



Inside ACA — April 2009

Learning Resources

ACA Bookstore: Featured Products and Resources

Stock up now on resources for staff training, including forms and tools for parent-packets and more by visiting www.ACAbookstore.org.

The **forms you need** are available in packages of 100 and include:

- Camper Health History
- Camp Health Record Card
- Camper Health-Care Recommendations by Licensed Medical Personnel
- Camp Staff Application
- Voluntary Disclosure Statement
- Accident Incident Report Form

The Must Have for **Parents and Campers**

To address, order the [Secrets of Summer Camp Success](#), DVD, Chris Thurber, ACA, \$9.95 Everything new campers need to know before they go. Watch this one together, as a family. This DVD helps to make camp more fun than you ever thought possible! CD: Essential guidance for parents to support their child at camp. Advice to parents by parents. Moms and dads, listen to this one in the car, after opening day drop-off. Bulk discounts available.



For every camp director's bookshelf, **we recommend:**

[Crisis Communications—Weathering the Storm: A Handbook for Camps and Other Youth Programs](#), Marla Coleman, Jessica Coleman, \$39.95

A crisis is an event that would detrimentally and significantly affect the health, safety, operation, reputation, and/or well-being of any individual in camp, the camp itself, or the surrounding community—and it requires immediate action. The key to managing a crisis is communication—in prevention, in response, and in recovery. A well-conceived crisis-response communications plan will ensure that everyone has the most up-to-date information to support the varied needs of campers, staff, families, and the larger community. Within *Crisis Communications—Weathering the Storm*, you will find resources to create your own customized crisis-response communications plan, as well as suggestions and templates for a complete crisis plan.



Our most effective **Staff Training** tools:

[Who Will Care When I'm Not There, Second Edition](#), DVD, Peg Smith, ACA, \$19.95

Use this emotionally charged video to impress upon your new staff the level of responsibility each member needs to feel. There is no greater responsibility a camp staff member could have than to take someone else's child by the hand and lead them safely through the camp experience. Children are irreplaceable. Make sure your staff fully understand and respect their responsibility. Part 1 offers a number of practices that can be undertaken by camp



staff to enhance the safety of those for whom they are most responsible—the campers. Part 2 details how the DVD that accompanies this guide can be used to increase the awareness of camp staff to relevant risk-management issues at camp.

[Camp Is For the Camper, A Counselor's Guide to Youth Development](#), *Connie Coutellier*, ACA, \$9.95

This time-tested book is designed to help assist camp counselors in working more effectively with their campers. The book covers many important topics for new and returning counselors. Chapters include: A Unique Opportunity (responsibility as a role model, camp as a positive force in youth development, arrival, the first day/night); Today's Campers (social trends, parent interaction, age and developmental characteristics); Working with Individual Campers (reinforcing positive behaviors, courtesies of group living, understanding behavior clues, homesickness, bed-wetting, ADD/ADHD); Working with Groups (setting the tone for group development, cycles of group activity planning, group building, inappropriate group behavior, peer pressure, etc.); and How to Measure Your Success. Consider the online course option and help your staff (and volunteers) start their training prior to arriving at camp. [Learn about the Online Course Option!](#)



[S'mores and Other Sticky Stuff—A Game for Training Camp Staff \(2nd Edition\)](#) \$79.95

S'mores and Other Sticky Stuff is an interactive game designed to identify sticky situations and staff responses, promote discussion about difficult issues, create teachable moments for staff training, illustrate interdependent problem-solving strategies that succeed, affirm each individual's role in the camp's risk management plan, and share the camp's culture.



S'mores' new format highlights all "core areas" of professional development for camp leadership. Newly revised to accommodate both small and large group participation (from 4 to 24), this staff orientation activity-in-a-box engages four critical audiences at once: directors, supervisors, counselors, and counselors in training. A re-designed board with multiple category approaches allows for the exchange of knowledge and information across the camp leadership structure.

Visit the [ACA Bookstore](#), provided through a publishing partnership with Healthy Learning.

ACA Webinars: Learn "Live" From the Experts! Sign Up Today!

