

# **Telephone Survey of Cradle Roll Program Helps Users and Non-Users**

**A Research Report Ordered by  
Noelene Johnsson, Children's Ministries Director,  
North American Division  
of Seventh-day Adventists**

**Conducted by the Church Resource Center  
of the Pacific Union Conference**

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Conducted by the Church Resource Center  
of the Pacific Union Conference  
Report Prepared by José Chavanz Q.  
Associate in Church Resource Center and Survey Coordinator

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# Executive Summary

## **Background**

In the spring of 1994, Noelene Johnsson, Children's Ministries Director of the North American Division, asked the Church Resource Center of the Pacific Union Conference of Seventh-day Adventists to conduct a telephone survey of the Cradle Roll leaders or teachers. Her purpose was to gather information that would allow her to improve the publication according to the desire of the users.

## **Sampling Design**

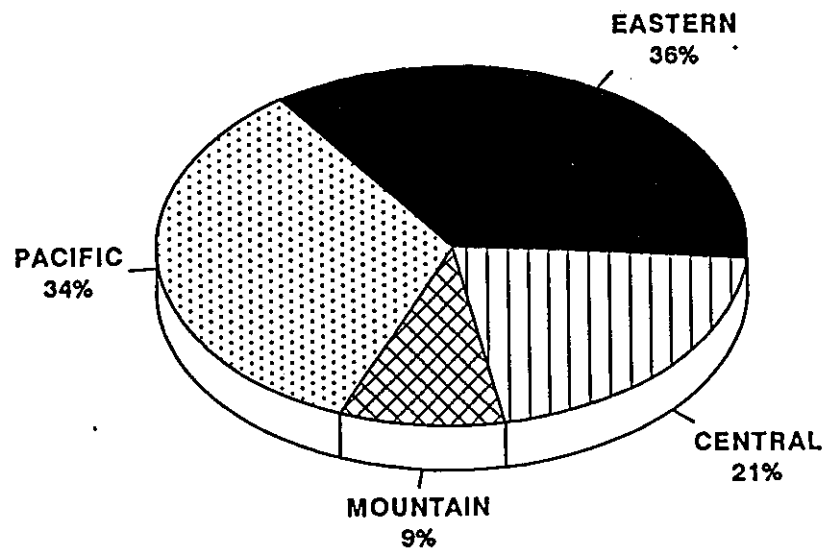
In order to select the sample the Church Resource Center of the Pacific Union Conference randomly selected, from a list of churches provided by the NAD Distribution Center, 1,070 churches of nearly 4,000 church addresses. A letter and a form were sent, (See Appendix #1) to 1,070 church clerks of the churches selected to get the telephone numbers and names of the Cradle Roll teachers. Seventy-five of these letters were never delivered because the address was no longer current and the material could not be forwarded. This reduced the base to 995. Of these, 359 forms were returned—an amazing response rate of 36%. Of the 359 forms returned, 21 churches reported not having Cradle Roll Departments (churches of senior citizens), 38 forms arrived late and couldn't be included. The remaining 300 were used as a pool by the callers to get the information.

## **Instrumentation**

Two questionnaires were prepared—one for the users of the quarterly and the second for non-users. See questionnaires on pages 11 to 18.

**Data Collection**

During the month of June 1994, two callers reached 200 names of the pool of 300 and did the phone interviewing. Of the 200 interviewed, 85 Cradle Roll teachers used the quarterly and 115 did not.

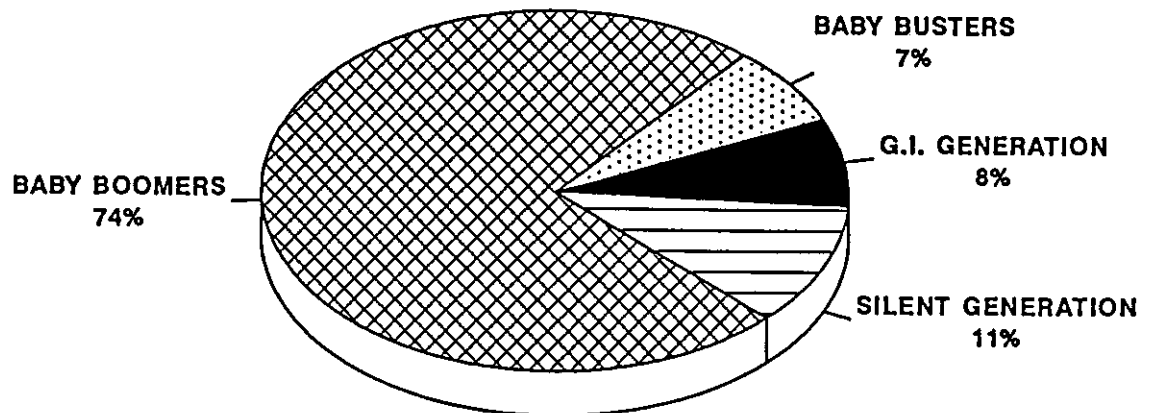
**Respondents Origin According To the Four USA Time Zones****Data Processing**

The 200 questionnaires filled out by the respondents were entered into the computer program SPSS. Frequencies for each one of the questions of the two questionnaires were prepared. Also we produced cross-tabulations for church attendance, race and age.

# Key Findings

## Cradle Roll Program Helps Users

The Baby Boomers make up an overwhelming majority of teachers. Three in four of the Cradle Roll teachers are Baby Boomers. The Silent Generation doesn't even come close: only 11%. The senior citizens are only 8%. Even fewer are the Baby Busters at 7%.

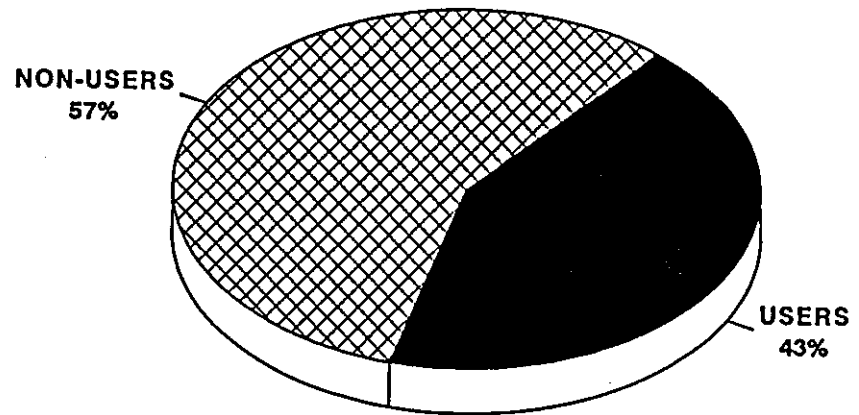


Four generations of Americans make up the demographic and cultural dynamics of the nation today:

- GI Generation—Born in 1929 and before. Senior citizens are 65 years of age and over.
- Silent Generation—Born from 1930 to 1945. They are now 49 to 64 years of age.
- Baby Boom Generation—Born from 1946 to 1964. They are now 30 to 48 years of age.
- Baby Bust Generation—Born from 1965 to 1981. They are now 13 to 29 years of age.

