

**ONTARIO REGIONAL OFFICE**

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**To:** All Staff Representatives  
**From:** Christina Gilligan- Associate Coordinator, Child Care  
**Date:** May 16, 2018  
**RE:** **Election Toolkit**

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The Provincial Election fast approaching we want to provide you with the tools you may need to ensure your candidates know how important child care is to you. Share with your members, family and friends. We are closer than we have ever been to a child care system, **Universal Child Care IS Possible** and your vote in this election can make this happen.

Please find in your package a number of documents to assist:

1. Child Care Matters to Us Window Sign
2. Election campaign Toolkit
3. Questions for Candidates and Key Messages
4. 3 Big Ideas to Transform Child Care
5. Press release for launch of Universal Child Care is Possible
6. Universal Child Care is Possible Quick Facts
7. Universal Child Care is Possible Article

Here are also two links to a short video about Universal Child Care that can be shared.

[https://youtu.be/X9Iq9SF\\_ZOg](https://youtu.be/X9Iq9SF_ZOg) - English Version  
[https://youtu.be/MW5O\\_C8O42Y](https://youtu.be/MW5O_C8O42Y) - French Version

We ask that you use this tool kit along with the video at any upcoming events that you may be organizing or attending.

Enclosures

CG/lpd cope491

**MARK HANCOCK**  
National President/Président national

**CHARLES FLEURY**  
National Secretary-Treasurer/Secrétaire-trésorier national

**DENIS BOLDUC, FRED HAHN, JUDY HENLEY, DANIEL LÉGÈRE, MARLE ROBERTS**  
General Vice-Presidents/Vice-présidences générales

# CHILD CARE MATTERS TO US



UNIVERSAL  
CHILD CARE  
IS POSSIBLE



COALITION ONTARIENNE POUR  
de meilleurs services  
éducatifs à l'enfance



ONTARIO COALITION FOR  
Better Child Care

## Election Campaign Toolkit



# UNIVERSAL CHILD CARE IS POSSIBLE

Please get involved in our Universal Child Care IS Possible campaign! We need a government that will make universal, affordable, high-quality, accessible child care a reality for the families in Ontario!

Check out our toolkit items below and use whichever ones you need. You will find-

- our [press release](#), [fact sheet](#) as well as [key messages](#) and [Q & A](#) to use when speaking with candidates, friends or family about child care,
- our [3 Big Ideas](#), [3 Bonnes Idees](#) to transform child care poster that you can post at your workplace or school and,
- our Universal Child Care IS Possible video in [French](#) and [English](#),
- a [window sign](#) to place in a window to let others know that child care is a priority.

We can all be part of the transformation of the child care system if we use our voices and take action now. Please help us make affordable, high-quality care a reality for families and decent work with professional pay a reality for Early Childhood Educators and child care workers. Most importantly this election season is to be an informed voter.

We can use social media to get our message out too! Please follow us on [FaceBook](#) and [Twitter](#) and use our frame on FaceBook for your profile picture.

To add a frame to your profile picture on Facebook-

1. Go to [www.facebook.com/profilepicframes](http://www.facebook.com/profilepicframes)
2. Select a frame from the menu or search for the frame you want to use - Universal Child Care IS Possible/ECE Power
3. Click use as profile picture to save

Here are some great hashtags - [#universalchildcareISpossible](#); [#votchildcare](#); [#ChildCareNow](#); [#ECEPower](#); [#ONPolj](#); [#decentwork](#)

## Questions for Candidates & Key Messages

### Questions for Candidates

Affordable, high quality child care that is accessible for all children and families is an issue for all political parties. During the election voters engage with candidates at the door, during all-candidates meetings and at other community events.

Here are three questions on child care that you can ask candidates:

- ASK** Will you and your party commit to making child care more affordable by funding child care programs instead of individuals and putting in place low fees or no fees for parents?
- ASK** Will you and your party acknowledge the critical importance of decent wages and benefits for early childhood educators and staff by supporting a provincial wage scale recognizing education and experience?
- ASK** Will you and your party commit to funding a significant expansion of child care and to limiting public funding to the non-profit and public sectors?

