



# 2019

## Report on Child Care in Moore County

### CHILD CARE RESOURCE & REFERRAL

This report is brought to you by Partners for Children & Families. We are dedicated to serving children, their families, and the early childhood education community in Moore County. We advocate for high quality child care and strive to offer services that will provide children with the best possible learning environments.

We help families by connecting them with information on how to recognize high quality care, local child care programs, and financial assistance. We help early educators by providing intensive technical assistance and trainings to improve the quality of care. And we help our community by seeking ways to increase the supply of high quality care and educating the public about child care related interests and issues.

### CHILDREN IN MOORE COUNTY

This year, an estimated 101,088 people live in Moore County; of these, 6,659 are children under the age of 6, and 14,416 are under the age of 13.<sup>1</sup> Most recent data reports that 14.8% of children under the age of 5 live in poverty,<sup>2</sup> compared with 21% statewide.<sup>3</sup>

Many of these children receive regular care from someone other than their parents or guardians: from another relative, a friend or neighbor, a family child care home, a child care center, an after-school program, or a part-time preschool setting. In May 2019, 2,020 children were enrolled in licensed child care.<sup>4</sup>



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## CHILD CARE PROGRAMS: THE BASICS<sup>5</sup>

Many types of child care programs exist that follow different sets of rules and regulations. If a provider is caring for more than two children who aren't related and they provide care for more than four hours a day, they should be licensed. In general, there are two types of licensed programs regulated by the NC Division of Child Development and Early Education (NCDCDEE):

In family child care homes, providers care for small groups of children in a residential building. Often this type of care has one or two caregivers and may offer non-traditional hours.

Child care centers often group children by age and are generally operated out of non-residential, commercial buildings. Centers are larger and enroll more children with a dedicated director and numerous staff members.

Religious sponsored programs are given the option to operate under a "Notice of Compliance" rather than a star rated child care license. These programs are often known as "GS 110" facilities, referring to the NC General Statutes that exempt them from some child care rules.

Unlicensed programs are not regulated by NCDCDEE. These include summer camps, drop-in or short-term care, Vacation Bible schools, programs on federal property, and other specialized activities. Half-day programs that operate for four hours or less per day are also not regulated by NCDCDEE.

For more detailed information on child care rules and regulations, visit [www.ncchildcare.ncdhhs.gov](http://www.ncchildcare.ncdhhs.gov)

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*Did you know? North Carolina has one of the highest rates of working mothers with young children in the nation.<sup>6</sup>*

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### LICENSED CHILD CARE IN MOORE COUNTY<sup>4</sup>

Type of Care	# of programs
Child Care Centers (independent)	33
NC Pre-K Centers (in public schools)	6
Head Start Centers (federally funded)	4
Family Child Care Homes (based in residential homes)	18
GS 110 (religious sponsored)	6
<b>Total</b>	<b>67</b>


### DID YOU KNOW?

- 2,020 children were enrolled in licensed care in Moore County in May 2019. Of these children, 1,703 are five and under and 317 are school age.<sup>4</sup>
- Only 41 of our 67 licensed child care facilities provide care for infants.<sup>4</sup>
- Child care programs are visited twice per year from licensing consultants (one announced, one unannounced) and are reassessed for star rating every three years.<sup>5</sup>

State of North Carolina  
Department of Health and Human Services  
Division of Child Development and Early Education

### Five Star Child Care License

A



B

SOUTHERN PINES, NC 28387

**In each area rated, this facility earned:**

Staff Education: 7 out of 7 points

Program Standards: 7 out of 7 points

Quality Point: 1 out of 1 point


Education Option Met: ☐ Programmatic Option Met: ☒

**Total: 15 out of 15 points**

ID Number: [REDACTED]

Type of Facility: Child Care Center

Issued to: [REDACTED]



Age Range: 0 - 12 years

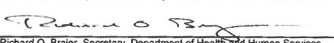
Capacity: 1st shift: 135; 2nd shift: 135; 3rd shift: 135


Effective Date: May 13, 2016

Restrictions:  
Daytime and Overnight; Enhanced ratios minus 1 and meets developmental day requirements.; Meets enhanced ratios; Meets enhanced space

In accordance with Article 7, Chapter 110 of the North Carolina General Statutes, the above named child care facility is issued a rated license. Licenses vary from an overall rating of one through five stars, based upon their cumulative points in the three categories above.

This license must be displayed in a prominent place so it may be available and shown to each child's parent or guardian when the child is enrolled. This license cannot be bought, sold or transferred. It is valid only for the location/address noted above. This license is the property of the State of North Carolina and must be returned to the Division of Child Development and Early Education in the event of termination or revocation.

  
 Richard O. Brajer, Secretary, Department of Health and Human Services

  
 Pamela L. Shue, Director, Division of Child Development and Early Education

## CHILD CARE CHECKLIST

When choosing a child care program, make multiple visits to facilities and think about the following...

What type of license does your program have?

Is the facility safe and well maintained? Is the atmosphere pleasant?

Is the outdoor area safe? Do children play outdoors every day?

