

EARLY CHILDHOOD INTERVENTION  
AWARENESS RAISING  
**RESOURCE KIT**

*Kites for Kids*



Early Childhood Intervention  
Awareness Week  
14<sup>th</sup> – 22<sup>nd</sup> August 2010

# Resource Kit

This kit has been compiled to help your preparations for the “Kites for Kids” awareness-raising activities your group is organising in national Early Childhood Intervention Awareness Week.

To help you on your way we have included:

- Some background information about the event and Early Childhood Intervention Australia
- Activity ideas
- A sample media release
- Photo permission slip
- A checklist for all activities
- Activity registration form
- Tips and Tail Ends – final thoughts, suggestions and useful contacts

# What Is Early Childhood Intervention Awareness Week?

Early Childhood Intervention Australia (ECIA) is an organisation of parents and professionals involved in promoting the interests of young children with developmental delays and disabilities and their families. It is a national organisation with chapters in each state and territory of Australia.

In 1999 the National Council of ECIA resolved to raise the profile of early childhood intervention throughout Australia by celebrating Early Childhood Intervention Awareness Week in August each year. "Kites for Kids - The Sky's the Limit" was chosen as the theme for the week.

State and territory chapters were encouraged to conduct Kites for Kids days as the focus event of Early Childhood Intervention Awareness Week.

The inaugural Kites for Kids Day was held in August 2000 throughout Australia. In NSW events were held in Sydney, the Hunter region, Bathurst, Albury, Wagga, Eden and Lismore. Activities have continued throughout the state each year in August. The activities have ranged from small events within single agencies, such as kite-making in playgroup or an open day, to larger scale events such as street parades, shopping centre expos, stalls at community fairs and area picnics.

Early Childhood Intervention Awareness Week is an opportunity to raise community awareness of the importance of early childhood intervention and the variety of services available for infants and young children with developmental delays or disabilities and their families. It is an opportunity for you to invite people to learn more about your service and other support services in your area.

## **Some Points to Note:**

1. Kites for Kids merchandise to support events is available through ECIA, including kites which can be decorated, bookmarks, stickers, balloons, etc. An order form for these items together with prices is on the ECIA NSW website: [www.ecia-nsw.org.au](http://www.ecia-nsw.org.au)
2. Remember to consider Public Liability Insurance when you are planning activities. If you are planning activities to be conducted within your own agency, check that the activity is covered by your ordinary policy. If you are part of a group planning an interagency activity in a public venue such as a park, shopping centre, etc., it would also be wise to check what insurance the proposed venue holds. It is best to write to the management of the venue, outlining the nature of your activity and ask for a written response regarding insurance.

Early Childhood Intervention Australia (NSW Chapter) may be able to offer insurance cover at a reasonable cost under an extension to their Public Liability Insurance. However, you will need to discuss this with the ECIA office as soon as possible, as the insurers will require detailed information about the activities at least 4 weeks prior to the event.

3. Kites for Kids Day is a registered trademark of ECIA Inc and **cannot be used for fundraising purposes by individual agencies**. The objective of Early Childhood Awareness Week is to raise awareness of early childhood intervention in general, not to raise funds for individual agencies. Agencies and interagency groups can, of course, raise money to recover the costs associated with running activities and events. Examples of this would be charging for kites or a sausage sizzle/drinks to cover purchase costs. Any excess funds can be used for other awareness-raising activities e.g. shopping centre expos, parent education and awareness, future Kites for Kids activities, but should not be seen as revenue to fund core agency services.
4. Keep on the look-out for funding opportunities. Some Early Childhood Intervention Co-ordination (ECIC) area committees set aside funds to support Awareness Week activities. Councils often have Community Development and Community Events grants programmes or you may be eligible for some arts programmes, if you are running arts activities (e.g. through the Regional Arts Council). In some areas there may also be opportunities under the Families First initiative. We are happy to assist with grant applications – if you would like this assistance, look at the Activity Registration Form on the website or telephone the ECIA office on 9873 2593.
5. The Early Childhood Intervention Infoline has promotional brochures and information that may be available for you to distribute at events. These are now available in 11 languages: English, Arabic, Chinese, Vietnamese, Turkish, Urdu, Dari, Tongan, Samoan, Korean and Pashto. For further details phone the Infoline on 1300 65 68 65.