### Key messages

- Parents and educators agree that all children have a right to high quality child care programs that are affordable for all families and that support educators and staff with professional pay and working conditions.
- Affordable child care is good news for families because parents won't have to pay the equivalent of a 2<sup>nd</sup> mortgage as they do now with Ontario having the highest fees in Canada.
- A stable and well-funded child care system can provide all children in Ontario with the best possible start in life because Early Childhood Educators have the training and knowledge to support child development and to support parents through good communication, curriculum and programming.
- Affordable, quality child care will allow more women/mothers who want to enter the workforce the opportunity to do so - a necessity for closing the gender wage gap in Ontario.
- Universal child care is good news for Ontario's economy. Parents will be able to enter the workforce knowing their children are safe and well cared for, families will have more money to spend in the local economy and early childhood educators will have fulfilling careers where they are compensated for the value of their work.
- Every dollar of public funds for child care must go to our children and not into corporate pockets.





# 3 Big Ideas to Transform Child Care in Ontario



## AFFORDABLE FEES FOR EVERY FAMILY



Ontario has the highest child care fees in Canada and long waiting lists for fee subsidy. It's time for something better. The solution to the challenge of affordability is to provide funds to child care programs instead of individuals and to set low fees or no fees for every family regardless of age of child, location or income.

## DECENT WORK & PROFESSIONAL PAY FOR EDUCATORS



Educators are the key to quality programs for our children. Recruiting and retaining qualified staff requires professional pay and decent work. To achieve this, a provincial wage scale recognizing the level of education and experience must start at \$25/hour for all Registered Early Childhood Educators. Operational funding from programs based on fair wages for educators will help us build good, stable programs for our children.

## EXPANSION OF PUBLIC & NON-PROFIT CHILD CARE



Ontario must limit for-profit child care and expand only in public and non-profit sectors to ensure quality, stability and accountability. Every dollar must go to our children, not into corporate pockets. The government of Ontario must ensure that all new child care spaces will be in not for profit programs.



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For Immediate Release: 04/26/2018

### Advocates Launch Child Care Election Campaign: *Universal Child Care IS Possible*

Toronto, ON Parents, children, educators and advocates have gathered to launch our province-wide campaign to show that *Universal Child Care IS Possible*. Our campaign aims to urge people to get ready to vote by informing themselves about the key child care issues, checking the voters' list and making a choice on June 7<sup>th</sup>.

In Ontario we have never been closer to an affordable system of publicly funded child care – a system in which every family would have access to high quality child care regardless of the age of the child, their location or their income.

We are parents and grandparents, early childhood educators, child care staff and social justice advocates across the province. From experience and from research, we know that affordable, accessible, high quality child care is good for children and for society. It also produces valuable benefits to the economy. With our local partners across the province, including Thunder Bay, Waterloo, Ottawa, Halton, Peterborough and the Greater Toronto Area, we want to make sure that child care stays on the agenda during the election and in any new government that assumes leadership.

Universal child care IS Possible; but to get there, we need to think big.

These are our 3 Big Ideas for building a universal child care system that works for everyone:

First, make child care affordable for every family. Provide public funding to child care programs similar to the way funds support recreation programs and libraries. Then set low fees or no fees for parents. Together these changes make universal child care possible.

Second, make sure that early childhood educators, who are the key to high quality programs for our children, have decent work and professional pay. Retain qualified educators by developing a wage scale that ensures working conditions that respect their skills and education. Funding child care programs that offer fair wages will ensure that programs for our children are high quality and stable.

Third, make sure that the expansion of child care happens only in the public or not-for-profit sectors. Every dollar of public funds must directly support our children. Well-resourced public and not-for-profit child care programs will offer families high quality, stability and accountability.

“Ontario is poised to take a giant leap towards a universally accessible, publicly managed system of early learning and child care. We want all of the political parties to embrace our 3 big ideas that make universal child care possible so that Ontario families now and in the future can budget to pay low or no child care fees because there will be additional and more secure, predictable funding for child care programs,” said Laurel Rothman, Interim Coordinator at the Ontario Coalition for Better Child Care (OCBCC).

“Early Childhood Educators are knowledgeable professionals who care for and educate our children. They need to make a fair wage and it shouldn't come on the backs of parents,” commented Lyndsay Macdonald, Coordinator at the Association of Early Childhood Educators Ontario (AECEO).

The Ontario Coalition for Better Child Care is Ontario's central advocacy group for a universal, affordable, high quality system of early childhood education and care. Formed in 1981, the OCBCC is a member organization comprised of non-profit child care programs, local and provincial groups and individuals from across Ontario. Our members are parents, early childhood educators, trade unionists, women's advocates and social activists. Most importantly-- we are people who care about child care.

