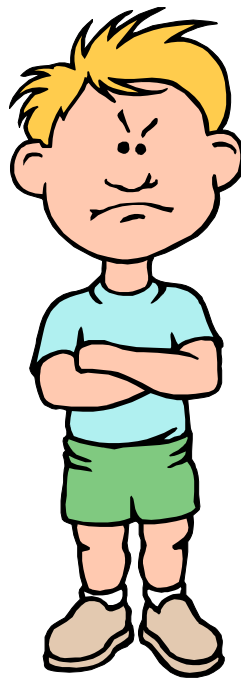

MANAGING CHILDREN IN YOUR BUSINESS



At 42" tall, he can spike anxiety in your waiting room in a matter of moments. With the cunning of a master thief he can steal away prospects from your showroom and the sale you almost made. In this handbook you will find the tools to put a smile on his face, his parents and yours.

HOW TO BE
SAFE AND EFFECTIVE
IN MANAGING CHILDREN TO YOUR BEST
OUTCOME

23,0,21,2,19,4,17,6,15,8,13,10
11,12,9,14,7,16,5,18,3,20,1,22



**REPRINTS AVAILABLE FROM GOOD CLEAN FUN LLC
AT 425-488-7210**

OR CONTACT US THROUGH OUR WEB SITE AT www.somethingforkids.com

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In Theory

Children will remain quiet and cooperative in business environments.

“Children should be seen, not heard.”



In Reality

Children are distracting and create challenges for business situations.

“Idle hands are the Devil’s tools.”

YOUR MISSION

To safely and effectively accommodate children in your place of business, in order to reduce risk and increase profitability.

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1. WHY SHOULD I ACCOMMODATE CHILDREN?

IF YOU MANAGE A SALES FLOOR OR SHOWROOM

You must address the conflict that arises when a customer is accompanied by a child. The Parent/Customer's attention is torn between their child and the business transaction.

SUCCESSFULLY MANAGING CONFLICT RESULTS IN INCREASED SALES AND IMPROVED CUSTOMER SATISFACTION

IF YOU MANAGE A WAITING ENVIRONMENT

You need to preserve a pleasant atmosphere and waiting experience. Unoccupied children often ruin efforts to provide a controlled environment for your customers and staff.

SUCCESSFULLY ENHANCING THE ATMOSPHERE RESULTS IN LOWER ANXIETY LEVELS AND MORE REPEAT BUSINESS

IF YOUR BUSINESS FREQUENTLY HOSTS CHILDREN

You need to provide the best customer service possible, which means offering activities that keep children under control. This shows your customers you care and value their business.

SUCCESSFULLY CATERING TO CHILDREN RESULTS IN IMPROVED CUSTOMER RELATIONS AND A STRONGER PERCEPTION OF YOUR BUSINESS.

HOT TIP #1 – BEING CHILD-FRIENDLY PRONOUNCES THAT YOU WELCOME CHILDREN. IN REALITY, CHILDREN ARE CRUMMY FOR YOUR BUSINESS PROCESS. DON'T PROMOTE BEING CHILD-FRIENDLY WITHOUT HAVING A GOOD PLAN IN PLACE TO CREATE SUCCESS FOR YOUR BUSINESS WHEN CHILDREN ARE PRESENT.

ELIMINATE CONFLICT & RETAIN PROSPECTS



THE PARENT/CUSTOMER DYNAMIC

THE FIRST STEP TO ELIMINATING CONFLICT IS UNDERSTANDING THE PARENT/CUSTOMER DYNAMIC.

You want a customer's attention, but so does their child. It is a tricky tug-of-war, with your customer in the middle.

THE NEXT STEP IS TO TAKE ACTION TO ENGAGE CHILDREN AND END THE COMPETITION FOR ATTENTION.

By utilizing items designed to distract a child, you can more easily complete the transaction and provide better customer service.

Simply ignoring children or expecting your customers will adequately deal with them sets you up for failure.

WHAT'S AT STAKE?

- Sales Revenue
- Expenses incurred by attracting prospects
- Customer Satisfaction
- Your Reputation

HOT TIP #2 – A PARENT WILL STAY LONGER IF THEY PERCEIVE THEIR CHILD IS BEING WELL BEHAVED (NOT SIMPLY PREOCCUPIED), THE LIKELYHOOD OF SALES SUCCESS RISES WHEN THIS OCCURS. DON'T LEAVE THE HAPPINESS OF THE PARENT AND THE CHILD BETWEEN THEM.

