

Pfizer Kids News

March 2015



Summer will be here before you know it.
We're warming up for the coolest activities at the

2015 Pfizer Kids Summer Advantage Program

The Summer Advantage Program offers up to **15 additional days** of care in all of our classrooms. These three weeks will **not** count against your child's regularly allotted 25 days. This program can only be used at the 235 East 42nd Street location.

- There are **8 Program sessions** available between June 29th and August 21st.
- **Program fees:** \$20 per day per child, \$40 family cap for two or more children in the family who attend the same day.
Note: Copayments for the Summer Advantage Program are the same as regular Pfizer Kids Center back up days.
- **Space** for each age group is limited and based on availability.
- **Cancellations** must be received by 5 PM, **two weeks before the day reserved**. If cancellations are not received by this time you will be charged the utilization.
- **Reservation requests** will be accepted from March 16th through May 1st by submitting a completed [Summer Camp Registration Form](#) via fax or email to the center.

Reservations should not be made on-line for these sessions and they are not subject to the 30 day advanced reservation policy.

Please contact **Pfizer Kids** with questions or for more information.

We hope to see you all!

Register & Reserve Back-Up Care

Your child must be fully registered before a reservation can be made.

Our online system makes it simple to:

- Edit/update registrations
- Request a reservation
- Cancel a reservation
- Print daily information sheets

www.brighthorizons.com/pfizerkidsbackup

High Demand Days

April 3 Good Friday

April 6-10 Spring Break

April 23 Bring Your Child to Work Day



Not in NYC? Back-Up Care Advantage

Program® (BUCA) provides care to well and mildly ill children through center-based and in-home care, as well as adult/elder care in the home of your adult relative.

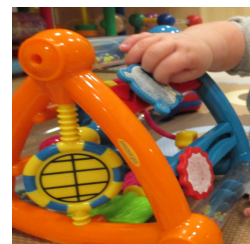
To access care, please call Life Management Resources at 800-320-1327 or at www.backup.brighthorizons.com

Classroom Highlights



Infants

The infant room is filled with a plethora of different age-appropriate materials. They are colorful in order to stimulate our babies visually and familiarize them with a variety of colors. They make sounds in order to introduce the infants to the concept of cause and effect. We also have materials with different textures that provide infants the chance to experiment and explore the differences between varied tactile experiences (i.e. soft vs hard or rough vs smooth).



Toddlers

Our Toddlers are often eager to experience the world around them through touch! Engaging this sense helps toddlers understand the basic concepts of balance and weight. Tactile experiences are often some of the most memorable and enjoyable for young children. In this activity our Toddler Teacher uses repetitive adjectives to describe the “wet”, “gooey”, and “squishy” feeling of the slime they created!

Preschool

The children in the preschool room are developing new skills everyday! At Pfizer Kids we implement the Handwriting Without Tears literacy program. The children are introduced to “Mat Man”, a character made from all the lines and curves that are necessary to create any of the capital letters in the alphabet! The children learn how to build “Mat Man” themselves by following a simple song. Not only is the activity loads of fun, but it also familiarize themselves with the lines and curves necessary to create the alphabet.



School-Age

Our School-Agers are always tightening their grip on the world around them, attempting to quench their constant thirst for information! With that in mind our School Age teachers have challenged them to be journalists for the School Age Newspaper. The children are given the chance to interview staff members, write articles, and choose the pictures for this publication made by and for the children in the school-age room!



READY for SCHOOL Parent News: Building Emotional Intelligence for a Lifetime of Emotional Well-Being

Emotional intelligence, or the ability to process both emotions and thoughts to make optimal choices, begins to develop in early childhood and has profound implications for later life success. Children who have strong emotional intelligence perform better academically in school, are less likely to engage in risky behavior, and have lower incidents of depression or violent behavior later in life, according to a study published in the Archives of Pediatric and Adolescent Medicine.

At Bright Horizons Family Solutions, educating the whole child has always been our mission. We believe that positive, nurturing environments set children on the path to healthy social and emotional growth. Below are a few tips for fostering emotional intelligence:

- **Set a positive example.** Emotional intelligence develops from a combination of environment, relationships, experiences, and biological and genetic traits. When children see adults working out problems, expressing emotions appropriately, and building nurturing relationships, they're more likely to gain those skills themselves.
- **Respond to children's needs promptly.** Young children can't always verbalize their needs and feelings. They may cry, fuss, or even have a meltdown to express hunger, fatigue, fear, or frustration. Responding to a baby's cry doesn't spoil her, but teaches her that the world is a safe place and that she can trust the adults in her life.
- **Help children identify and express their feelings.** Identifying and expressing emotions is part of a healthy emotional response to life. Help children understand that emotions aren't scary or bad, although they can feel powerful. Verbally identify emotional responses and offer solutions. For example, you might say, "You're crying and I can tell you feel really sad and mad that Jessie took your car. I'm going to help you solve this problem."
- **Help children consider someone else's point of view.** Children are naturally somewhat egocentric, so this one takes time and practice, but once children can identify their own emotional responses, they can begin to walk in another's shoes. Label how you're feeling for children and help them begin to think about others' perspective.
- **Set age-appropriate expectations.** Sharing is very hard for toddlers and twos, but as children head into the preschool years, they can begin to learn turn taking with support from caring adults. Help children by modeling the words to use. For example, "Ask Jamal if you can play with the car."

Like every aspect of a child's development, emotional intelligence develops at an individual rate. However, caring adults can support and maximize growth, ensuring a happy, productive future.

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Hawkins, J. David, Jie Guo, Karl G. Hill, Sara Battin-Pearson, and Robert D. Abbott, "Long-Term Effects of the Seattle Social Development Intervention on School Bonding Trajectories," Applied Developmental Science: Special Issue: Prevention as Altering the Course of Development, Vol. 5, No. 4, 2001, pp. 225-236.

Bright Horizons News



Join us for the next installment in our **Family Matters Webinar Series** in March!



School Readiness: Beyond the Basics

March 24, 2015 | 12:30 PM ET

[REGISTER NOW](#)

School readiness is so much more than knowing colors, shapes, and ABCs. It's also about social/emotional development, motor skills, and self-expression—which are especially important during those critical first five years, and can determine how well a child does in school and in life. A school-ready child is engaged, eager to learn, willing and able to follow directions, and happily adjusted to group life in a classroom setting.

The next *Bright Horizons Family Matters* webinar will explore how parents and teachers can work together to shape early experiences that provide the foundational skills for confidence and school success.

You can sign up to be notified when registrations open by visiting www.brighthouse.com/schoolready.



Bright Connections is a web resource that provides relevant information for you and your family's caregivers — from articles to webcasts — on caring for infants to adults.

Find us at

www.brighthouse.com/brightconnections.