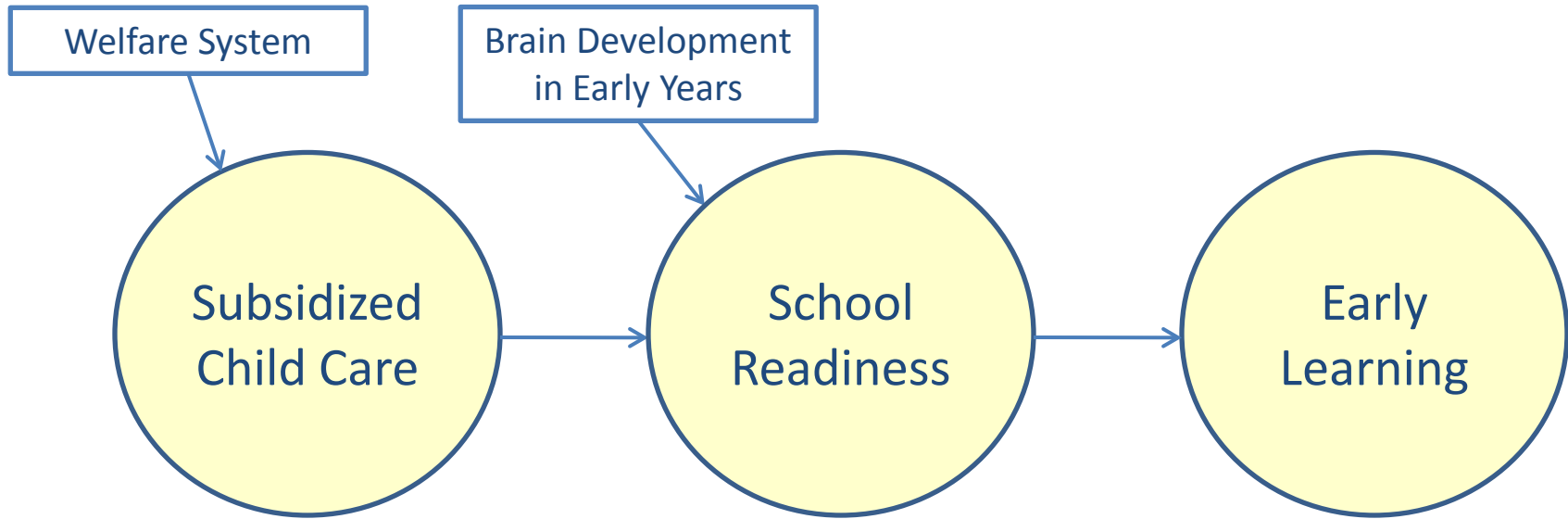


# SHIFT IN LANGUAGE



## Focus

- Focus on the parent
- public assistance
- Evolution from welfare system

- Focus on the child
- Emphasis on cognitive development

- Focus on the whole child
- Stronger emphasis on health, safety & psychology

## Expectations for Care

- Baby sitting

- Learning

- Whole child development