ENHANCE THE ATMOSPHERE



You work hard to preserve an atmosphere that is pleasant and consistent. Is it? Children can impair the ability of a business to successfully present its desired image.

PSYCHOLOGY OF WAITING

Any service business should be concerned about the customer's waiting experience. If a customer is happy during the waiting process, it becomes much easier to provide service and make a positive impression.

“Unoccupied time seems longer than occupied time.”

(“The Psychology of Waiting Lines”. David H. Maister)

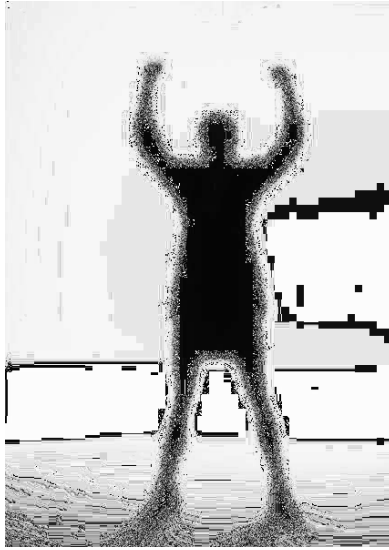
A waiting environment should include activities that encourage children to be calm and quiet.

LINE-OF-SIGHT

Whenever a child is not easily monitored by a parent, anxiety levels rise. Separating children from their parents creates confusion over responsibility and discipline.

Keeping children close to their parents is essential to maintaining a pleasant and responsible atmosphere.

SHOW CUSTOMERS YOU CARE



Focus on your objective, putting your customers at ease so they may focus their attention on doing business with you.

Customers are the bottom line.

Your goal is to make them happy.

Whether the focus is on the frequency of customer visits, the duration of their stay, or their perception of your business, it is essential to convey your appreciation.

Quietly resenting or actively discouraging the presence of children or creating or having anxiety over their presence is counterproductive to providing the desired level of customer service . . . and your customers feel that negativity.

It is in your best interest to allocate a budget for the provision of resources specifically targeted at putting parents at ease.

Parenting is a challenge, show empathy.

Your customers will thank you for it.

THE 'DO NOTHING' APPROACH



Is it any wonder that this

leads to this?



A COMPLETE FAILURE TO ACCOMMODATE CHILDREN

YOU GET WHAT YOU PAY FOR

Although this is the least expensive approach, it delivers no results. By refusing to accommodate children, you are unintentionally hurting your business.

PARENTS SHOULD CONTROL THEIR CHILDREN

This is a tempting assumption, but in reality, parents vary in the level of control they exert over their children in public places.

Besides, your goal is to have 100% of the parent's attention while doing business. Having them simultaneously act as a parent and customer contradicts your desired outcome.

BOOKS AND MAGAZINES

The 'do nothing' approach includes the provision of books and magazines, because printed materials are not an effective way to accommodate children.

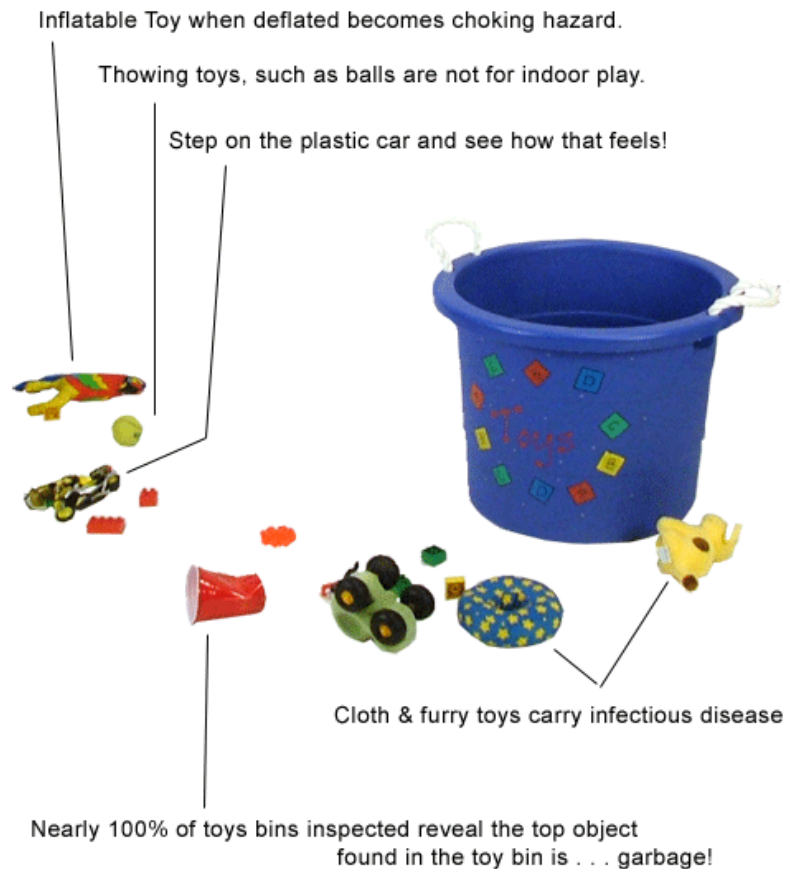
Not only do they present content appropriateness issues, they are not easily enjoyed by the majority of children. Many children require a parent's assistance with reading materials, which is counterproductive to your goals.

