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DECAL and QCC Help Georgia Families Find Safe, Affordable Summer Camps

ATLANTA, GA (March 17, 2022) – The Georgia Department of Early Care and Learning (DECAL) is again collaborating with Quality Care for Children (QCC) on a multimedia education campaign to help parents across the state navigate the increasingly complex summer camp landscape to find safe, affordable, and engaging programs for their children.

With all of the options available to families each summer, along with evolving COVID-safety guidelines, it isn't always easy to know what to look for or what questions to ask. The resources DECAL and QCC have partnered to create will help families fully evaluate the options and make informed decisions.

"Attending summer camp can be an important part of children's development by helping them learn how to work with others, build meaningful relationships, accept guidance, express creativity, and become more independent and confident," says DECAL Commissioner Amy M. Jacobs. "Through this campaign, we want to help parents find a program that provides high-quality care, fits their budgets, and gives their children the best opportunity for a safe, fun, and rewarding summer experience."

The centerpiece of the campaign is a colorful advertisement carrying the message: "**Need Help Finding a Summer Camp? Call 1-877-ALL-GA-KIDS (1-877-255-4254)**." Parents calling the ALL-GA-KIDS Helpline can receive information and referrals tailored to their needs from a QCC specialist Monday through Thursday from 8:30 a.m. until 6:00 p.m. and on Fridays from 8:30 a.m. until 5:00 p.m. The ad will appear on the online versions of newspapers, and general interest and parents' magazines in Atlanta and regions across the state, as well as on social media platforms including the DECAL and QCC websites. DECAL is also sponsoring promotional messages airing on V-103 FM radio and posted on WSB.com.

Additionally, DECAL and QCC have created the Summer Camp Search Checklist of key questions parents should ask when making a selection. The Checklist is posted on DECAL's website at <http://decal.ga.gov/documents/attachments/SummerCampCampaignFlyer.pdf>

DECAL Deputy Commissioner for Quality Innovations and Partnerships Bentley Ponder advises parents to start their search early. "Many camps and child care programs offer scholarships, sliding scale fees, and discounts for registering multiple children," he says. "By beginning early, families can secure placement in a high-quality camp before space fills up."

About Georgia Department of Early Care and Learning (DECAL)

DECAL is responsible for meeting the child care and early education needs of Georgia's children and their families. It administers the nationally recognized Georgia's Pre-K Program, licenses child care centers and home-based child care, administers Georgia's Childcare and Parent Services (CAPS) program, federal nutrition programs, and manages Quality Rated, Georgia's community powered child care rating system. The Department also houses the Head Start State Collaboration Office, distributes federal funding to enhance the quality and availability of child care, and works collaboratively with Georgia child care resource and referral agencies and organizations throughout the state to enhance early care and education. For more information, go to www.decal.ga.gov.