Are snacks and meals nutritious and well-balanced?

Are cleaning supplies locked up and out of reach of children?

What is the daily schedule? Is there a balance of activities?

Are the teachers trained and experienced?

Are the teachers' voices cheerful? Do teachers play with the children and seem to enjoy them?

Are children comforted when they need it? Do teachers use positive discipline techniques?

Are there enough adults for each age group?

Have any concerns? Ask questions and learn more!

## CHECK THE LICENSE<sup>5</sup>

Child care programs that meet minimum requirements set by the state are eligible for a 1 Star License. Programs that choose to exceed these minimum requirements may voluntarily apply for a higher star rating. To achieve this, participants must go through an intensive preparation process and be assessed by specialists contracted through NCDCDEE using Environment Rating Scale assessments. This system allows child care programs to be recognized for their efforts to demonstrate high quality programming and higher staff education.

**A: Shows the number of stars earned (shaded) out of the number of stars possible (blank).**

**B: Shows the name and physical location of the program.**

**C: Shows how many points the program earned in each of the two components. Programs can earn from 1 (lowest quality) to 7 (highest) points in both staff education and program standards. They can also earn 1 additional quality point for meeting higher education or programmatic options.**

**D: Shows basic licensing information such as number of children allowed, ages allowed and any restrictions**

Some programs may display the following types of licenses:

- A temporary license is displayed when a child care program is in its first 6 months of operation.
- Provisional licenses are issued to facilities to allow a specific time period for correction of violations involving building, fire, sanitation, or licensing; or as a possible administrative action for substantiation of child abuse or neglect.

## NC FOUNDATIONS FOR EARLY LEARNING & DEVELOPMENT<sup>5</sup>

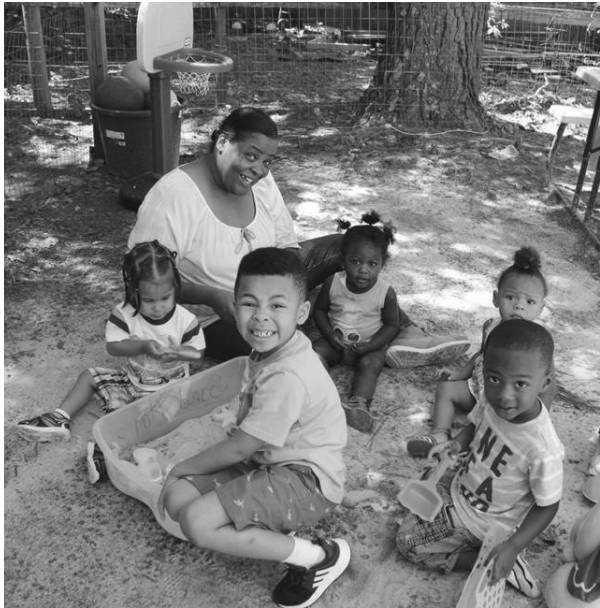
The **North Carolina Foundations for Early Learning and Development** (often referred to as NC FELD) describes goals for all young children's development and learning, no matter what program they may be served in, what language they speak, what disability they may have, or what family circumstances they are growing up in.

This resource can be used to: improve teachers' knowledge of child development; guide teachers' plans for implementing curricula; establish goals for children's development and learning; and inform parents and other caregivers on age-appropriate expectations.

Goals and Developmental Indicators, which describe expectations for what children will learn prior to kindergarten, are divided into five domains:

- Approaches to Play & Learning,
- Emotional and Social Development,
- Health & Physical Development,
- Language Development & Communication, and
- Cognitive Development.

*To download this free resource, visit [ncchildcare.nc.gov](http://ncchildcare.nc.gov)*



## CURRICULUM<sup>5</sup>

All programs with a 4 or 5 Star Rated license that serve pre-k children are required to use a state approved curriculum. Approved curriculum are evidenced-based and includes a language and literacy component. The curriculum also has to be comprehensive, including play-based experiences which address each developmental domain in NC FELD. All programs that adopt one of these curriculum may be awarded an additional Program Quality point on their license.

Our staff is available to help child care providers choose a curriculum, and develop lesson plans and appropriate activities. Several curriculums are available for review in our Resource Library.

## ASSESSING FOR QUALITY

There are many ways to assess quality in the early childhood classroom. PfCF staff are trained to provide intensive support to early educators and are credentialed in a variety of validated measurement tools.

- PfCF provides “mock” Environment Rating Scale<sup>8</sup> assessments in infant, toddler, and preschool classrooms and family child care homes. These assessments evaluate the same indicators as the Star Rated license system. This opportunity is perfect for early educators who are interested in planning for a future state licensing assessment or want to get a neutral review of the quality of the their program.
- Toddler and PreK C.L.A.S.S. (Classroom Assessment Scoring System)<sup>9</sup> is used to track progress in teacher/child interactions in the classroom and set goals for future behavior management, social emotional development, and classroom routines.
- Intensive goal setting and technical assistance is also available for a variety of topic-specific needs. These include room arrangement, curriculum planning, transitioning between activities, workplace culture, behavior management, parent engagement, emergency preparedness, and business management.