ACA Webinar — Reducing Camp Injuries and Illness

This 90-minute session will focus on strategies and lessons learned from ACA's five-year Healthy Camp Study. Learn strategies to keep staff on the job and campers in program! This session is a must for directors and health staff and will be conducted by Linda Erceg, Association for Camp Nurses. [Participate LIVE on April 16.](#)



ACA Webinar — Helping Camps Reconnect Children with Nature

This 90-minute session will focus on ACA's new Affinity for Nature outcomes scale to document the emotional connection to nature made by your campers. This informative session helps show the value of nature-based programs at your camp. This Webinar is generously supported by the Lilly Endowment Inc. The session is conducted by Barry Garst, ACA director of development and research application. [Participate LIVE on May 14.](#)



Prove it! Learn How to Measure the FUN at Your Camp

Add to your library with ACA's outcomes measurement must-have resources. Plan and implement a simple, effective evaluation process for your camp. Prove that campers learn, increase self-confidence, have fun, and make friends while at camp. Discover realistic, valid, and reliable results that will help you sell your camp story. Choose from these resources:

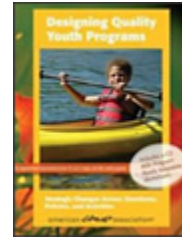
- [Creating Positive Youth Outcomes](#)

Includes how-to instructions and measurement scales you can use to increase positive youth outcomes in your camp. Evaluate current programs and target outcomes of your choice, help staff understand their role in achieving the youth outcomes your camp targets, and turn your targeted youth outcomes into a camp asset. [Order this book](#). [Register for this e-Institute course](#).



- [Designing Quality Youth Programs](#)

Includes how-to instructions plus appendices and CD-ROM with program-ready adaptable worksheets. Make your program a better this process is designed to be individualized to fit your mission and philosophy, to reflect input from your young people and staff, and to strategies that make sense for your program. [Order the book](#).



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[Register for the e-Institute course](#).

[Collection of ACA Youth Outcomes Measurement Tools](#)

If you're looking only for the instruments to measure youth outcomes, order these scales. Includes all the scales in *Creating Positive Youth Outcomes* plus the *Affinity for Nature* scale. [Order just the measurement tools](#).



[Affinity for Nature — Booklet and Tools](#)

A new outcome measure, *Affinity for Nature* measures the emotional connections youth (ten to seventeen years old) may make to nature as a result of your program. This statistically tested measure has short (five questions) and long (ten questions) versions.

Analysis templates are available for all versions for ease of data entry and statistical analysis. [Order this booklet and tools](#).



Reduce Nature-Deficit Disorder in Your Camp!

Do you recognize the health problems caused by youth who do not spend time outdoors? Are you able to talk to parents about the health benefits of camp?

Developed in partnership with the NRPA, Connecting Children with Nature, is a two-hour online course designed for educators and recreation professionals who work with youth on the root causes of and solutions to "nature-deficit disorder." The development of this course was generously supported by the Lilly Endowment Inc.

Upon completing this course, learners will be able to:

- Identify why children need to develop a stronger relationship with nature;
- Recognize the health problems caused by failure to spend time outdoors;
- Discuss how we as a society arrived at this problem;
- Describe the health benefits of playing outside;
- Illustrate what different groups and organizations are doing to combat this situation;
- Explain how youth development professionals are working to foster future environmental stewards; and
- Identify resources and best practices for ways that professionals and citizens can get involved.

The first 35 people to sign up with ACA get access to the course for FREE! **Don't wait; call ACA at 800-428-2267.**

PR Press Box

Getting a Grip on Negative Spin

Perception is reality. As difficult as that may be to swallow, it's true. If someone feels that they have been wronged, or if they have a negative opinion of a situation, that is their reality. You can't change it . . . or can you?

Here is a "for instance," let's say that there is an article in your local paper that discusses the value of summer camp. The article is incredibly positive and highlights your camp. You are satisfied and send a link out to your parents, staff, etc. You want everyone to read this wonderful article, until the blog commentators on the online version of the article start to go negative. It starts with one comment about that person's bad experience with summer camp. The next person also comments about a bad summer camp experience and names your camp in their posting. The third comment gets fairly aggressive and uses terms like "careless" and "unsuitable." Suddenly, the positive article has turned into a negative nightmare. How can you respond? What can you say that doesn't sound defensive?

