. The first 100 parents and 100 early childhood educators to register will get a free copy of “A 4th Serving of Chicken Soup for the Soul.” To register call Tom Kaut at (530) 222-0355 x10 or access the event flyer at First 5 Shasta’s WOYC web (www.first5shasta.org).

The Week of the Young Child (WOYC) is also more than a feel good phenomenon. Now in its eighth year, WOYC has become an annual Shasta County tradition connecting families with young children to valuable support resources during fun and educational activities. Most WOYC activities are offered free of charge, providing excellent family outing destinations and, sometimes, a free dinner! Shasta County’s Week of the Young Child also delivers events such as *You Can Make THE Difference* that advance early childhood knowledge.

Early Years are Learning Years, this year’s WOYC theme, indicates the fascinating and critical journey young children take as they develop, grow, and explore their world. Shasta County’s WOYC has adopted the *40 Developmental Assets* as a foundation for creating strength-based events and activities that support early learning and model simple ways to enrich children’s lives during the learning years. Caring adults providing meaningful activities for children in safe places helps build a child’s developmental assets, the *positive building blocks* that children need to succeed throughout life.

Paperdolls crafted by local children will be on display to remind all community members that Week of the Young Child has arrived! The free calendar of events for WOYC 2010 can be found at libraries, agencies, and businesses displaying the WOYC paperdolls. It is also online at first5shasta.org and WOYC events are posted on Facebook (be our friend at Woyc Shasta!). Look for the WOYC paperdolls, grab a calendar, plan your week, and, above all else, take this time to honor and value the young children of Shasta County.

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