# Ideas and Event Suggestions

“The Sky is the Limit” when planning for this event - it’s really up to you and the resources you have and the enthusiasm of the families working with you. The emphasis of the week is on raising community awareness and this can be as big or as intimate an event as you would like. It is a wonderful opportunity to help others understand the needs of kids with special needs, as well as to highlight the great work intervention service providers do each and every day to help our kids reach their full potential.

Here are a few ideas that might get you started on planning your event or activity.

- Joint community initiatives: what better time is there than Early Childhood Intervention Awareness Week to link with other members of the community and to work together on a project? Alternatively, arrange to have a stall at a community festival with information for parents and children’s products and activities.
- Kites for Kids Day Picnic: encourage families using your service to attend a Kites for Kids Day picnic with other families from the community.
- Information Sessions / Expos: Why not organise a local expo and showcase the early childhood intervention services in your area?
- Nominate someone from your local area for the ‘Early Childhood Intervention Australia NSW Achievement Awards’. This year’s awards will acknowledge individuals and organisations who have built their local community’s capacity to successfully include young children with disabilities and their families. ECIA members are invited to nominate an individual or organisation for this award. Celebrate this achievement at your Kites for Kids event and in the local media.
- Details about this year’s awards and the nomination form will be available soon on the ECIA NSW website: [www.ecia-nsw.org.au](http://www.ecia-nsw.org.au) or from the ECIA NSW office (Ph: 9873 2593 or E-mail: [admin@ecia-nsw.org.au](mailto:admin@ecia-nsw.org.au)). There will be an opportunity for recipients to receive their awards and to make a brief presentation on their achievement at an ECIA NSW workshop day in November 2010.
- Open Days: you may wish to showcase your service by inviting members of the community to visit your centre. It is a great chance to spread the word about what you are doing.
- Launches: have you completed a project recently that you would like to launch publicly? Early Childhood Intervention Awareness Week is a great opportunity to highlight your project.

- Awareness raising campaigns: Early Childhood Intervention Awareness Week is an ideal time to draw attention to issues that might not otherwise receive publicity. Remember that the day is a day of celebration and to emphasise the positives.

### **And even more ideas ....**

- Morning tea at your centre for the families who attend the centre
- Highlight local families and services in the press, community radio or TV
- Decorate a kite art competition Art competition for local schools with the theme “Kites for Kids - the Sky’s the Limit for Kids with Disabilities”
- Kite-making workshops
- Walkathon – with a Kite flying BBQ to end
- Shopping centre information display and sale of kites
- Local recognition of pre-schools and community activities which are positive role models for inclusion practices
- Kite parades through the streets/plaza – for parades it is best if you attach kites to a stick so they can be carried
- Encourage the local library or pre-school to focus on books with a kite theme (a book list is included in the Tips and Tail Ends section)
- Apply for free bookmarks from ECIA and ask the local library and bookshops to distribute them with books borrowed or bought in the period around ECI Awareness Week
- Create information packs and give-aways with brochures and information. Local businesses may donate items to be included
- A T-ball or other sports match: especially if the teams include families or children who have links to your service
- Make the shape of a kite from. coins – the money collected can be used to fund Kites for Kids events
- Make kite biscuits or cakes to sell at schools or fetes
- If you are near a beach – organise a display of kite surfers
- At the beach or in the sandpit – make a sand sculpture of a kite and decorate with shells, etc.