## Cradle Roll Program Helps Survey

A little less than half (43%) use the Cradle Roll Program Helps. Fifty-seven percent do not use it.



The majority of the teachers (70.6%) have been receiving the Cradle Roll Program Helps (CRPH) for one or two years.

Less than half of the teachers (47.4%) have in the past used the old North American Division Helps.

The CRPH is reaching all (100%) the users on time.

The churches are paying for all (100%) the CRPH used.

More than half (59.5%) of the teachers use the CRPH in all four quarters.

One-third (36.9%) of the teachers base 50 to 75% of their programs on the material provided by CRPH.

Eight in ten of the teachers (82.1%) are saying that the CRPH provides more than enough suggestions to fill the Sabbath School time.

When the question was asked, "Do you need more than two different themes per quarter?" the majority was clear; 82.4% said "no." When respondents were asked how often new theme programs should be provided, 40.5% said every quarter, and 41.6% said once or twice a year.

## Cradle Roll Program Helps Survey

More than three-fourths of the respondents (69.5%) think that the advertisements are helpful to them.

A quarter of the Baby Boomers (29%) would like to discontinue the section "Pre-session."

A quarter of the Silent Generation (22.2%) would like to discontinue the Special Celebration section.

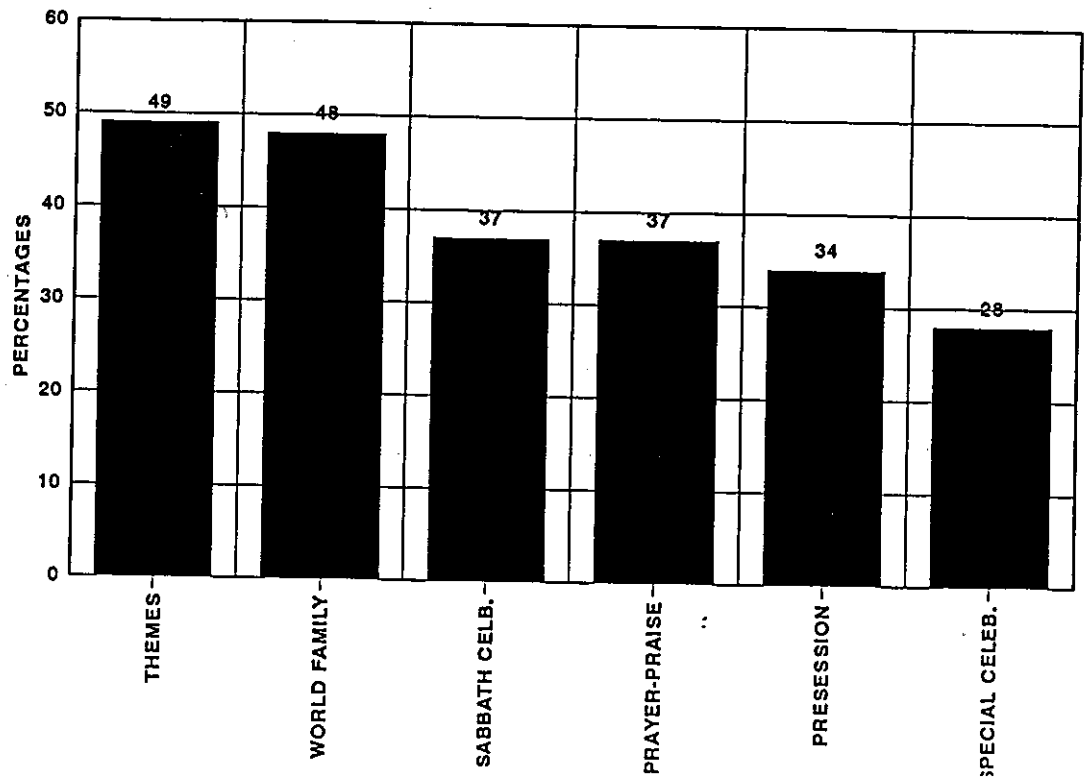
A large percentage of those Baby Boomer and Silent Generation teachers are using *other* materials. Please see list of the materials they use in the section "Open-Ended Questions" on pages 28-30.

Nearly half of the Baby Boomers (45.2%) would like to receive new programs once or twice a year.

More than three-fourths (76.2%) change the Sabbath morning program once per quarter.

The percentage of Baby Boomers in need of more programming ideas is higher—from 2 to 20 points in five of the six sections asked in the survey.