THE TOY BIN APPROACH

TOY SELECTION

Someone in your business will have to assemble a collection of toys, whether they are purchased in a store or brought from home. There are several important considerations in the selection of toys, including:

- Are they appropriate for all ages?
- Are they safe and durable?
- Do they make noise?
Are they messy?
- Can they be easily cleaned and disinfected?
- Will children actually want to play with them for very long?



TOY MAINTENANCE

To avoid issues of negligence, inspections and maintenance of the toys are necessary. This should include removal of unsafe toys or trash and a thorough cleaning of each individual toy.

Bins encourage items to be dropped into them. Surveys of bins reveal that other toys including furry toys, pieces of toys and inappropriate toys are left behind by children. Waste, including garbage, paper, gum, paperclips, hair bands, styro-cups and general accumulations of dirt are often deposited in bins.

THE PLAY AREA APPROACH



A COMBINATION OF TOYS, FURNITURE & FLOOR SPACE

LOCATION

This requires an area to be designated as the play area. It should be in direct view of both parents and staff. Line-of-sight is a critical issue for play areas. Different children play differently, some aggressively, some docile, supervision is required.

FURNITURE

The play area may include child-sized tables and chairs, which may feature built-in toys and games. These items require considerable investment and routine cleaning.

INSTALLATIONS

Building a permanent structure dedicated to children is the most costly method of accommodating children, both in expense and floor space. They may be difficult to clean and maintain.

MAINTENANCE

Providing a play area creates more work for your staff. The area must be kept tidy, which means picking up and cleaning the facilities on a daily basis. These areas become soiled quickly and wear out the same as a small toy. Cleaning of carpets, mats and furniture is essential on a regular basis to clean up after children who are not yet potty trained. Separation anxiety issues remain a problem...a negative to sales processes.

A MANAGED TOY SERVICE PROGRAM – THE NEW WAY

All of our stations have disinfectant wipes for parents to use on the toys.

The sound is disabled on our toys to eliminate distractions in waiting rooms or sales offices.

Our toys are replaced and safety inspected every month.



They hook great and they work.

Stations come with duplicate toys so siblings won't fight over them.

THE RESPONSIBLE SOLUTION FOR TOYS IN BUSINESS

A PARTNERSHIP IN ACCOMMODATING CHILDREN

Your business can team-up with a third-party toy service provider that supplies toys and also maintains them. That's what we do at www.somethingforkids.com.