[Mark Collier](#), columnist for [MarketingProf.com](#), suggests that if you see negative comments, especially those based on inaccurate information, you should address them. Collier suggests that we follow these basic four steps:

1. **Respond** — If someone is leaving a negative comment, respond.
2. **Mind your Manners** — Remember to be polite. Maintaining a respectful and polite attitude will go a long way. A defensive or rude comment will only fuel the fire.
3. **Get it Right** — If their comments are based on wrong information, politely correct them.
4. **Encourage** — Thank them for their feedback, and encourage them to continue to provide more to you directly.

By following these basic steps, and keeping your cool, you may be able to stop the negativity. Remember, that comment postings also work in reverse. A positive comment is likely to fuel additional positive comments.

For more information or assistance with positive responses, or to serve as a member of the Media Resource Team, contact Dawn Swindle, public relations specialist, at 765-349-3317 or dswindle@ACAcamps.org.

Camp e-News: Keeping Parents Informed

[Camp e-News](#), ACA's parent newsletter, goes out four times each year to over two million parents across the country. With helpful articles and information, this tool informs parents about the importance of camp for every child. This is also one of the ways you can ask your national office to work for you.

If you have collected a list of e-mail addresses — from camp fairs, phone calls, or Web site requests — of parents requesting more information about the camp experience, we can add them to the *Camp e-News* mailing list.

Recently, the national office worked with the [ACA, New Jersey](#) to add e-mail addresses from recent camp fairs to the *Camp e-News* mailing list. An initial e-mail was sent to these parents thanking them for requesting more information, offering further assistance, letting them know who to contact for more information, and introducing *Camp e-News*. This worked out well for the local office, and we were able to add over 300 parents to the distribution list.

To add your parent e-mail addresses to the *Camp e-News* mailing list, or for more information, contact Dawn Swindle, public relations specialist, at 765-349-3317 or dswindle@ACAcamps.org.

Standards News

Online First Aid, CPR, and Aquatic Courses

At this time, the American Camp Association® (ACA) requires that any aquatic, first aid, and CPR certification must include, at minimum, 50 percent of course time to include in-person instruction, hands-on practice, and skills assessment under the direct supervision of a certified instructor from only specific organizations. It is acceptable to have a portion of the course be completed online (course readings, etc.).

For a list of organizations offering courses that have been reviewed and are acceptable to meet ACA Standards in Aquatics and First Aid, visit: www.acacamps.org/accreditation/hyes.php and choose the appropriate area for the Activity Certification "box." These sites are reviewed and updated on a routine basis.

ACA-Accredited® Camp Certificates

ACA-accredited camp certificates were all mailed to current ACA-accredited camps by early March. This certificate indicates your 2009 accreditation based on your most recent visit. These certificates are mailed camps on an annual basis. If you have not received your certificate or something is incorrect, please contact Andrea at astearly@ACAcamps.org.

ACA-Accredited Camp Logo Signs

All camps that were re-accredited or newly accredited in 2008 should have received a new, metal ACA-accredited camp logo sign. These signs are larger and more sturdy than the previous signs and are appropriate to place at your camp entrance, by the entrance to your camp office, etc. Additional logo signs are available for purchase for a cost of \$25.00, which includes shipping. Please contact Nina at npierson@ACAcamps.org or call 800-428-2267.

ACA Health Forms

As summer quickly approaches, many camps continue to ask about the ACA Health Forms. Below are a few reminders and key points:

- ACA provides the health forms and templates as a member service. A camp is NOT required to use these or any other specific form.
- A variety of forms for use by camps are [available online](#). These forms are made available to ACA members as a member benefit and can be downloaded from this site at no charge.
- Many of the forms are customizable for your camp (you can place your camp logo and address in specifically designated "boxes"). The customizable forms include *Staff Health History*, *Medical Recommendation for Camp Employees*, and other useful health-related forms.
- Used together for overnight camps, the *Camper Health History Form One* (four-page form completed by parent/guardian) and the *Camper Health Care Recommendation Form Two* (one-page form completed by physician) replace the old "green form," which will NOT be updated/revised.
- Day camps can use the *Camper Health History* alone in order to meet the ACA Standards.