## SUPPLY OF QUALITY CARE IN MOORE COUNTY

Research shows that children who experience high-quality early care and education, and who enter school well prepared, are more successful in school and later in their lives. Last year:

- 51% of children ages 0-5 enrolled in Moore County child care were in high-quality (4 or 5 star) facilities.<sup>4</sup>
- 43% of licensed early care programs were considered high-quality, with a star rated license of 4 or 5.<sup>4</sup>

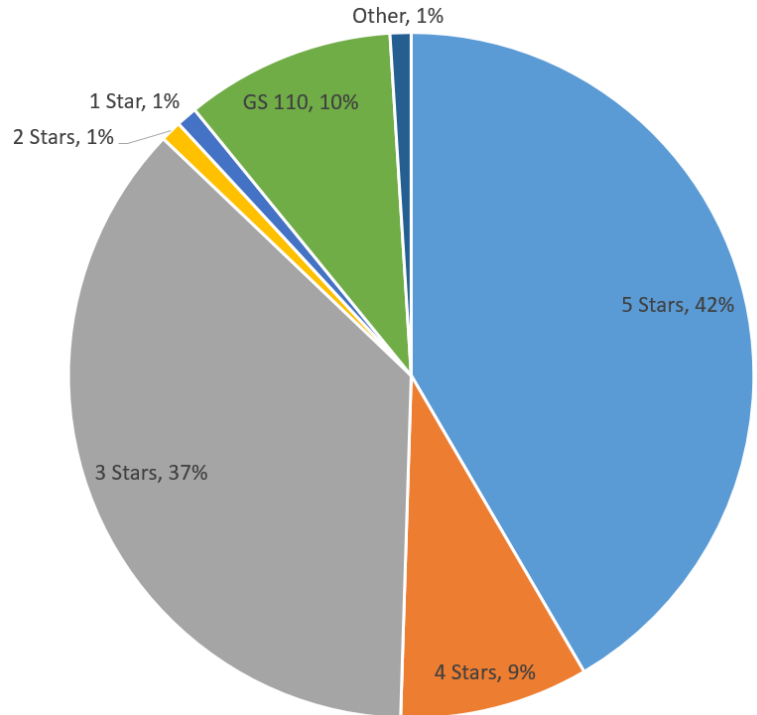
### MOORE COUNTY SUCCESSES

- In 2018-2019, PfcF provided professional development trainings to 457 child care providers in our region and technical assistance to 89 classrooms and family child care homes.<sup>7</sup>
- The average star rating of children in licensed care has increased from 3.09 in 2003 to 3.97 in 2018.<sup>16</sup>
- Last year, the average scores of all classrooms assessed by our staff using Environmental Rating Scales increased from 4.54 (out of 6) to 5.80.

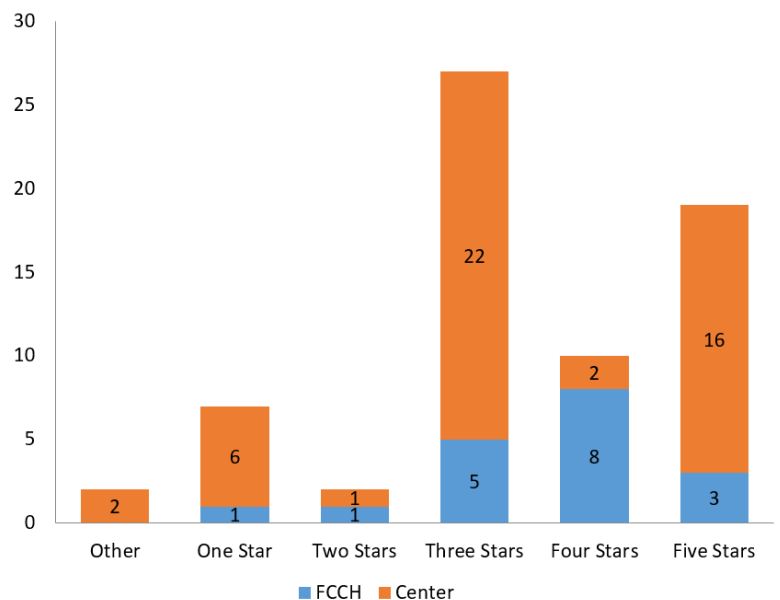
### CHALLENGES

- Participation in the Star Rated License system is voluntary for independent programs.
- Increasing the Star Rating of a program may not lead to increased profits for the owner or teachers.
- Each year, we see an increase in the number and intensity of state requirements for licensed facilities. Providers often have difficulty keeping up.
- The number of child care programs continue to decline. This is particularly true in family child care homes; 19 are now open, compared to 37 in October 2012 and 74 in October 2005.<sup>5</sup>

**Percent of Moore County Children (0-5) in Licensed Care<sup>4</sup>**



**Number of Licensed Early Childhood Programs in Moore County<sup>4</sup>**



## PAYING FOR CHILD CARE

Paying for child care can be a challenge, especially for young and growing families! There are several programs dedicated to helping families pay.