HIGHEST STANDARDS OF SAFETY AND EFFECTIVENESS

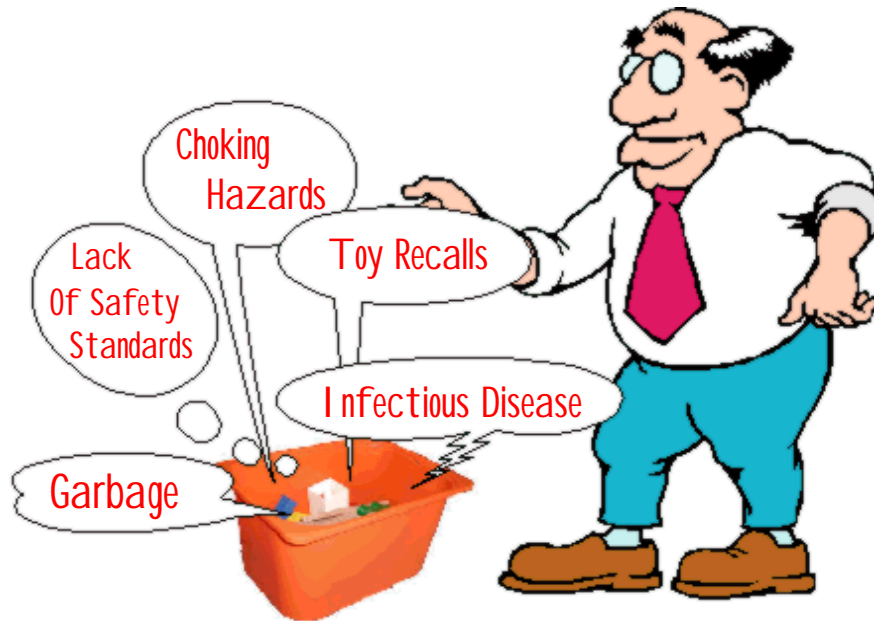
By signing up with a toy service provider, you can rest assured that the toys are safe and easy to clean. Experts select toys that are appropriate and engaging for children of all ages.

PROFESSIONAL TOYS FOR A PROFESSIONAL IMAGE

This relatively new approach is gaining popularity. Toy service programs, like **Something for Kids**, satisfy all of the requirements for toys in businesses. Look for features like:

- Silent, yet captivating toys
- Mounted to boards for easy identification and storage
- Supply of disinfectant wipes for cleaning toys prior to use
- Periodic rotation, inspection, and replacement of toys
- Toys are tracked and checked for safety & recalls.

3. BE CAREFUL!



There are several things you should know before attempting to harness the power of managing children in your business.

“WHEN GOOD TOYS GO BAD”

They are unsafe.
They are infected with disease.
They are inappropriate.
They are destructive.
They are not effective.
Not enough of the most popular toys.

HOT TIP #3 – SORT OUT TOYS THAT ARE NOT YOURS, ESPECIALLY FAST-FOOD TOYS THAT HAVE BEEN LEFT BEHIND AND DOCUMENT YOUR SAFETY INSEPTIONS TO DEMONSTRATE DILIGENCE IN CHILD SAFETY AT YOUR BUSINESS. CHOKING ON PLAY ITEMS IS YOUR TOP SAFETY ISSUE!

CHOKING HAZARDS



TOYS THAT FEATURE SMALL PIECES SHOULD NOT BE ACCESSIBLE TO YOUNG CHILDREN.

HOW CAN YOU TELL IF AN OBJECT IS A CHOKING HAZARD?

The Public Interest Research Group recommends using the cardboard toilet paper tube test.

“To see if any toy or part of a toy is potentially dangerous ... place it in a choke test tube (a cardboard toilet paper tube). If it fits entirely inside the tube in any orientation, it should not be given to children under 3 years old and others that still put things in their mouths.” (PIRG’s Tips for Toy Safety ‘01)

BE CAREFUL OF ANY TOYS SMALLER THAN A CHILD’S FIST.

Be on the lookout for pieces of broken toys and other foreign objects, including left-behind toys.

*“Choking was responsible for more than half, or 117 of the 190 toy-related children’s deaths reported between 1990 and 1999.”
(Associated Press State & Local Wire, 9/11/01)*

OTHER TOY HAZARDS



BE ON THE LOOKOUT FOR ADDITIONAL SAFETY ISSUES

LACERATIONS

If a toy or play structure has sharp edges or corners, it could possibly injure a child in the form of cuts to hands, feet, etc.

PROJECTILES

Toys that launch or shoot objects are dangerous, particularly to the eyes. Likewise, objects that can be thrown are could harm others or cause damage.

FIGHTING

Unfortunately, disputes over toys often lead to conflicts between children and sometimes fighting. This problem arises when siblings are forced to share the same play area or duplicates of popular toys are not made available.

FINGER PINCHING

Any toy or play structure with moving parts should be inspected for finger pinching hazards. The most common finger pinch danger, although not severe, comes from hinged doors and lids.

INFECTIOUS DISEASE



“One in ten toys that children play with in a doctors office or waiting room harbors harmful bacteria.”

(Medical Post, Canadian Business and Current Affairs. 5/23/2000)

“80% of all infectious disease is transmitted by either direct or indirect touch”

(Philip M. Tierno Jr., PhD. The Secret life of Germs...)