The *Camper Health History Form* and the *Camper Health Care Recommendation Form*, along with a variety of other forms are also available for purchase in 100-count packs through the [ACA Bookstore](#). These two forms may also be posted on your camp's Web site. Visit www.ACAcamps.org/members/healthforms for details.

Accreditation and the ANNUAL Statement of Compliance

Notices will be sent to ACA Primary Contacts of current ACA-accredited camps reminding them to submit their 2009 Statement of Compliance. It is requested this [statement be completed electronically](#) and be submitted no later than May 1, 2009. Annual submission of the Statement of Compliance confirms a camp's

compliance with applicable laws and codes and with ACA standards and ethics throughout the entire year and is a required part of the accreditation process.

Accreditation applies to all camp programs and services offered under the same camp name throughout the year, except single-day events.

Association News

Order Extra Copies of the May/June Staff Training Issue of *Camping Magazine*, While they Last!

The ever-popular staff training edition of *Camping Magazine* is now available. [Order a copy for each of your staff members](#). Only in limited supply – available on a first-come, first-serve basis.

2008 ACA Annual Report Available Online

The ACA annual report is now available online. [Click here to review](#). The 2008 Report was generously sponsored by Lilly Endowment Inc.

Membership Discounts Now! Make Each Staff Member an ACA Member!

Save up to \$1,250 now and have all this, too:

- Make all your staff ACA members.
- Increase professionalism of your staff.
- Retain staff from last year.
- Offer a bonus to staff even before the season begins.

Purchase by May 15, 2009, and receive these discounts.

Regular Membership Discount Special Offer

- Give 5 or more *new individual camp staff memberships* at \$75 each! (These memberships are regularly \$200 each. You save \$625.)

Student Membership Special Offer

- Give 10 *new student memberships* at \$30 each! (These memberships are regularly \$35 each. You **save \$50.**)
- Give 20 *new student memberships* at \$25 each! (These memberships are regularly \$35. You **save \$200.**)
- Give 50 *new student memberships* at \$10 each! (These memberships are regularly \$35. You **save \$1,250.**)

Membership Benefits

- All memberships are effective for one year after date of purchase.
- Student members receive all ACA publications (e.g., *Camping Magazine* and *The CampLine*) electronically.
- Individual members may opt to receive print or electronic versions of ACA publications (*Camping Magazine* and *The CampLine*). Please indicate "print" or "electronic" for each person on your list.
- All members receive discounts on books and DVDs, discounts on e-Institute courses, Webinars, and other educational events, and access to current research and networking opportunities including the Camp Directors Discussion Group. Students also receive FREE registration to the ACA National Conference in Denver (February 2010)!

Show your staff that you believe in their future, and give them the opportunity to grow in our professional community.

For more information, contact the membership department at **800-428-2267**.

Need Staff? Check Out ACA's Staff Recruitment Solutions!

Year-Round Jobs at Camp

This e-mail listing of year-round jobs is distributed twice monthly to thousands of job seekers in the youth development and camp field. Currently, more than 27,500 year-round job seekers will see your ad in their inbox because they subscribed to this list. We also post each issue on ACA's Web site. [Place your ad today!](#)

Summer Jobs at Camp

This interactive online employment center allows you to post individual jobs, search resumes, and connect with job seekers directly. [Start looking for summer staff now!](#)

Community Service In Action

Help those in need and run a food drive at your camp this summer. Contact Nick Wilson, founder of Camps for a Cause — One Can! at wilson5567@yahoo.com to start planning your food drive now for this summer. The program, still in its infancy, ran a successful food drive program last summer through generous donations from camps including ACA-Accredited® camps, Concord Academy Summer Camp, Fenn Summer Camp, and Camp Sewataro. Plans are in place to enlist many more camps to participate in this worthy cause for the 2009 summer.