**Start with your child care provider.** They may offer scholarships, financial aid or a multi-child discount.

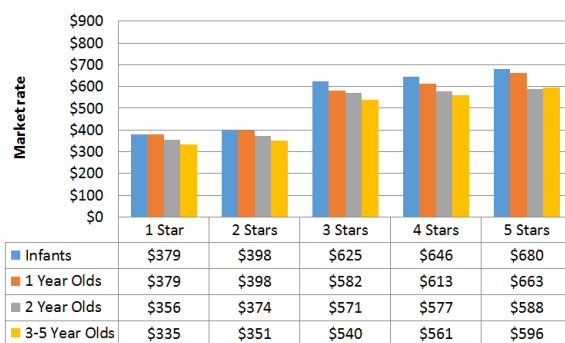
**Federal tax credits** are designed to help offset some child care costs. Visit [www.irs.gov](http://www.irs.gov).<sup>10</sup>

**NACCRRRA Military Fee Assistance Program** can help military personnel and their families pay for child care expenses. Call 1-800-424-2246.<sup>11</sup>

**Child Care Subsidy** is a co-pay type program with a parental fee based on the family size and monthly gross income. For more information, contact Moore County DSS at (910) 947-2436.<sup>12</sup>

**NC PreK** is a free pre-school program for at-risk 4 year olds administered by Moore County Schools.<sup>13</sup> To learn more, call us at (910) 949-4045.

**October 2018 Market Rates:  
Family Child Care Homes**



**October 2018 Market Rates:  
Centers**



## AFFORDABILITY

Market rates are developed by the state on a tier system and guide the rates charged by programs participating in Child Care Subsidy. <sup>5</sup>The suggested rate is based on a time period of 4.333 weeks (1 month). Although these market rates do not reflect all child care programs' costs (each individual provider can set their own rates), they do reflect the "typical" cost of care.

The cost of care is associated with:

- the quality of the child care; 5 stars are more expensive.
- the age of the child; infant care is more expensive.
- the license type; centers are more expensive.

A serious challenge exists: the true cost of providing high-quality care is more than what many

parents can afford. As each of these indicators of quality are improved, costs increase:

- Higher salaries and benefit packages for educated teachers
- Lower teacher/child ratios
- Increase in size and quality of classrooms and outdoor learning environments
- Quality curriculum resources
- Time for teacher training and planning

Unfortunately, many families cannot afford to pay more and child care owners may not generate enough profits to initiate significant changes to their programs.

## EARLY EDUCATION WORKFORCE

**Did you know the median wage for early education teachers in our region is \$9.00 per hour?** Many factors make it difficult for child care owners to increase educators' pay or incentivize further training and education; these include lack of resources and motivation to maintain affordability for parents.<sup>14</sup>

As a result, many teachers **leave the field** or never even consider the profession as a viable option. Since July 2015, the early care workforce has decreased by over 2,000 state wide and by a little more than 60 in Moore County alone.<sup>5</sup>

For those that do choose to enter the early education field, formal education and job specific trainings are essential. All family child care home (FCCH) owners, center administrators, and center staff must meet minimum licensing requirements for education and annual in-service training.<sup>5</sup>

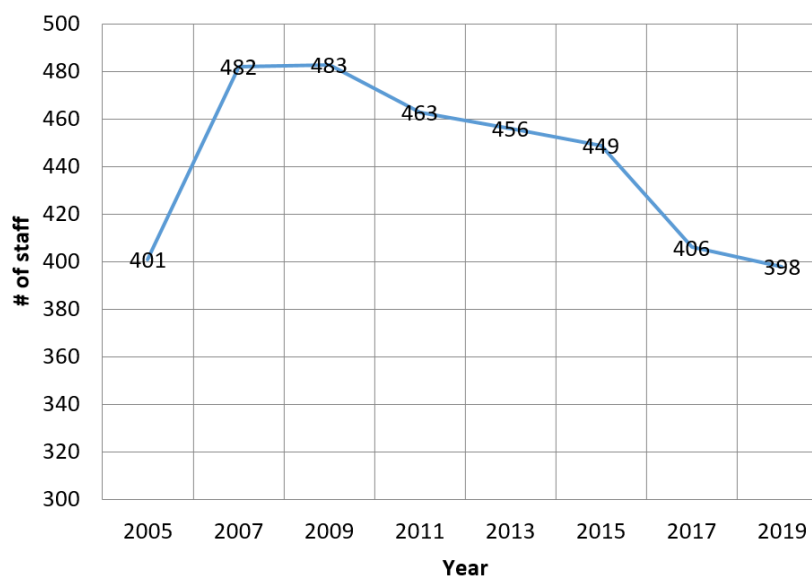
**In order to operate a FCCH**, the operator must have a high school diploma or equivalent. If the FCCH operator wishes to become a five star rated facility, they must have an A.A.S. or higher in child development and 18 months of full-time work experience or an A.A.S. or higher in any major with 12 hours in child development and two years work experience.<sup>5</sup>