- Make a large kite from painters' canvas or calico to decorate your centre
- Windmills, hand fans and party bubbles are fun ideas for smaller children. Bubble mix in packs of 24 are available in most local supermarkets and ECIA has stickers for these. Windmills and fans which can be decorated by kids are available from Educational Experience (Ph: 1800 025 270)
- Teddy bear and lolly drops – at fetes or family fun days have Teddy bears or bags of lollies with kite decorations distributed to kids in fun ways ... maybe even a piñata
- Face painting – draw small kites on little faces. It is a good idea if you make a sign informing parents of the contents of paints/creams etc, in case of allergies
- Temporary Tattoos – arrange for a 'temporary tattoo' agency to spray little kites on the children's arms or hands
- Make kite masks
- Make large "message" kites to fly (enlist your local kite-flying people if possible) – a good message would be "The Sky's the Limit for Kids with Disabilities"
- Make an arc kite (see Tips and Tail Ends section for an illustration). Each child/participant makes a small diamond kite (30 cms in length is fine) which are tied to the string. When complete, attach strings to either end and on a good day it will fly. Alternatively, two people can take either side and run it along. This is a great way to get local primary schools involved.
- Run a competition – kite making, kite decorating, sand sculpting, etc – a kite or a kite book could be a good prize
- Organize kite-flying displays with the larger, more decorative or stunt kites – we have made contact with the Kite Flying Association and can put you in touch with your local enthusiast. (see Tips and Tail Ends for details)
- **Enlist some helpers:** Involve tertiary students from the local TAFE or University. Students studying Media, Marketing or Events Management might be interested in projects involving managing Kites for Kids activities.
- Involve Early Childhood course Co-ordinators at the TAFE or University in ECI Awareness Week and the activities planned.
- **Additional ideas and suggestions for a community event include:**
  - A banner with a clear message about ECI
  - A bush band

- A Master of Ceremonies
- Coffee and food facilities
- A raffle (with funds to help towards event costs for the next year)
- Approaching companies to provide free goods such as ice-creams, flavoured milk, etc.
- Involving families with children who have been to ECI in the past.



# Sample Media Release



And now for the good news.....

Come and help us celebrate the outstanding achievements of Early Childhood Intervention for children with developmental delays and disabilities.

Close to 20,000 babies born in Australia each year will have a childhood disability. The good news is that new educational practices and support services can help these children achieve their potential and support their families in the challenging task of ensuring their inclusion in the community.

The **[Insert name/s of organising service/s]** have joined together to help celebrate National Early Childhood Intervention Awareness Week from 14<sup>th</sup> – 22<sup>nd</sup> August 2010. **[Insert town/suburb/area]** will be joining in the festivities with a **[activity]** in **[venue]** on **[date of event]**.

The aim of this Awareness Week is to heighten community awareness of the importance of early childhood intervention and the variety of services available for infants and young children with developmental delays or disabilities. It also focuses on providing support to their families.

This year's Early Childhood Intervention Australia NSW 'Achievement Awards' will acknowledge individuals and organisations who have built their local community's capacity to successfully include young children with disabilities and their families.

Early childhood intervention is the provision of support to infants and young children who have developmental delays or disabilities, their families and communities, in order to promote the child's development. This often means working with local pre-schools, schools and communities to assist the child's inclusion in everyday environments.

Early childhood intervention services are provided to children aged from birth to school entry, although the need for intervention, understanding and inclusion stretches well beyond this age.

For further information about our community event, a family story or our achievement award nominee, contact: **[Insert contact name/s and phone number]**

A photo opportunity can be organised.

# Media Tips

## Community Service Announcements

The majority of local newspapers and radio stations will be happy to promote the day if you provide them with a community service announcement. You could also send an announcement to community newsletters and library notices.

A community service announcement should be approximately 60 words in length, containing details of the day and the event you are planning. A contact number should be given for any enquiries.

## Media Release

A media release is the best way to notify the media of an upcoming event or an important issue. A media release should contain details of the event - who, what, where, when, how.

A media release should be concise and stick to the main points. It is best to keep it to a maximum of one A4 page.

To ensure your release goes directly to the right people, write names of the relevant journalists, editors and chief-of-staff at the top of the release before you fax it through. This information can be gained by using a media guide from your local library or contacting the organisation and asking who the appropriate person is.

A follow up call will ensure that your release is not cast aside before being read and gives you further opportunity to discuss Early Childhood Intervention Awareness Week.

## Photo Opportunities

Newspapers are always on the lookout for a good photo opportunity. If you're planning an event for Kites for Kids Day, think of how you can set up an interesting photo. This will usually need to happen before the event.

If you have the support of a local celebrity, Senator or Member of Parliament, try to capture them doing something out of the ordinary, such as flying a kite or getting their face painted.

When making your follow-up call after faxing the media release, take advantage of the situation to promote the photo opportunity. Try to get the editor or journalist excited about the photo.

## **Family Stories**

If there is a family in your service who is happy to tell their story the media may be very interested, particularly if there is a current issue such as funding cuts, lack of pre-school places, etc. Remember to obtain the family's permission before passing on their contact details.