### Sections in Which the C.R.P.H. Users Need More Programming Ideas



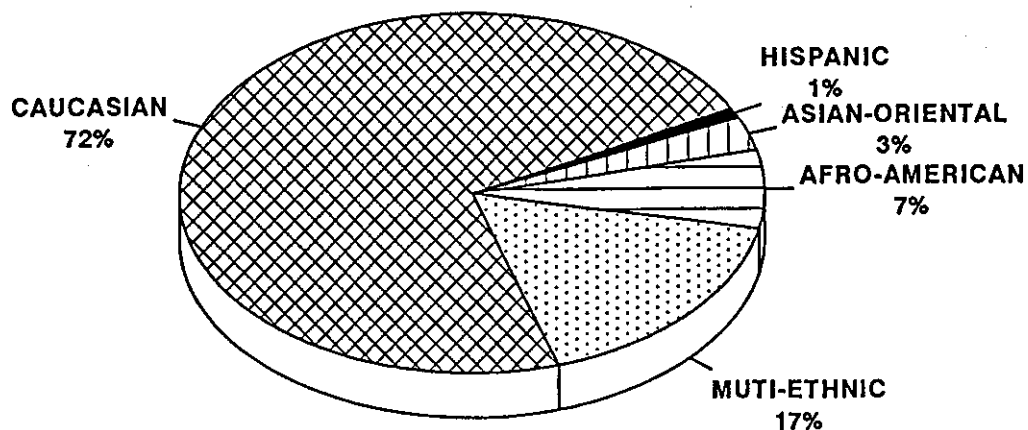


## Cradle Roll Program Helps Survey

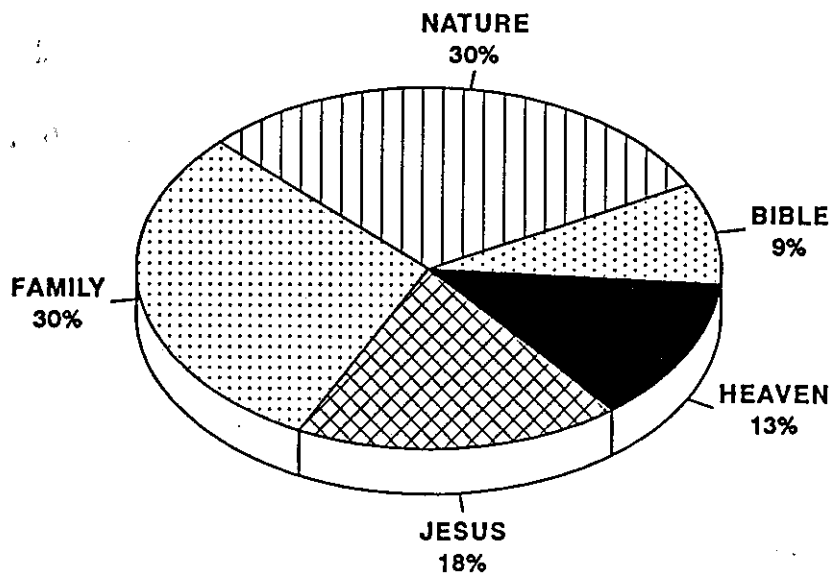
The percentage of Silent Generation teachers (67.7%) is 27% higher than the percentage of Baby Boomers (40.3%) who think that they receive more than enough material at the present time.

More than one-third (38.1%) of the teachers would like to continue a one-year cycle with three or four items rewritten every year.

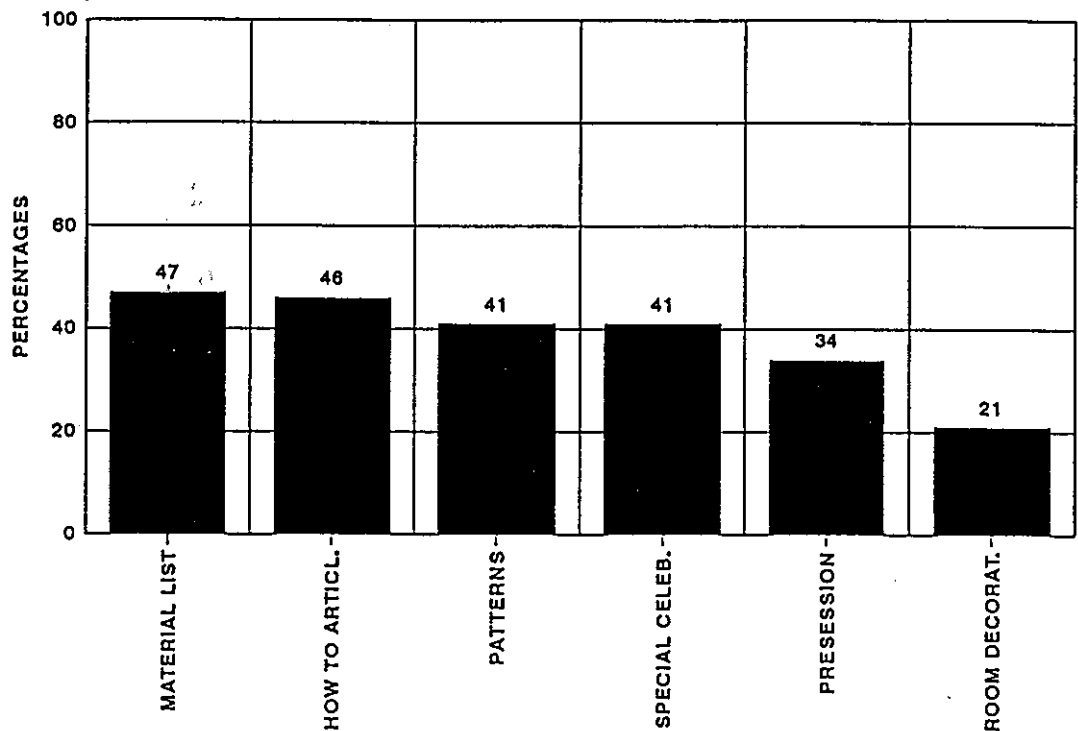
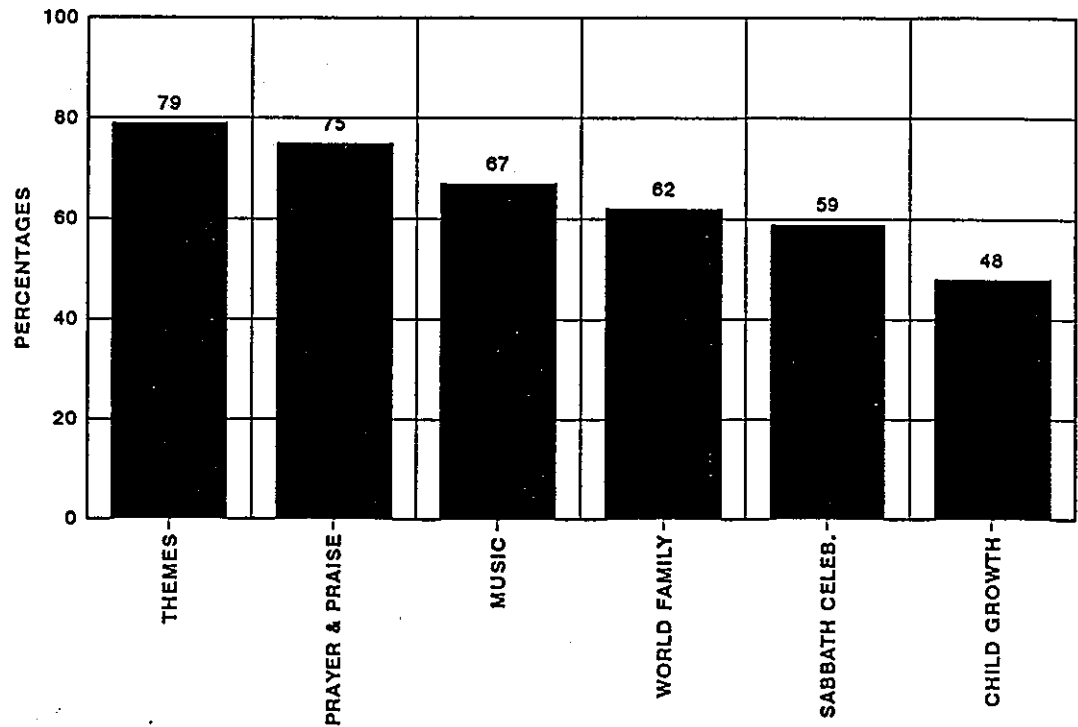
The predominant ethnic identification of the participant churches was Caucasian.



The five main topics given by the respondents to the suggestion: "Name two topics that you would like to see a theme program built around."