It gets a little more complicated with **child care centers**. To meet minimum requirements for education, an administrator must have a high school diploma or equivalent and have or be working toward their level 1 North Carolina Early Childhood Administration Credentials. Lead teachers must have a high school diploma or equivalent and have or be working toward their North Carolina Early Childhood Credentials (NCECC). To become a five star rated child care center, the administrator must have a **Bachelor's degree** and four years of work experience, all lead teachers must hold their NCECC and 75% of them must have an **Associate's** degree in child development or in another major with 12 hours in child development and two years work experience.<sup>5</sup>

Annual in-service training hours for all early educators range from 5 hours to 20 hours, depending on their level of formal education and their years of experience. All educators must hold a current CPR/First Aid certification and complete required health and safety trainings in the first year of employment and repeat every five years after. Some early care positions require job specific training, such as, those that work with infants must be trained in safe sleep practices to reduce Sudden Infant Death Syndrome.

**Total # of Employees in Licensed Child Care**

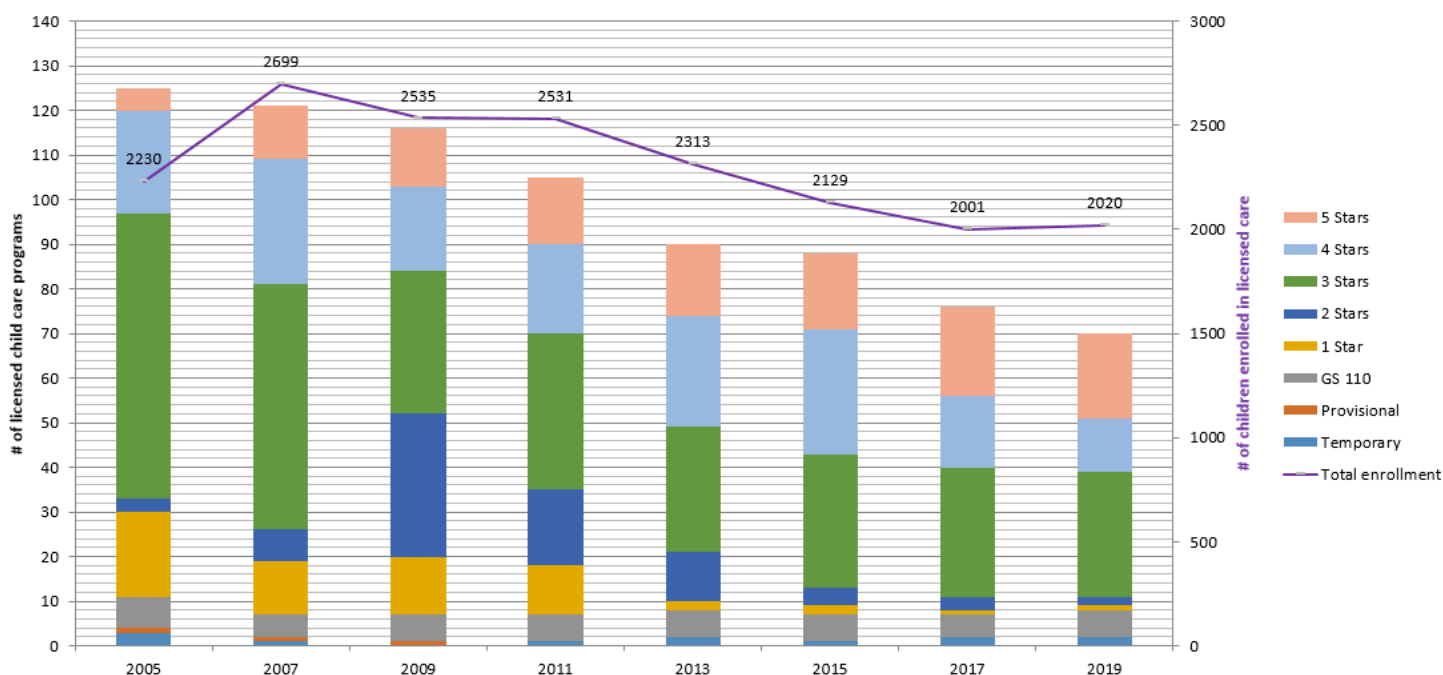
May 2019



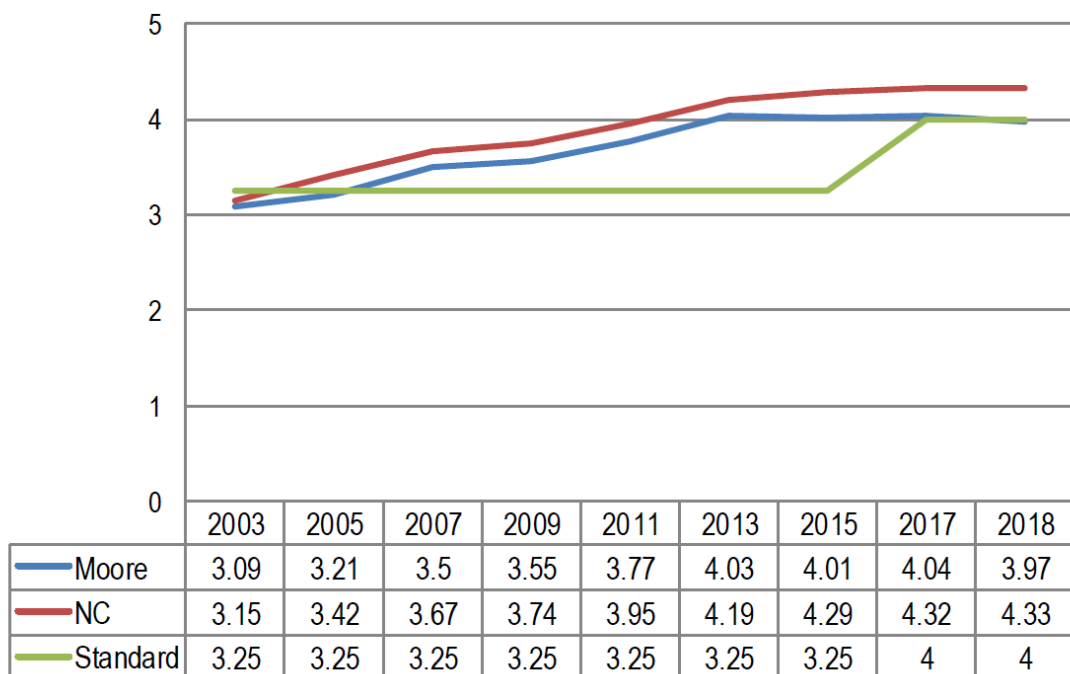
## EARLY CHILDHOOD PROFILE

Every year, Partners for Children & Families analyzes several indicators of child well-being for which we are held accountable to the state. The following graphs provide snapshots of several indicators that we have tracked over time.<sup>15</sup>