## **Achievement Awards**

You might like to focus media attention on a local nominee for the ECIA NSW Achievement Awards – in 2010 the awards are acknowledging individuals and organisations who have shown excellence in their support for holistic, inclusive learning opportunities for young children with disabilities and their families in everyday environments.

## **Launch of a book/poster/project/programme/research etc.**

ECI Awareness Week is a great opportunity to launch a new project or product.

# Photo Permission



## Permission to Use Photographs

I, the undersigned give Early Childhood Intervention Australia (NSW Chapter) Inc. my permission to use photographs of myself/my child/my family for a period of 3 years from the date advised below.

I understand that the photographs may be used in promotional material on behalf of Early Childhood Intervention Australia (NSW Chapter) Inc.

I understand that by contacting the office of Early Childhood Intervention Australia (NSW Chapter) Inc. in writing (P.O. Box 4752, North Rocks N.S.W. 2151) that I am free to withdraw my consent prior to material being published.

**Name:**.....

**Address:**.....

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**Phone:**

Home:..... Business:.....

Mobile.....

**E-mail:**.....

**Signature:**.....

**Signature on behalf of child:**.....

**Relationship to child:**.....

**Dated:** ..... (day) of..... (month).....(year)

# Activity Checklist

To assist in your preparation of your Kites for Kids awareness raising activity, we have prepared a checklist of tasks that may need to be completed prior to the day.

- Form a committee of people who wish to participate in Kites for Kids activities
- Decide what sort of activity you wish to hold
- Identify and book a suitable venue and time for your activity
- Check that you have Public Liability Insurance for the activity
- We want to know what great activities are happening across the state. Please send in the “Activity Registration Form” to ECIA (NSW Chapter). This will help us to feature you in future newsletters and other media and will assist us in applying for funding for future events.
- Promote your activity through newsletters, community notices, etc.
- Send invitations to families
- Invite your local Member of Parliament or other VIPs
- Write a press release and distribute to all media outlets in the week starting 9<sup>th</sup> August
- Telephone media contacts 2 days before the Kites for Kids activity
- Send ECIA a report and/or newspaper clippings after the day. We would also love to receive copies of photos for ECIA’s magazine and possibly other publicity – please also forward these, together with the appropriate Photo Permission form/s signed by the families. (It would be really helpful to have the report & photos sent electronically – by e-mail or on disk)



# EARLY CHILDHOOD INTERVENTION AWARENESS RAISING Activity Registration Form

*This year ECIA NSW is focussing on raising awareness of early childhood intervention in those parts of our communities that are harder to reach, e.g. through participation at community fairs / festivals, inviting local community families to Kites for Kids or similar activities*

Name of Activity			
How will your activity contribute to raising awareness of ECI in your community?			
Organisation			
Contact Person			
Address			
Phone		Fax	
E-mail			
Summary of Activity <i>(Please provide as much information as possible of the types of activities you will be including and approx. how many people you expect to attend your event)</i>			
Where:			
Date:		Time	

We wish to apply for insurance coverage through ECIA for our activity (there may be a cost)	YES / NO <i>Please note: If a number of groups request this coverage, ECIA will arrange to purchase additional Public Liability cover through its insurer. All applications for PL insurance must include complete details of the event, and be sent to ECIA by <b>19<sup>th</sup> July</b>. Groups requiring this cover may need to pay a proportional share of the costs involved.</i>
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Please forward registration form (preferably by **e-mail**) to: Kites for Kids,  
 ECIA NSW Chapter,  
 P.O. Box 4752,  
 North Rocks, N.S.W. 2151  
**E-mail: [admin@ecia-nsw.org.au](mailto:admin@ecia-nsw.org.au) Fax: 9872 8251**



# Tips and Tail Ends

Here are some final thoughts, suggestions and useful contacts along with kite patterns for you to play with.....

## KITE SHOPS

### SYDNEY

*Kite Magic Shop*: 1/99 Malabar Road, Coogee Tel: 9315 7001 Mob: 0411 357 894  
Web: [www.kitesite.com.au](http://www.kitesite.com.au)

As well as selling kites, Michael Richards runs workshops for schools and pre-schools. He tells stories about kites and explains how they fly. The children fly his kites and then make a paper A4 kite which, he says, flies really well - minimum of 30 students.