## Percentage of C.R.P.H. Users Who Find "Quite and Very" Valuable the Main Sections



## Non-Users and What They Used Instead

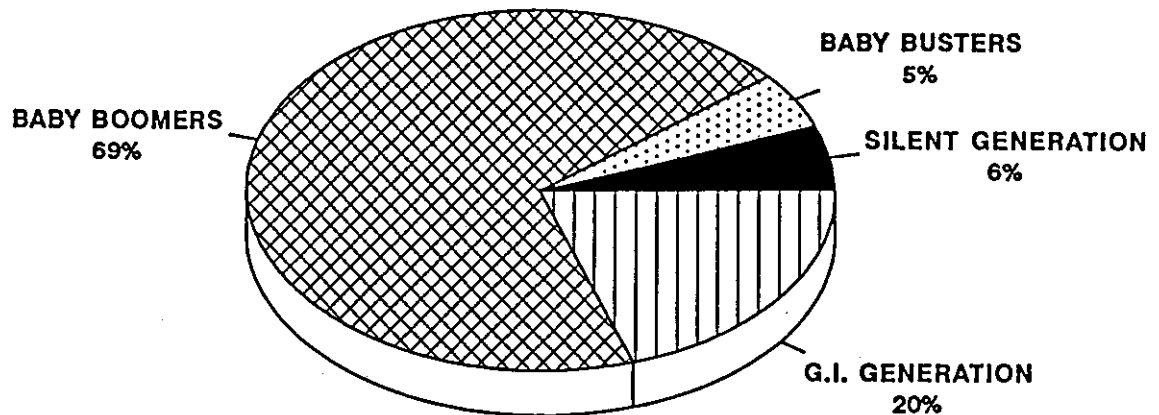
More than half (55.1 %) of the non-users would like to order a subscription to the CRPH.

Nearly half (44.9%) of the non-users prefer to continue this way.

Six out of every ten teachers and non-users of the CRPH believe that the church will pay for their subscription.

Only 8% of the non-users would be willing to pay for a subscription of the CRPH.

Again, among the non-users of the CRPH, the majority are Baby Boomers (69%), followed by the Silent Generation (20%), then the senior citizens (6.2%) and the Baby Busters come last (5%)



A very large majority (73.9%) of the Silent Generation teachers were aware of the publication CRPH and did not order it.

A little over half (58.4%) of the Baby Boomers were aware of the publication CRPH and did not order it.

More than half (59.6%) of the teachers knew that the North American Division publishes the Cradle Roll Program Helps and yet do not use them. See reasons why in the section "Open-Ended Questions" on pages 19-32.

Nearly half of the teachers (45.9%) are using helps from other Adventist and non-Adventist producers.

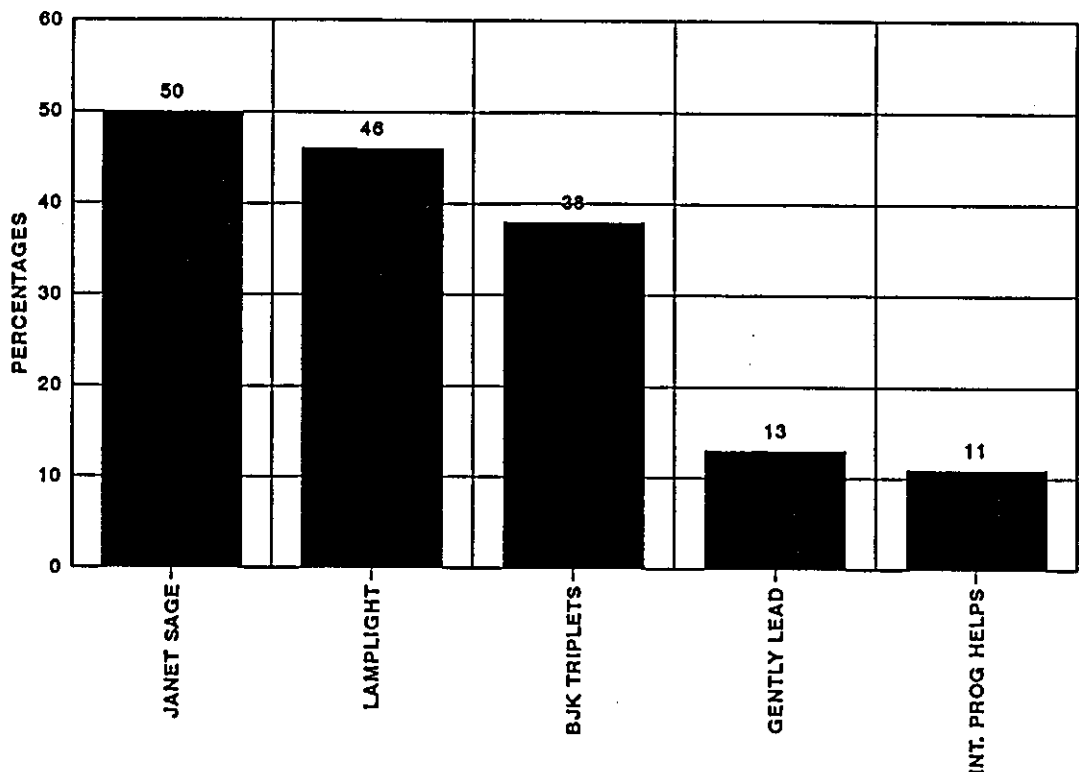
More than three-quarters (76.5%) of the teachers who did not use the CRPH prepare their own materials.

Less than a quarter (21.7%) are still using the old North American Division material that was a set of five books.

The favorite materials used by the Silent Generation (77.8%) in addition to the CRPH quarterly is the Janet Sage curriculum

More than half of the Baby Boomers (58.4 %) who don't use the CRPH quarterly use mainly the Janet Sage materials to teach their classes. In second place is use of the Lamplight, and in third place is the BJK Triplets materials.

## The Top Five Materials That the C.R.P.H. Teachers Use Instead



**INSTRUMENTS  
AND  
TOTAL RESPONSES**

SCRIPT FOR TELEPHONE SURVEY  
OF CRADLE ROLL PROGRAM HELP USERS  
North American Division of SDA  
Questionnaire #1

Dear Caller:

As soon as you have the right person on the telephone line, tell her: HELLO, MY NAME IS \_\_\_\_\_  
AND I AM HELPING THE NORTH AMERICAN DIVISION TO CONDUCT A TELEPHONE SURVEY  
OF THE TEACHERS OF THE CRADLE ROLL SABBATH SCHOOL DEPARTMENT. CAN YOU TAKE  
A FEW MINUTES TO ANSWER A FEW QUESTIONS RIGHT NOW? If he or she says "yes" then proceed.  
DO YOU RECEIVE THE CRADLE ROLL PROGRAM HELPS? If the respondent answers "yes" then ask,  
"DO YOU RECALL IF THERE IS A LINE DRAWN PICTURE OF CHILDREN ON THE COVER, OR IS  
THERE A PHOTOGRAPH? \* Caller: If the respondent is positive on the line draw picture, then ask, "DO  
YOU USE IT?" If the answer is "yes" use the long questionnaire #1. If the is "no" switch to the short  
questionnaire #2.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Church: \_\_\_\_\_