**Licensed Child Care in Moore County (All Ages)**

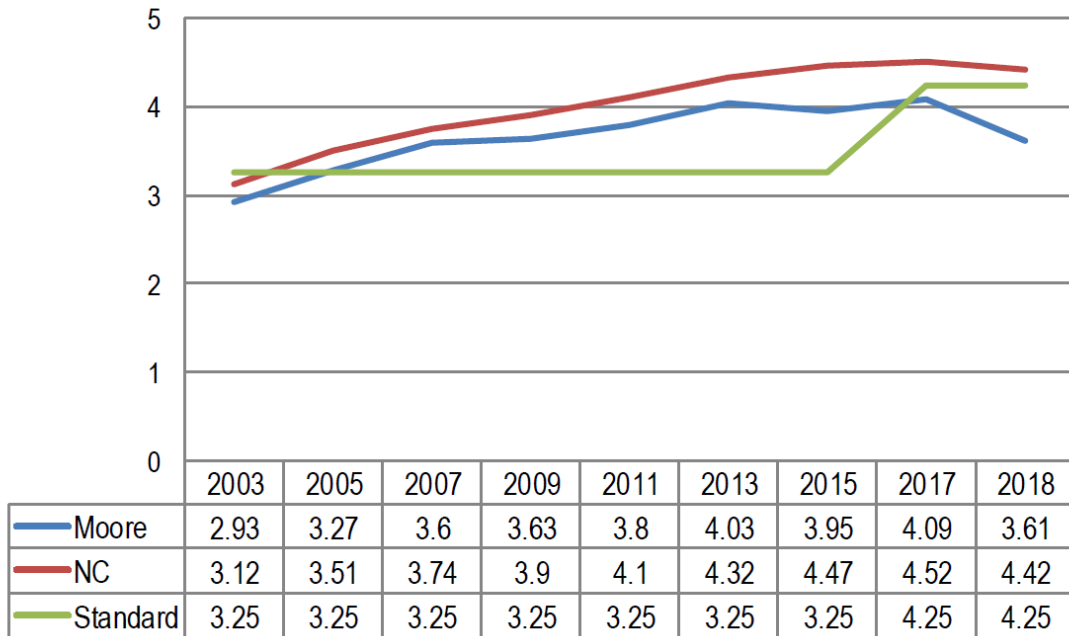


**Average Star Rating for Children in 1-5 Star Care**

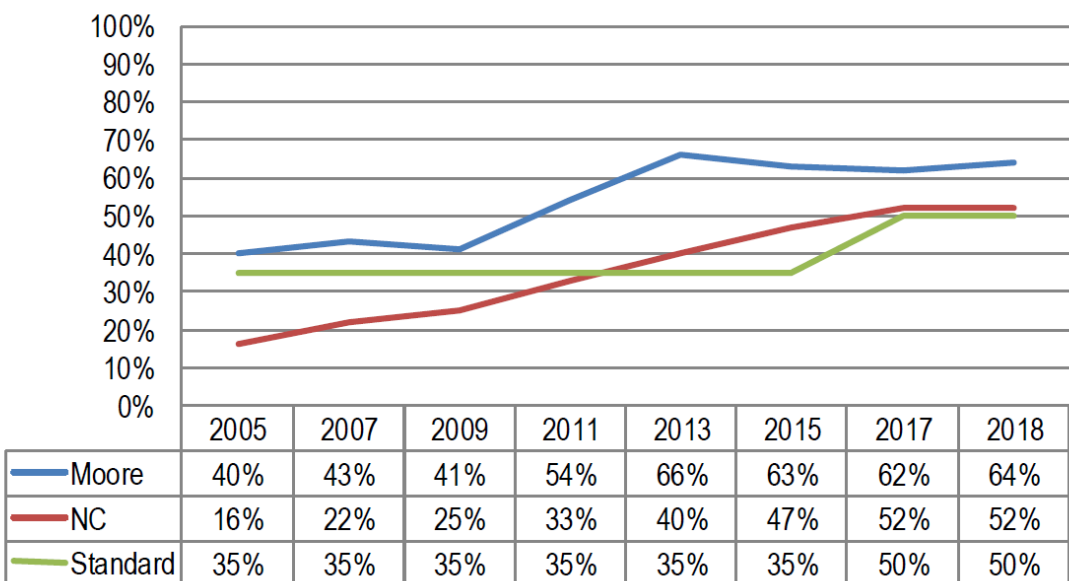




**Average Star Rating for Subsidized Children  
in 1-5 Star Care**



**Percent of Children Enrolled in 1-5 Star Centers That Have  
At Least 75% of Lead Teachers with College Degrees  
(i.e. 7 Lead Teacher Education Points)**



# Directory of Licensed Child Care Programs

This list was updated October 2019. For the most up to date and comprehensive list of licensed child care facilities in Moore County, visit [www.ncchildcare.ncdhhs.gov](http://www.ncchildcare.ncdhhs.gov) and click **Search for Child Care**.

Facility Name	License Type	Star Rating	Accepts Ages	Town	Phone Number
ANGEL EYES HOME DAY CARE	FCCH	5	0-12	Aberdeen	315-8700
COUNTRY KIDS PRESCHOOL	Center	5	2-12	Aberdeen	281-0266
ABERDEEN PRIMARY PRESCHOOL	Center	5	3-5	Aberdeen	944-1523
BUNDLES OF JOY FCCH	FCCH	4	0-12	Aberdeen	987-6411
MS. B'S PLAY AND LEARN	FCCH	4	1-12	Aberdeen	944-1806
NETTE'S SMALL DAY CARE HOME	FCCH	4	0-12	Aberdeen	944-3162
ANNA'S LITTLE ANGELS	FCCH	3	0-12	Aberdeen	986-9391
ELAINE'S SMALL DAY CARE HOME	FCCH	3	0-12	Aberdeen	944-1779