**Contact:** Laurel Rothman – OCBCC: 416 538-0628 ext. 4; mobile 416 575-9230 [laurel@childcareontario.org](mailto:laurel@childcareontario.org)

Lyndsay Macdonald – AECEO: 416 487-3157 ext. 24 mobile 647-920-5230 [lmacdonald@aeceo.ca](mailto:lmacdonald@aeceo.ca)

## **Universal Child Care IS Possible Quick Facts**

### **Ontario's child care landscape as we approach the June 2018 provincial election**

- Research shows that high quality early childhood education and child care provides a foundation on which later learning is constructed, and consistency in high-quality early learning experiences as children grow up supports continuous developmental achievements.<sup>1</sup>
- Children have a right to quality early childhood education and child care programs where they have the opportunity to play and learn. This right is enshrined into the United Nations Convention of the Rights of the Child to which Canada and the provinces are signatories.<sup>2</sup>
- Ontario has the highest child care fees in Canada and long waiting lists for affordable child care. Child centre care fees in Ontario can be as expensive as rent or mortgages! For infants, the median fee is \$62 but can be as high as \$97 per day. For pre-schoolers (2.5 – 4 years) daily fees are as high as \$72.<sup>3</sup>
- Only about 3 out of 10 children (29.1%) 0 – 4 years have access to a licensed child care space in Ontario.<sup>4</sup> Even though the number of licensed child care spaces for 0 – 4 year olds has increased to 161,086 in 2016-17 from 141,456 in 2010-11.<sup>5</sup>
- More than 2 out of 3 (69.4%) of mothers in Ontario whose youngest child is under 3 years are in the workforce. The percentage jumps to 76 (76.6%) for those whose youngest child is less than 5 years.<sup>6</sup>
- Early childhood educators and child care staff – the core of high quality child care services – are significantly underpaid. As of 2017, 16% of registered early childhood educators (RECEs) working in child care earned less than \$15 per hour. About 45% of RECEs earned \$15 – \$20 per hour.<sup>7</sup>
- Lack of access to high quality, affordable child care is widely acknowledged as the key barrier to women finding and keeping decent work. Even the Ontario government's own Gender Wage Gap Strategy Steering Committee made child care its top recommendation for action.
- Other provinces have made progress toward universally accessible high-quality child care for all families who want to use it. Québec's base rate of \$8.05 per day and Manitoba's cap of \$18.80 for pre-schoolers demonstrate that public policy and public funding can achieve affordable child care while ensuring decent wages for child care workers. Ontario's Five-Year Action Plan (2017) must lead to universally accessible, affordable child care for all.

<sup>1</sup> Institute of Medicine and National Research Council (2015). Accessed at <https://www.nap.edu/catalog/19401/transforming-the-workforce-for-children-birth-through-age-8-a>

<sup>2</sup> UN Convention on the Rights of the Child (1990). Accessed at <http://www.ohchr.org/EN/ProfessionalInterest/Pages/CRC.aspx>

<sup>3</sup> Ministry of Education. *2017 Licensed Child Care Survey Report*. Accessed at [http://www.edu.gov.on.ca/childcare/2017LicensedChildCareOperatorsReport.html#\\_ftn8](http://www.edu.gov.on.ca/childcare/2017LicensedChildCareOperatorsReport.html#_ftn8). Table 5.

<sup>4</sup> Friendly, M., Larsen, E., Feltham, L., Forer, B., Jones, M. & Grady, B. (in press). *Early childhood education and care in Canada 2016*. Toronto: Childcare Resource and Research Unit.

<sup>5</sup> Ministry of Education. *Early Years and Child Care Annual Report 2017*. Accessed at <http://www.edu.gov.on.ca/childcare/EarlyYearsChildCareAnnualReport.pdf>. Figures derived from Table 2.

<sup>6</sup> Friendly, M., Larsen, E., Feltham, L., Forer, B., Jones, M. & Grady, B. (in press). *Early childhood education and care in Canada 2016*. Toronto: Childcare Resource and Research Unit.

<sup>7</sup> Ministry of Education. *2017 Licensed Child Care Survey Report*. Accessed at [http://www.edu.gov.on.ca/childcare/2017LicensedChildCareOperatorsReport.html#\\_ftn8](http://www.edu.gov.on.ca/childcare/2017LicensedChildCareOperatorsReport.html#_ftn8). Table 7.