We can order kites on your behalf or you can always order direct from Kite Magic. Order forms for all Kites for Kids merchandise is available.

***ECIA has a stock of already assembled kites, but, if you would like to order them, these would need to be collected, not posted.***

*Kite Power Australia* 126 Beach Street, Coogee Tel: 9315 7894  
Web: [www.kitepower.com.au](http://www.kitepower.com.au)

A good range of decorative kites and staff are very involved in kite-surfing.

*West Wind Kites* 53 Richmond Road, Blacktown Tel: 9676 8137  
Web: [www.westwindkites.com.au](http://www.westwindkites.com.au)  
Proprietor, Mark Doyle is very involved in the Kite Flyers Society.

*Wings 'N' Things Hobbies*  
300 Victoria Road, Gladesville Tel: 9816 2699 858  
Pittwater Road, Dee Why Tel: 9971 1977  
397a Anzac Parade, Kingsford Tel: 9662 1025  
Web: [www.wingsnthings.com.au](http://www.wingsnthings.com.au)

## *OUTSIDE OF SYDNEY*

*High Times Kites* 79 Lurline Street, Katoomba Tel: 4782 3444  
Web: [www.kitesdirect.com](http://www.kitesdirect.com)

*Leading Edge Kites* 6 Jane Circuit, Toormina (Coffs Harbour)  
Tel/Fax: 6658 5585 Web: [www.lekite.com.au](http://www.lekite.com.au) .

This company sells great no-fail kites. Their website also includes comprehensive details of lesson plans about kites for teachers in a range of subject areas: History, Geography, Science, Maths etc. They also have a link to a U.S. bookshop which has a fabulous array of “How To... “books.

*Kite Works* 644 Glebe Road, Adamstown (Newcastle) Tel: 4956 3232

**Northern NSW** – it may be worth contacting the Queensland Kite Flyers Society via the Website: [www.qldkiteflyerssociety.com.au](http://www.qldkiteflyerssociety.com.au). They are a very active group who cater for events. There are also kite companies in Queensland: *Kitetrade* in Buderim and *DMC Kites* in Coopers Plains, Brisbane.

## **CHILDREN’S BOOKS ABOUT KITES**

You might like to use these books with the children in your service across Kites for Kids Week. Alternatively, you could encourage neighbourhood pre-schools and schools or your local librarian to read them with their classes and groups.

### *BOOKS FOR YOUNGER CHILDREN*

**Kipper’s Kite: Touch and Feel** Mick Inkpen. Suitable for ages 2 years and up.

**The Sea-Breeze Hotel** Marcia Vaughan (paperback)

**In the Year of the Tiger** Selina Duke (hardback)

**The Man who Loved Boxes** Stephen Michael King. Suitable for ages 4 years and up.

### *BOOKS FOR OLDER READERS*

**Kite Rider** Geraldine McCaughrean (paperback). Suitable for readers from 9 to 11 years. This book is set in the 13<sup>th</sup> century and is about a boy who makes his way in the world by flying into the air strapped to a huge kite.

**Kite Fighters** Linda Sue Park. Suitable for readers 9 to 11 years.

The specialist children's bookshop, **Readability** reports that the following overseas books are only available on special order - several weeks may be required to fulfil orders.

**The Paper Dragon** Marguerite Davol

**Kite Flying** Lin Grace

**Share the Sky** Ye Ting Xing

**The Emperor and the Kite** Jane Yolen

**The Legend of the Kite: A Story of China** Jiang Hong Chen

**Kites: Magic Wishes that Fly up to the Sky** Demi

**A Sky Full of Kites** Osmond Molarsky

***Acknowledgement***

The assistance of Bernadette Astill of the specialist children's bookshop, **Readability** and Sarah Glass of **The Children's Bookshop** in the compilation of these resources is greatly appreciated. **Readability** is located at 4/22 Darley Road, Manly or you can phone them on 99763981. **The Children's Bookshop** is located at 6 Hannah Street, Beecroft or you can phone them on 9481 8811.

*THE FOLLOWING WEBSITES LIST BOOKS ON KITES:*

[www.childrenslit.com/th\\_kite.html](http://www.childrenslit.com/th_kite.html)

[www.taskite.org.au/club\\_library\\_full.html](http://www.taskite.org.au/club_library_full.html)