Conference: \_\_\_\_\_

Date: \_\_\_\_\_

Final Disposition of This Name:

- Interview completed.
- No answer after several attempts.
- Phone disconnected.
- Unknown at this phone number.
- Interview refused.
- Interview stopped before it could be completed.
- \_\_\_\_\_

**SURVEY OF CRADLE ROLL PROGRAM HELP USERS**  
North American Division

①. How long have you been receiving the Cradle Roll Program Helps? (Circle only one response)

- |                              |                    |                                   |
|------------------------------|--------------------|-----------------------------------|
| 1. Less than 1 year<br>12.9% | 2. 1 Year<br>16.5% | 3. Between 1 and 2 years<br>70.6% |
|------------------------------|--------------------|-----------------------------------|

②. Before receiving the Cradle Roll Program Helps did you receive the old North American Division Program Helps that was a set of five books? (Circle only one response)

- |                 |                |
|-----------------|----------------|
| 1. Yes<br>47.4% | 2. No<br>52.6% |
|-----------------|----------------|

③. When do you usually receive your copy of the Cradle Roll Program Helps? (Circle only one response)

- |                                             |       |
|---------------------------------------------|-------|
| 1. More than 2 weeks before the new quarter | 66.3% |
| 2. 1 to 2 weeks before the new quarter      | 32.5% |
| 3. Less than 1 week before the new quarter  | 1.2%  |
| 4. After the quarter began                  |       |

④. Who is paying for the Cradle Roll Program Helps? (Circle only one response)

- |                         |      |
|-------------------------|------|
| 1. I personally pay     |      |
| 2. The church is paying | 100% |

⑤. During 1993, in how many quarters did you use the Cradle Roll Program Helps? (Circle only one response)

- |                        |       |
|------------------------|-------|
| 1. Used for 1 quarter  | 9.5%  |
| 2. Used for 2 quarters | 16.7% |
| 3. Used for 3 quarters | 6.0%  |
| 4. Used all 4 quarters | 59.5% |
| 5. Never used them     | 8.3%  |

⑥. When you plan your program, on what percentage of the Cradle Roll Program Helps is your program based? (Circle only one response)

- |                                                             |       |
|-------------------------------------------------------------|-------|
| 1. More than 75% of your program based on the program helps | 14.3% |
| 2. 50% to 75% of your program based on the program helps    | 36.9% |
| 3. 25% to 49% of your program based on the program helps    | 25.0% |
| 4. 5% to 24% of your program based on the program helps     | 23.8% |

Q 7. Caller: Tell the respondent....Next, I will read a list of sections given in the program helps, and ask you to rate each section. Please give a number on a scale of 1-5 following this criteria:

- 1. Not familiar with this section
- 2. Not helpful, could be dropped
- 3. Has some value occasionally
- 4. Quite valuable, keep about the same level
- 5. Very valuable

			<u>Addition of 4 and 5</u>
7...	1 2 3 4 5	A. Material List	47%
8...	1 2 3 4 5	B. How-To Articles	46%
9...	1 2 3 4 5	C. Room Decorations	21%
10...	1 2 3 4 5	D. Presession	34%
11...	1 2 3 4 5	E. Sabbath Celebration	59%
12...	1 2 3 4 5	F. Prayer and Praise	75%
13...	1 2 3 4 5	G. Special Celebrations	41%
14...	1 2 3 4 5	H. World Family	62%
15...	1 2 3 4 5	I. Themes	79%
16...	1 2 3 4 5	J. Patterns	41%
17...	1 2 3 4 5	K. Child Growth and Development Articles	48%
18...	1 2 3 4 5	L. Music	67%

Q 8. In which of the six sections do you need more programming ideas? \* Caller: Put 1 if he/she mentions the sections below, and 0 if he/she doesn't.

<u>34%</u>	A. Presession	22...	<u>48%</u>	D. World Family
<u>37%</u>	B. Sabbath Celebration	23...	<u>28%</u>	E. Special Celebration
<u>35%</u>	C. Prayer and Praise	24...	<u>49%</u>	F. Themes

Q 9. Do the Cradle Roll Program Helps provide enough suggestions to fill the Sabbath School time? (Circle only one response)

- 1. Not enough  
17.9%
- 2. About enough  
39.2%
- 3. More than enough  
42.9%



Q 10. How often do you change your Sabbath morning program? (Circle only one response)

- |       |                        |                         |                              |
|-------|------------------------|-------------------------|------------------------------|
| 26... | 1. Once p/qtr<br>76.2% | 2. Twice p/qtr<br>15.5% | 3. Three times p/qtr<br>8.3% |
|-------|------------------------|-------------------------|------------------------------|

Q 11. The current program helps offer two different themes every quarter (eight per year.) This is a one-year cycle repeated every year. How often do you want themes changed? (Choose one)

- |       |                                                                               |       |
|-------|-------------------------------------------------------------------------------|-------|
| 27... | 1. Continue a one-year cycle, with one or two themes rewritten every year.    | 35.7% |
|       | 2. Continue a one-year cycle, with three or four themes rewritten every year. | 38.1% |
|       | 3. Provide a two-year cycle, with no themes changed for two years.            | 26.2% |

Q 12. Do you need more than two different themes offered per quarter?

- |       |                 |                |
|-------|-----------------|----------------|
| 28... | 1. Yes<br>17.6% | 2. No<br>82.4% |
|-------|-----------------|----------------|

Q 13. What part of the program, if any, do you think we should discontinue? \* Caller: Put 1 if he/she mentions any of those below, and 0 if he/she doesn't.