FUTURE PROMISES CHILDCARE	Center	3	0-10	Aberdeen	722-6971
KIDDIE KORNER #1	Center	3	0-5	Aberdeen	944-1246
KIDDIE KORNER #2	Center	3	2-12	Aberdeen	944-1246
KIDDIE KORNER #3	Center	3	3-12	Aberdeen	944-1246
MS. GAYLE'S DAY CARE	FCCH	3	0-12	Aberdeen	944-3980
JANIE'S PLAYHOUSE DAY CARE	Center	Prov.	0-12	Aberdeen	944-3595
TASHA'S CARING & SHARING	FCCH	5	0-12	Cameron	703-2942
BUILDING BLOCKS CENTER	Center	Temp	0-12	Carthage	703-8714
CARTHAGE ELEMENTARY DAY CARE	Center	3	0-12	Carthage	947-2781
CARTHAGE ELEMENTARY PRESCHOOL	Center	5	3-5	Carthage	947-2781
CUDDLY KOALA CARE	FCCH	4	0-12	Carthage	638-5870
BOBBI'S CHILD CARE CENTER	Center	3	2-12	Carthage	947-1940
CHRISTIAN CHILD DEV. CENTER	Center	3	1-12	Carthage	947-3935
HELEN'S DAY CARE	Center	3	0-12	Carthage	947-2145
MY LITTLE WORLD FCCH	FCCH	Temp.	0-12	Carthage	783-9492
LITTLE MIRACLES TWO CHILD CARE	Center	Prov.	0-12	Carthage	947-5701
CARING CUDDLES CHILD CARE	FCCH	3	0-12	Pinebluff	603-1839
KIDS KASTLE CHILDCARE	FCCH	3	0-12	Pinebluff	476-0128
FIRST HEALTH CHILD DEV. CENTER	Center	5	0-12	Pinehurst	715-1845
KELLI'S FCCH	FCCH	5	1-8	Pinehurst	255-0144
PUMPKIN PATCH DAY CARE	FCCH	2	0-12	Pinehurst	420-2409
LITTLE VILLAGE CHILDCARE	FCCH	1	1-12	Pinehurst	420-8755