EASILY TRANSMITTED INFECTIOUS DISEASES

(Especially with Children, Identified by The Mayo Clinic)

Common Colds

The Flu Virus

Pink Eye

Croup

Rotavirus

Strep Throat

Infectious Diarrhea

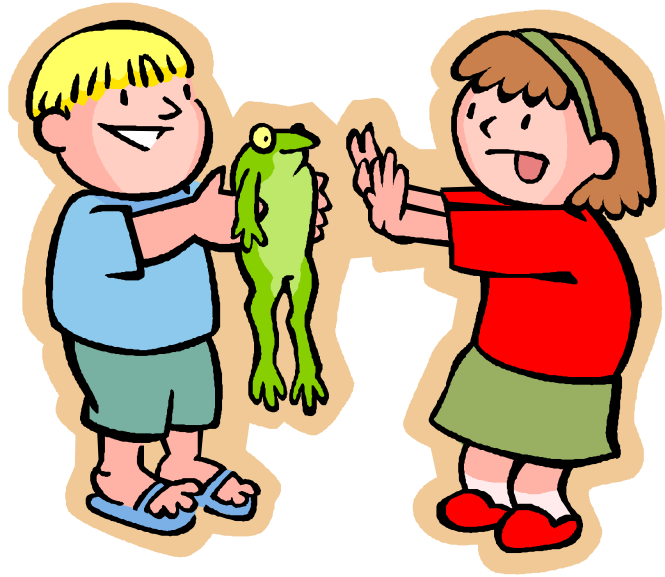
Hepatitis

Impetigo

Respiratory Syncytial Virus

THE AMERICAN JOURNAL OF INFECTION CONTROL reports that shared toys have been associated with disease outbreaks in healthcare environments.

WHAT IS NOSOCOMIAL TRANSMISSION?



ACTUALLY, THE TERM REFERS TO INFECTIONS THAT OCCUR IN A HEALTHCARE FACILITY, OFTEN A HOSPITAL.

Healthcare providers are subject to strict procedures for environment sterility and infection control, since patients often harbor communicable diseases.

THE SAME STANDARDS FOR CLEANLINESS SHOULD APPLY TO TOYS OR CHILDREN’S ITEMS IN YOUR BUSINESS.

“Waiting rooms can be compared with childcare settings, where contamination of the environment and transmission of infectious agents occur at an increased rate compared with the home setting.”

(American Academy of Pediatrics, Committee on Infectious Disease, 2000)

THE AMERICAN ACADEMY OF PEDIATRICIANS, states in Standard 3.036 that, *“cloth toys shall be for use by one individual only until these toys are laundered”* and *“toys that cannot be washed and sanitized shall not be used.”*

PARTICULARLY BAD TOYS



THESE TOYS DO NOT BELONG IN YOUR BUSINESS.

“Tests revealed ALL the soft toys and nearly two-thirds of the hard toys were contaminated with bacteria.”

(Based on a sample of 10 Soft toys and 40 hard toys in a doctor’s office, collected by GP Dr. Ian McKay and microbiologist Dr. Tom Gillespie, Pulse. 4/8/2000)

SOFT TOYS

Soft toys include fuzzy plush toys and any fabric-covered objects. These items are very difficult to clean and disinfect, thus should not be provided in your business.

MOUTH TOYS

Toys that are intended for, or attract contact with a child’s mouth should not be made available in public environments.

THROWING AND HITTING TOYS

Items that encourage dangerous behavior, such as physically striking a person or throwing should be avoided.

INAPPROPRIATE CONTENT

Any toy or game should be screened for unsuitable content. This includes games based on violence or illegal activities and toys that promote injuring or killing people.

INEFFECTIVE & DESTRUCTIVE TOYS



WHAT MAY BE GOOD FOR SAFETY AND OF A TYPE OF PLAY THAT IS VERY APPROPRIATE FOR YOUR ENVIRONMENT, IS ONLY GOOD IF IT OCCUPIES A CHILD THOROUGHLY AND A CHILD IS PRONE TO USE IT CORRECTLY.

TOYS THAT PROMOTE ANIMATED BEHAVIOR

Toys that encourage a child to move and be animated is destructive to your business process and possibly dangerous.