- |       |                                  |       |                                    |
|-------|----------------------------------|-------|------------------------------------|
| 29... | <u>29%</u> A. Pre-session        | 32... | <u>8%</u> D. World Family          |
| 30... | <u>6%</u> B. Sabbath Celebration | 33... | <u>17%</u> E. Special Celebrations |
| 31... | <u>--</u> C. Prayer and Praise   | 34... | <u>--</u> F. Themes                |

Q 14. How often do you want us to provide brand new theme programs? (Circle only one response)

- |       |                           |                                       |                                  |
|-------|---------------------------|---------------------------------------|----------------------------------|
| 35... | 1. Every quarter<br>40.5% | 2. Two or three times a year<br>17.9% | 3. Once or twice a year<br>41.6% |
|-------|---------------------------|---------------------------------------|----------------------------------|

Q 15. Are the advertisements that we put in the Cradle Roll Program Helps useful and helpful to you? (Circle only one response)

- |       |                 |                |
|-------|-----------------|----------------|
| 36... | 1. Yes<br>69.5% | 2. No<br>30.5% |
|-------|-----------------|----------------|

Q 16. What is the approximate attendance of your church? (Circle only one response)

- |       |                     |                    |
|-------|---------------------|--------------------|
| 37... | 1. 1-100<br>48.2%   | 3. 301-700<br>7.1% |
|       | 2. 101-300<br>37.6% | 4. 700+<br>7.1%    |

Q 17. What is the predominant ethnic or cultural identification of your church? (Circle only one response)

- |       |                                        |       |
|-------|----------------------------------------|-------|
| 38... | 1. Asian, Oriental or Pacific Islander | 2.4%  |
|       | 2. Black, Afro-American                | 7.1%  |
|       | 3. Caucasian                           | 71.7% |
|       | 4. Hispanic                            | 1.2%  |
|       | 5. Multi-ethnic                        | 16.4% |
|       | 6. Other                               | 1.2%  |

Q 18. What year were you born? 19\_\_ 29 and Under 7.1%  
 39... 30 to 48 73.8%  
 49 to 64 10.7%  
 65+ 8.4%

Q 19. Are you using Helps from other Adventist or non-Adventist producers? (Circle only one response)

40... 1. Yes 2. No  
 45.9% 54.1%

Q 20. Please indicate if you are using the following:

\* Caller: Put 1 if he/she mentions the helps listed below, and 0 if he/she doesn't. If he/she mentions names that are not on the list you can write them on the two blank lines below.

- 41... 38% A. BJK Triplets
- 42... 15% B. International Program Helps (General Conference)
- 43... 11% C. Gently Lead Them (3-set loose leaf)
- 44... 51% D. Janet Sage
- 45... 6% E. Gospel Light
- 46... 9% F. Scripture Press
- 47... 19% G. Standard
- 48... 1% H. Group
- 49... 34% I. Lamplight
- 50... 13% J. Other (Caller: write the name of any other material below)

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Q 21. What do you admire in other program helps that you would like to see in ours?

---

Q 22. What new section, if any, do you wish that we would add to the program? Be specific.

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Q 23. Name two topics that you would like to see a theme program built around.

---



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Q 24. If you could change something in the Cradle Roll Program Helps, what would it be?

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**SCRIPT FOR TELEPHONE SURVEY  
OF CRADLE ROLL PROGRAM HELP USERS  
North American Division of SDA  
Questionnaire #2**

Dear Caller:

As soon as you have the right person on the telephone line, tell her: HELLO, MY NAME IS \_\_\_\_\_  
AND I AM HELPING THE NORTH AMERICAN DIVISION TO CONDUCT A TELEPHONE SURVEY  
OF THE TEACHERS OF THE CRADLE ROLL SABBATH SCHOOL DEPARTMENT. CAN YOU TAKE  
A FEW MINUTES TO ANSWER A FEW QUESTIONS RIGHT NOW? If he or she says "yes" then proceed.  
DO YOU RECEIVE THE CRADLE ROLL PROGRAM HELPS? If the respondent answers "yes" then ask,  
DO YOU RECALL IF THERE IS A LINE DRAWN PICTURE OF CHILDREN ON THE COVER, OR IS  
THERE A PHOTOGRAPH? \* Caller: If the respondent is positive on the line draw picture, then ask, "DO  
YOU USE IT?" If the answer is "yes" use the long questionnaire #1. If the answer is "no" switch to the short  
questionnaire #2.

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Church: \_\_\_\_\_

Conference: \_\_\_\_\_

Date: \_\_\_\_\_

Final Disposition of This Name:

- Interview completed.
- No answer after several attempts.
- Phone disconnected.
- Unknown at this phone number.
- Interview refused.
- Interview stopped before it could be completed.

ID: \_\_\_\_\_

SURVEY OF CRADLE ROLL PROGRAM HELP  
NOT USERS  
NORTH AMERICAN DIVISION

Q 1. Before our conversation today, did you know that the NAD publishes the Cradle Roll Program Helps? (Circle only one answer.)

	1. Yes	2. No
1...	59.6%	40.4%

Q 2. To plan your program, what materials do you use instead? (Check as many answers as given. Put "1" if affirmative and "0" if negative.)

2...	<u>76.5%</u>	A. You prepare your own material
3...	<u>21.7%</u>	B. You are still using the old NAD material that was a set of 5 books
4...	<u>80.0%</u>	C. You are using materials from other <u>SDA</u> or <u>Non-SDA</u> sources

\* Caller: Put "1" if he/she mentions the helps listed below, and "0" if he/she doesn't. If he/she mentions names that are not on the list, you can write them on the blank lines below.

5...	<u>38%</u>	A. BJK Triplets
6...	<u>11%</u>	B. International Program Helps (General Conference)
7...	<u>13%</u>	C. Gently Lead Them (3-set loose leaf)
8...	<u>50%</u>	D. Janet Sage
9...	<u>3%</u>	E. Gospel Light
10...	<u>9%</u>	F. Scripture Press
11...	<u>9%</u>	G. Standard
12...	<u>2%</u>	H. Group
13...	<u>46%</u>	I. Lamplight
14...	<u>40%</u>	J. Other

Q 3. Would you be interested in receiving an annual 4-issue subscription of the Cradle Roll Program Helps?

	1. Yes	2. No
15...	55.1%	44.9%

Caller, please tell the respondent: "The annual subscription for the Cradle Roll Program Help (4 issues) is \$15.64."

Q 4. Do you think your church would pay for the subscription?

	1. Yes	2. No	3. Don't know
16...	61.8%	10.0%	28.2%

Caller: Ask Q 5 only to those who answered "NO" to Q 4.



**OPEN-ENDED QUESTIONS**

Questionnaire #1	Pages
Q. 21 . . . . .	.20-21
Q. 22 . . . . .	.22-23
Q. 23 . . . . .	.24-25
Q. 26 . . . . .	.26-27
 Questionnaire #2	
Q. 2 . . . . .	.28-30
Q. 9 . . . . .	.31-32

QUESTIONNAIRE #1 -- CRADLE ROLL SURVEY

#1 (Q 21). WHAT DO YOU ADMIRE IN OTHER PROGRAM HELPS THAT YOU WOULD LIKE TO SEE IN OURS?