ROBBINS ELEMENTARY PRE-K	Center	5	3-5	Robbins	948-2411
TRICIA'S TINY TOTS	FCCH	3	0-12	Robbins	948-2914
H.O.P.E. ACADEMY	Center	3	2-5	Robbins	948-4324
MAGIC YEARS CHILD CARE CENTER	Center	3	0-12	Robbins	948-3436
NANA'S FCCH	FCCH	1	0-12	Robbins	464-2123
MAGIC YEARS TOO	Center	Temp	0-12	Robbins	948-2054
CYBER ED'S SO. PINES ACADEMY	Center	5	1-5	Southern Pines	246-2211
SANDHILLS CHILDREN'S CENTER	Center	5	0-5	Southern Pines	692-3323
SO. PINES PRIMARY PRE-K	Center	5	3-5	Southern Pines	692-8659
FAITH'S SMALL DAY CARE HOME	FCCH	4	0-12	Southern Pines	695-3610
KOUNTRY KIDS FCCH	FCCH	4	0-12	Southern Pines	692-6251
WATCH ME GROW ACADEMY	Center	4	0-12	Southern Pines	692-4977
AUNT SANDI'S LEARNING CENTER	Center	3	0-12	Southern Pines	695-8600
JESSIE'S LITTLE BLESSINGS	Center	3	0-12	Southern Pines	692-5261
LIL'S CHILD CARE CENTER	Center	3	0-12	Southern Pines	692-9216
LISA'S LOVABLE LEARNING #2	Center	3	0-12	Southern Pines	692-8848
LITTLE TEAPOT CHILD CARE	Center	3	1-12	Southern Pines	246-2012
OPEN ARMS DAYCARE	Center	3	1-12	Southern Pines	684-8953
SUNSHINE LEARNING CENTER	Center	3	0-12	Southern Pines	692-7840
D'S ANGELS LEARNING CENTER	Center	Prov.	1-12	Southern Pines	693-8046
EPISCOPAL DAY SCHOOL PRE-K	Center	GS 110	2-12	Southern Pines	692-3492
CALVARY CHRISTIAN #1	Center	GS 110	0-5	Southern Pines	692-8311
CALVARY CHRISTIAN #2	Center	GS 110	0-5	Southern Pines	692-8311
LITTLE MIRACLES DAY CARE	Center	5	0-12	Vass	245-7141
VASS/LAKEVIEW ELEM. PRESCHOOL	Center	5	3-5	Vass	245-4860
LISA'S LOVABLE #1	Center	3	0-12	Vass	245-7164
VASS-LAKEVIEW CHILD CARE	Center	2	0-5	Vass	245-7600
CHRIST WAY DELIVERANCE CHILD DEV.	Center	GS 110	0-12	West End	528-1430
WEST END ELEMENTARY PRE-K	Center	5	3-5	West End	673-6691
SHINING STARS CHILD DEV. CENTER	Center	4	0-12	West End	215-8148
DANIELLE'S PLAYHOUSE #2	Center	3	0-12	West End	673-2273
LUV - A - KID MONTESSORI CENTER	Center	3	0-12	West End	295-7529
GROWING IN FAITH ACADEMY	Center	GS 110	2-5	West End	947-3797
SONLIGHT CHILD CARE CENTER	Center	GS 110	1-12	West End	215-5522

## SOURCES

1. NC Office of State Budget & Management: County/State Population Projections: <https://www.osbm.nc.gov/demog/county-projections>
2. NC Child: <http://www.ncchild.org/what-we-do/data/>
3. US Census: <https://www.census.gov>
4. May 2019 Child Care Statistical Report developed by the NC Division of Child Development and Early Education: <https://ncchildcare.ncdhhs.gov/County/Child-Care-Snapshot/Child-Care-Statistical-Report>
5. NC Division of Child Development and Early Education: <https://ncchildcare.ncdhhs.gov/>
6. NC Department of Health & Human Services: <https://www.ncdhhs.gov/>
7. PFCF program evaluation data
8. Environment Rating Scale assessments: <https://ers.fpg.unc.edu/>
9. C.L.A.S.S.: <https://qualistar.org/assessment/classroom-assessment-scoring-system/>
10. Federal Tax Credits: <https://www.irs.gov/publications/p503>
11. NACCRRRA: <http://www.childcareaware.org/military-child-care-assistance-programs/>
12. Child Care Subsidy: <https://www.moorecountync.gov/social-services>
13. NC Pre-K: <https://www.ncmcs.org/PreSchool>
14. Child Care Services Association: <https://www.childcareservices.org/>
15. Smart Start & The North Carolina Partnership for Children Early Childhood Profile: <http://www.smartstart.org/>

## LEARN MORE

The following websites provide additional information on early care and education, child development, and child care licensing.

- Partners for Children & Families: <http://www.moore4kids.com>
- North Carolina Association for the Education of Young Children: <http://ncaeyc.org/>
- Child Care Aware of America: <http://www.childcareaware.org/>
- Where does your child care dollar go? <https://costofchildcare.org/>



### GET CONNECTED

**Partners for  
Children & Families**

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