THE UBIQUITOUS BEAD MAZES

A common approach to accommodating children in waiting environments is providing very simple wire and bead mazes. We love their safety aspect, but they keep the child from the parent, promote competition with other children and often do not engage a child for long.



PRINTED MATERIALS FOR CHILDREN

Children's books may sound like a good way to keep a child distracted, but they are only effective for children that are intrinsically motivated to learn. Otherwise, a parent has to encourage and assist the use of these materials.

4. WHAT ARE THE BEST PRACTICES?

THE MOST RESPONSIBLE WAY TO ACCOMMODATE CHILDREN IN YOUR BUSINESS IS TO ADHERE TO THE EMERGING “BEST PRACTICES” STANDARDS.

CHILD SAFETY

- Actively address the possibility of choking hazards by inspecting your toy collection for small parts, broken pieces, and left-behind trash, eliminate these dangerous items.
- Be certain that none of the items provided for children have been recalled by the product safety commission.
- Keep documentation of your efforts to show diligence in the unfortunate event of a liability or negligence claim.
- Maintain direct line-of-sight between a parent and their child whenever possible.

TOY CLEANLINESS

- Eliminate all soft toys, toys that get put in children’s mouths and any items that can not be thoroughly cleaned and disinfected.
- Provide a method for parents to clean toys and play area surfaces prior to each child’s use.
- Immediately remove and replace any item that has been contaminated with bodily fluids.

TOY EFFECTIVENESS

- Provide toys that initially attract children and keep them engaged for extended periods of time.
- Provide a sufficient quantity and variety of toys. Include duplicates of the most popular toys.
- Avoid items that are counterproductive to your goals, such as books or anything that requires a parent’s assistance.

5. THE NEGLIGENCE TEST?

DOES YOUR BUSINESS...

- Provide a collection of toys which contain objects that do not pass the 'choke-tube test'?
- Provide stuffed animals, cloth covered toys or fuzzy toys?
- Unknowingly provide toys that have been recalled?
- Unknowingly have toy safety hazards?
- Feature a play area that prevents direct supervision by a child's guardian?
- Lack a system for cleaning and documenting the items you make available for children?
- Rarely remove toys and objects left behind by others?
- Provide videos and games with inappropriate content?

**IF YOU ANSWERED YES TO ANY OF THESE QUESTIONS
You need to take action now.**

A SOCIETY FIXATED ON LITIGATION IS CALLING FOR A HIGHER STANDARD OF CHILD SAFETY AND DISEASE CONTROL IN SALES FLOOR AND WAITING ROOM ENVIRONMENTS.

A NEW STANDARD FOR TOYS IN BUSINESS ENVIRONMENTS

- ✓ Toys can be easily cleaned between each use.
- ✓ Toys are regularly cleaned, inspected, and replaced.
- ✓ Toys can be identified as a part of an exclusive set.
- ✓ Toys are portable, keeping children near their parents.

Is your business environment compliant with these risk-reducing best practices?

**THE PURPOSE OF THIS BOOKLET IS TO PROVIDE USEFUL
INFORMATION FOR BUSINESS OWNERS AND MANAGERS
ON HOW TO BEST ACCOMMODATE CHILDREN.**

The authors wish you the best in your pursuit of exceptional customer service and sales success.



**REALIZE THE POWER OF
“*MAKING ANGELS EVERYDAY*”**

At **Good Clean Fun LLC**, we are dedicated to helping businesses cope with the challenges that arise from customers with children.

WE WELCOME YOUR QUESTIONS AND COMMENTS

**REPRINTS AVAILABLE FROM GOOD CLEAN FUN LLC
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Do children distract your staff and other customers, but their parents won't keep them under control? Read page 4, where you'll learn about a concept called the **Parent/Customer Dynamic** (a tug-o-war for a parent's attention).

THIS HANDBOOK EXPLAINS THE CHALLENGES OF CONDUCTING BUSINESS IN THE PRESENCE OF CHILDREN AND HOW YOU CAN RESPONSIBLY ACCOMMODATE THEM TO ACHIEVE YOUR BUSINESS GOALS.

“IT’S ABOUT TIME!”

A ‘BEST PRACTICES’ STANDARD HAS BEEN ESTABLISHED FOR THE SAFE AND EFFECTIVE MANAGEMENT OF CHILDREN IN BUSINESS ENVIRONMENTS.

If you don't want to follow these steps on your own? Get the safest, most effective program for managing families in your business with our revolutionary service.



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