	Frequency
More music written out in notes . . . . .	4
A lot of simple activities . . . . .	1
Ease of use ready to go, no preparation . . . . .	1
I like Janet Sage's ideas - creative . . . . .	3
A common thread through all activities . . . . .	1
I like the videos for children from the ABC . . . . .	1
Be more Christ-centered to attract children to God . . . . .	1
More familiar songs and themes that are easy to follow . . . . .	1
We would like more Black people in felts . . . . .	1
More specifics, more devices, more prayer . . . . .	1
More real photographs and stories of missionaries . . . . .	1
More specifics in how to construct materials . . . . .	1
They spell out an entire program, include songs, poems, activities, etc, . . . . .	1
Simplicity, not so many words . . . . .	2
More in depth, with little changes from Sabbath to Sabbath. Like BJK Triplets . . . . .	1
Extra time activities; action finger-plays when restless . . . . .	1
Age appropriate, senses, kindness, obedience, responsibilities, nature . . . . .	1
Better material lists, organization lists . . . . .	1

## Quest.#1 -- Q21

	Frequency
Lamplight, where people submitted different ideas for others to see . . . . .	1
I use older programs and old songs . . . . .	1
Three ring holes in "Little Friend", more coloring to do in books . . . . .	1
More stories . . . . .	1
Creativity . . . . .	1
A visual picture of room decorations, some alternative songs . . . . .	1
Nature themes, animals . . . . .	1



#1 -- Q22. WHAT NEW SECTION, IF ANY, DO YOU WISH THAT WE WOULD ADD TO THE PROGRAM? BE SPECIFIC.

	Frequency
Tips on dealing with active or misbehaving children . . . . .	1
A small section for parents who accompany the children . . . . .	2
Programs for children to participate in the church service . . . . .	2
Share section from teachers and leaders. Ideas that have worked . . . . .	1
Outdoor activity for nice weather . . . . .	1
More emphasis on missions . . . . .	5
Investment ideas . . . . .	1
More patterns, more material about prayer . . . . .	1
More music printed in the back . . . . .	1
More nature activities inside and outside . . . . .	3
Practical missionary work, offerings (for local and foreign fields) . . . . .	1
Mini crafts . . . . .	3
A story (lesson) dramatized in front of class to use for a month, also lesson tables . . . . .	1
Expand on growth and development of children . . . . .	1
Extra time activities (when they have more time to fill in). Action finger-plays for when they get restless . . . . .	3
More multi-culture . . . . .	1
Something near the end to get them ready for worship service . . . . .	1
Devotionals, seasonal programs, physical activities . . . . .	1

## Quest. #1 -- Q22

	Frequency
Something to encourage obedience . . . . .	1
"Jesus and me" (how the Bible relates to them). Heaven . . . . .	1
Make room more attractive while using less money . . . . .	1
Ideas on doing the lesson, other than teacher quarterly . . . . .	1
Something for younger ages at the same time as older cradle rollers . . . . .	2
Some music sheets . . . . .	1
Would like to see Sabbath time more spiritual, less worldly. I think the song "The wheels on the bus go round and round" is not spiritual	1
No new section but lots of new ideas . . . . .	1
Something about the memory verse so the lesson could be featured . . . . .	1
Do more for the world family, little story to go with the lesson . . . . .	1

#1 -- Q23 NAME TWO TOPICS THAT YOU WOULD LIKE TO SEE A THEME PROGRAM BUILT AROUND

	Frequency
Nature and Family . . . . .	17
More Bible themes, less nature and farm themes. More spiritual . . . . .	5
Men and women of the Bible . . . . .	2
The resurrection . . . . .	1
Some multi-cultural applications . . . . .	1
Getting ready for the Sabbath. Eight ways of being healthy . . . . .	4
International . . . . .	1
Seasonal programs (The Seasons) . . . . .	2
Farm . . . . .	2
What church is all about . . . . .	1
Creation and Noah's Ark . . . . .	3
How one gets to heaven. Faith by works for children . . . . .	3
Reverence in Sabbath School. Obedience . . . . .	2
Importance of the Bible and prayer . . . . .	1
Second coming. Missionaries . . . . .	1
Likes zeroing in on a specific character . . . . .	1
A whole quarter devoted to how an Adventist kid lives in a different country or part of this country . . . . .	1
About the dessert . . . . .	1
Jesus made my senses. Jesus is my best Friend . . . . .	3
Love for others . . . . .	1

	Frequency
People in the community and how their jobs relate to kids . . . . .	1
Jesus at younger age. Families with less than 2 parents (non-traditional) . .	1
The Ten Commandments. Character traits: truthfulness, honesty, kindness, etc. . . . .	2
Heaven . . . . .	7
God's love for children, each child is a special creation of God . . . . .	1
About Jesus . . . . .	10
How children around the world keep the Sabbath . . . . .	3
Meaning of music . . . . .	1
About the ocean . . . . .	2
Things exciting to little kids . . . . .	1
The Crucifixion. Dinosaurs, how they fit into creation . . . . .	2
Sin and second coming . . . . .	1
Sharing and caring . . . . .	1

#1 Q24. IF YOU COULD CHANGE SOMETHING IN THE CRADLE ROLL PROGRAM HELPS, WHAT WOULD IT BE?

	Frequency
I didn't like the story about Noah . . . . .	1
Musical scores should be included . . . . .	1
The programs don't go with the memory verse and lesson cycle. If they go they could be saved and reused . . . . .	1
Keep lessons and memory verses in sequence. (From Jesus' childhood to manhood). Not jumping back and forth from baby Jesus to Jesus the man . . . . .	1
The organization. Simplify the helps . . . . .	2
Simplify the mission themes . . . . .	1
All the song books we have to buy . . . . .	1
Add more patterns and ideas to make materials ourselves . . . . .	1
Change the format of how the programs are made out . . . . .	1
More pictures to copy to go with the memory verses . . . . .	1
Something to encourage punctuality . . . . .	1
I like themes that come directly from the Bible and could be expanded to fill a full hour . . . . .	1
Make more music sheets available to place easily in ring binders . . . . .	4
Delete Nature Nuggets (no time to use) . . . . .	1
Themes involving more activity, finger-plays, things for the little ones to understand . . . . .	2
Like to see music in each issue . . . . .	4

## QUEST. #1 -- Q24.

## Frequency

Add cassettes of all songs in Cradle Roll for the year, kits of decoration, art work, themes more available for teachers and kids. Material lists should be more extensive to include every day items as well as the major items. More question and answer time at Cradle Roll workshops. What about an 800 number to ask questions? . . . . .	1
Church budget consideration to keep program costs in mind. More ideas on a limited budget . . . . .	1
Pattern more after Janet Sage materials, more options, more songs, Some cradle roll lessons are too hard to hold children's attention above their level . . . . .	1
World Missions, send pictures (color) of where offerings are going. . . . .	2
More like the BJK Triplets Helps . . . . .	1
Make a cassette available with the music listed . . . . .	5
Different songs . . . . .	2
Make more age appropriate. This age doesn't understand about money numbers time . . . . .	2
More patterns for those who can't afford the ones available . . . . .	1
More crafts . . . . .	1
Would like to see many more themes. Needs variety . . . . .	1
Better outline to save time for busier people . . . . .	1