"We ask directors to run anywhere from a one-week to eight-week food drive to assist a food bank of their choice," explained Wilson. "Many food bank operators will tell you that the summer months are some of the hardest. My hope is that camp directors will recognize this need and do a small part to help out."

Business Resources

Need Camp Products/Services?

Find resources for your camp from action games to yurts through [ACA's Online Buyers Guide](#). This guide lists ACA Business Affiliates who know and understand the camp industry. Shop with those that are displaying the ACA Business Affiliate logo — these businesses are helping to support your camp through your local ACA office.



Check Out New Camp Products!

Visit [ACA's New Product page](#) for new product listings from ACA Business Affiliates.

Consorta

With camps keeping a close eye on their bottom line more than ever this year, ACA would like to remind you of the ACA Group Purchasing Program that will save your camp money. This program has special contracts negotiated just for you with Fedex, SYSCO, Gordon Foods, Sherwin Williams, Home Depot Supply, Ecolab, and hundreds of other companies. Never before have camps had this buying power. The program is an exclusive benefit to ACA-accredited and affiliate camps. Learn more at www.ACAcamps.org/partners/consorta.php.

"We have been delighted with the Consorta Program! We have saved a significant amount (20% or more) on our food purchases from SYSCO! As a nonprofit in a tightening economy, Consorta was just what we needed to make our dollar go farther! We are grateful to ACA for offering such a valuable resource. It has

more than paid for our ACA Membership!"
Dan Mathews, M.Ed., CTRS, *Camp Director*

FREE ACA Group Purchasing Program Registration

Register today! [Request Passkey for PurchasingPoint Web Portal](#).

Questions? Contact [Kim Bruno](#), 765-349-3309 or [Paula McCarns](#), 765-349-3319.

Weekly Reader Survey: Free Summer Camp Programming

It's time to play, learn, and have fun with your campers! Starting this summer, your camp will receive **FREE** Weekly Reader (WRCP)-sponsored materials. As with all WRCP programs, custom summer program materials will be fun, exciting, educational, and of interest to the youth market. They will include:



- Sporting Events
- Contests
- Character-Building
- Leadership and Teamwork Exercises
- Rainy Day Activity Programs
- Water Safety
- Craft Materials
- Diaries
- Clothing
- And more...



In order for Weekly Reader to provide your camp with valuable educational programs and activities, we are asking you to [complete a short survey](#). It will take no more than 2-3 minutes. This information will be used to contact appropriate sponsors for great programs and free materials for your camp and campers.

[Take the survey](#).

ACA is pleased to provide this value-added benefit for camps. For more information regarding this program, contact Kim Bruno (kbruno@ACAcamps.org or 765-349-3309).

ACA Business Affiliate Celebrates 50 Years of Business

R.J. Thomas Mfg. Co. was founded in 1959 by R.J. and Doris Thomas. The company designs the Pilot Rock product line. To find out more about this Business Affiliate, visit www.ACAcamps.org/vendors.

Welcome New Business Affiliates

[New ACA Business Affiliates](#) continue to expand opportunities for business development for your camp. Increasing numbers of Business Affiliates means additional value-added resources and savings for you.

Green Resources

Leave No Trace Sponsors Grants for Culturally Diverse Communities

The Leave No Trace Center for Outdoor Ethics announces the 2009 Connect Grants program for culturally diverse communities. Application deadlines are April 15 and August 15.

Connect Grants provide direct support and training for organizations and people that serve culturally diverse communities. The primary goals are to increase the cadre of culturally diverse Leave No Trace educators, provide education for organizations serving Latino, African American, Native American, Asian as well as

other communities, and provide broader Leave No Trace opportunities for youths not served before by these programs.

For more information, visit www.lnt.org/programs/grants.php.

National Environmental Education Week

Register your camp for National EE Week, April 12-18, 2009, by visiting www.eeweek.org/register. The week is sponsored by the National Environmental Education Foundation in cooperation with thousands of schools, environmental education organizations, education associations, and state and federal agencies. The week's activities are designed to teach youth about the importance of caring for our natural environment.