

Congratulations! You Have Been Nominated for a **Child-Friendly Seal of Approval!**



What is the Child-Friendly Initiative?

CFI members are taking the initiative to create a world where children are welcomed participants in daily life, where their contributions are recognized and encouraged and their unique needs are accommodated.

“When children are valued and their needs are met, society benefits; children thrive and communities unite.”

-Michele Mason, Founder

What will the Child-Friendly Seal of Approval do for my business?

By displaying our seal in the window of your establishment, you will show parents (one of the largest consumer groups) that you are committed to supporting children and their families. Furthermore, your business will be listed in our database for families that are looking for places that welcome their children. Most importantly, it will better your community, which can have far-reaching effects.

How can you make your business more child-friendly?

Taking the initiative to be child-friendly doesn't have to be expensive or time-consuming. Listed here are 12 small things you can do. (Obviously your establishment has already shown it cares about children enough to be nominated!) The more ideas you can implement, the more welcome children and families will feel within your doors.

What happens next?

Read our brochure entitled “How to Create a Child-Friendly Business” (attached or downloadable from our website). Please review and fill out the form if you are interested in participating.

Once we receive your signature, your business will be added to our database, and we'll send you a brightly-colored decal for display in a window or on a door at your location. The “Seal of Approval” logo will help identify your business as a child-friendly place!

To learn more about Child-Friendly Initiative, visit our website at www.childfriendly.org.

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YOUR BUSINESS ESTABLISHMENT:

12 TIPS FOR MAKING IT CHILD-FRIENDLY

- I** Provide a clean, comfortable, quiet space where parents can nurse or feed their infants.
- 2** Install changing tables in both men's and women's restrooms.
- 3** Design doorways for easy stroller access and provide a stroller parking area.
- 4** Provide a small, clean play area with a few age-appropriate toys or books where children can spend time waiting for parents to shop or eat.
- 5** Provide gifts for children such as stickers, small toys, or healthy treats. (Always ask a parent's permission when offering food.)
- 6** Provide activities for children while they are waiting such as crayons and placemats for coloring.
- 7** Acknowledge children when they come in and treat them with respect. A smile and a personal greeting can put a child at ease.
- 8** Place a flip-down child-sized toilet seat on one or more toilets in the public restroom.
- 9** Allow children (and pregnant mothers) to use private restrooms in emergencies.
- 10** Provide a sturdy step-stool in the bathroom so children can reach the sink. Or, install a small sink at child's height. Make sure soap and towel dispensers are accessible to small hands.
- 11** Educate employees or hire those with basic knowledge about children and their development — and who LIKE kids!
- 12** Be aware of parents' extra needs and offer help whenever possible: carry bags to the car, help fold a stroller, hold open the door or reach an item located on a high shelf. These small kindnesses can make a parent's day — and will be remembered and talked about by your customers!