**QUESTIONNAIRE #2 - CRADLE ROLL SURVEY**

**Q2. TO PLAN YOUR PROGRAM, WHAT MATERIALS DO YOU USE INSTEAD?**

	Frequency
Cradle Roll Teaching packet . . . . .	1
Janet Sage books . . . . .	1
Nature materials . . . . .	1
See and Sing Books; See and Share books; memory verse cards, etc. . . . .	3
Puzzles, tape of Scripture songs . . . . .	4
Felts . . . . .	30
Bible stories books . . . . .	5
Tiny Tots . . . . .	5
Uncle Arthur's Bedtime Stories . . . . .	2
Sabbath School songs for Tiny Tot felts . . . . .	4
June Strong Cradle Roll program . . . . .	1
Coloring books . . . . .	1
I use some attendance devices from Sunday Supply; objects from Target, etc.; do my own themes . . . . .	1
New Dimensions; Active learning; our own programs; Visual Ideas books of children's sermons . . . . .	1
Thomas Nelson Cradle Roll Teaching Guide; four-page exercises for cradle roll . . . . .	1
Stuffed animals . . . . .	4

## Quest. #2 - Q2.

	Frequency
Videos of Bible stories; Reader's Digest (actors); parables; videos from the ABC .....	1
Let's Sing Sabbath Songs book; 3-year cycle for lessons .....	4
Books from David C. Cook Company .....	
Jeanie Cook's materials .....	1
Sun World Graphics .....	1
Hand puppets .....	6
Crafts from Christian stores .....	1
As Jesus Taught from Rocky Mountain .....	7
Materials from the ABC and Program Helps .....	1
My Bible Friend Books .....	4
Sing-along songs .....	3
June Bell poems, etc. ....	1
Morning Again lesson quarterly .....	1
Lamplight material .....	1
Kindergarten material .....	5
Materials from other experienced teachers .....	1
Every Day with Jesus .....	1
Starshine .....	1
Our Little Friend .....	6



Quest. #2 - Q2

	Frequency
The Ortner's material . . . . .	1
Materials from Oriental Trading Co. . . . .	1
National Council of Churches materials . . . . .	1
Janet Morrison from Berrien Springs . . . . .	1
Rainbow Books -- "How to teach children to pray" . . . . .	1
Videos of Bible stories; Reader's Digest (actors); Parables; videos from the ABC . . . . .	1

QUESTIONNAIRE #2 - CRADLE ROLL SURVEY

Q9. IF YOU PREVIOUSLY KNEW AND HAD ACCESS TO THE CRADLE ROLL PROGRAM HELPS, WHY DIDN'T YOU USE THEM ?

	Frequency
Not enough funds . . . . .	1
Our group is very small in attendance . . . . .	4
I am using June Strong Cradle Roll Helps . . . . .	1
We have kindergarten and cradle roll children . . . . .	9
It didn't vary enough in the themes . . . . .	1
My church did not order them anymore . . . . .	3
I didn't find them that helpful . . . . .	2
We are using old programs to save money . . . . .	13
We use what we have because the materials fit into pre-built scenes and sets . . . . .	2
It has too many songs to learn. Program ideas are good, but it is too much work to change the program all the time. I prefer to use something else . . . . .	5
We use the Janet Sage Program Helps . . . . .	5
We have a two-year cycle of programs that we re-use. I do a program for several age groups . . . . .	1
We think they are not Christ-centered programs . . . . .	1
Songs are unfamiliar . . . . .	1
Not enough cradle roll age children . . . . .	3
We are happy using Janet Sage material . . . . .	1
Wanted to try something else for a while . . . . .	2

Quest. #2, Q9.

	Frequency
We are using objects . . . . .	2
We do not like the emphasis on "Celebration" . . . . .	2
I have been receiving the General Conference Helps . . . . .	1
We are using our own programs . . . . .	5
We think they are not appropriate for our needs because of the "conventional 2-parent family" material in helps. . . . .	1
The program we use now is very effective, productive, repetitive, well-liked, low cost. Easy to use because of little or no changes. Children were getting bored with the Cradle Roll Program Helps . . . . .	1
Feel that current lessons have too much on prayer, would like to see more diversity in our programs . . . . .	1
We don't like the set up . . . . .	1
I didn't like the format of the ABC booklets . . . . .	1
Our pastor and his wife are preparing new materials . . . . .	1
Borrowed some programs and we are happy with them . . . . .	1
Enjoys preparing her own programs . . . . .	5
All departments are combined in one . . . . .	1
We are happy with the programs we already have . . . . .	1
They are not varied enough. 3 to 4 stories to last an entire quarter are not enough . . . . .	1
Our program is adapted to the native Indian children . . . . .	1
Didn't allow for enough individuality . . . . .	1
The church has plenty of material to use . . . . .	2

## APPENDIX

April, 1994

Dear Church Clerk:

Maybe you are aware that the North American Division has published a **Cradle Roll Program Helps Quarterly** for those in charge of instructing children ages 4 years and below in our churches every Sabbath.

The editors of the **Cradle Roll Program Helps Quarterly** want to improve the publication according to the desires of the users. The opinions and suggestions of the Cradle Roll leaders will be considered and used in the preparation of future issues.

To achieve this goal the editors of the **Cradle Roll Program Helps Quarterly** have asked the Church Resource Center of the Pacific Union Conference of Seventh-day Adventists to conduct a telephone survey of Cradle Roll leaders or teachers.

Only a very limited number of churches have been selected at random to participate in this important telephone survey. For this reason your cooperation is indispensable.

In order for us to do the telephone survey, please fill out the form enclosed with the name and **current** telephone number of the Cradle Roll leader or teacher in your church. Please be sure that the name and telephone number are correct.

Put the completed form in the **Business Reply** mail envelope provided (no postage is necessary) and drop it in the mail box.

To keep the cost down, we are not planning to send you another letter. Please help the children of your church by sending this information as soon as possible.

On behalf of the editors of the **Cradle Roll Program Helps Quarterly** and the Church Resource Center of the Pacific Union Conference, let me express in advance our appreciation for your cooperation. God bless you!

Your brother in Christ,



Jose Chavanz Q., Survey Coordinator  
Church Resource Center

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INFORMATION FOR THE  
CRADLE ROLL PROGRAM HELPS QUARTERLY  
TELEPHONE SURVEY

If your church Cradle Roll leader or teacher is not receiving or has not heard about the **Cradle Roll Program Helps Quarterly** send this form anyway. We would like to find out why he/she is not participating. Please answer all the questions.

1. Name of the Cradle Roll leader or teacher serving during the first or second quarter of 1994. \_\_\_\_\_

2. Telephone: Be sure that the telephone is correct.

home ( \_\_\_\_\_ )  
Area code

work (optional) ( \_\_\_\_\_ )  
Area code

3. Name of church: \_\_\_\_\_

4. Name of Conference: \_\_\_\_\_