# Universal child care **IS** possible

**L**indsay McKay, working mother of 6-year old twins who have flourished in high quality child care, is delighted to hear that two of Ontario's major political parties have made serious proposals to expand child care and make it more affordable as we approach a provincial election in June. "Finding high quality, affordable child care should not be like winning the lottery! Parents should be able to find the child care that they need in their neighbourhoods at reasonable fees, much less than \$72/day for 3-year olds or as high as \$100/day for infants that parents now pay. So, I am glad to learn that some political leaders understand what families of young children need."

Ontario has the highest child care fees and some of the longest waitlists in Canada. With child care spaces for just 3 in 10 children younger than 5 years, the current patchwork of services leaves out too many families.

It does not have to be this way - Universal Child Care IS Possible. Many countries have shown that universal child care is beneficial to children and families. Universal child care also fuels economic growth as it supports parents to enter and remain in the labour force.

In Ontario we have never been closer to an affordable system of publicly funded child care. But to get there, we need to think big.

These are our three big ideas for building a universal child care system that works for

everyone:

First, make child care affordable for every family. Provide public funding to child care services the way we do for other services like libraries and recreation programs. Then set low fees or no fees so that every family regardless of location, age of children or income can access child care.

Second, ensure that early childhood educators (ECEs), who are the key to high quality programs for our children, have decent working conditions and professional pay. Research shows that high-quality child care provides a foundation on which later learning is constructed, and when children consistently have the benefit of high quality learning

experiences their continuous developmental achievements are supported.

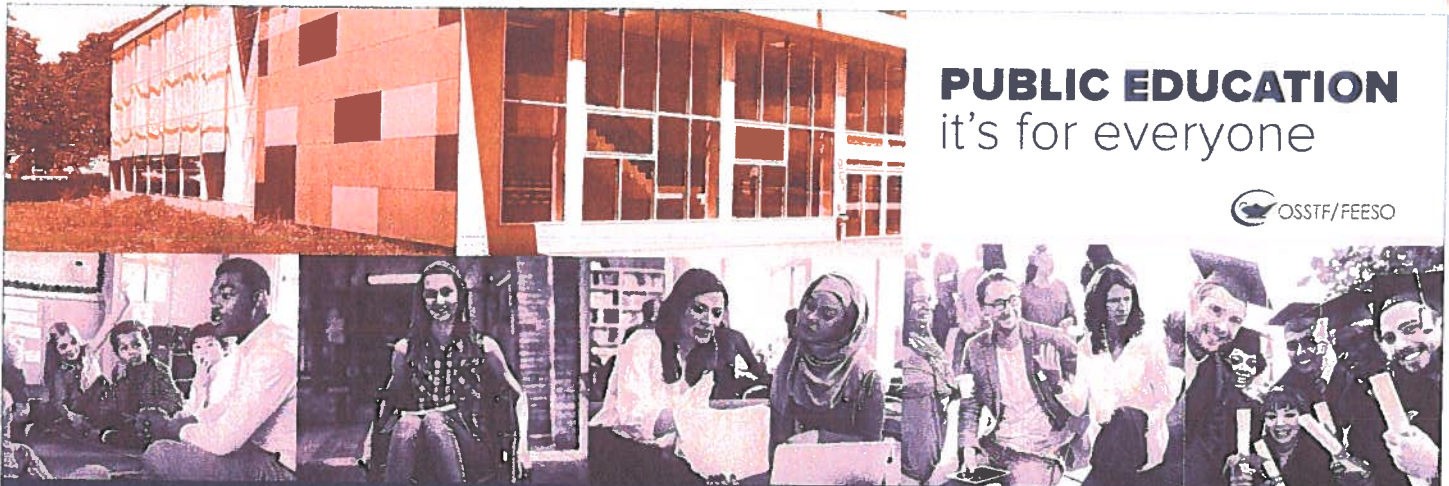
In her travels across the province, Lyndsay Macdonald of the Association of Early Childhood Educators Ontario (AECEO) has been listening to ECEs who are faced with a stark choice: either continue to work for low wages in a job that they love, or put their lives on hold. Many ECEs who hope to pursue this life-long career cannot afford to start their own families.

Recruiting and retaining qualified ECEs will require a provincial wage scale recognizing their level of education and years of experience, beginning at \$25 per hour for Registered Early Childhood Educators.

Third, to build this system we will need to expand services for all children 0 - 12 years. We must ensure that child care expansion is by the public or not-for-profit programs that offer families high quality, trustworthy and stable child care. Every dollar of public funds must directly support our children.

Universal child care IS possible. Ontario is ready for it. In fact, Ontario can't work without it.

Laurel Rothman is Interim Coordinator, Ontario Coalition for Better Child Care. Lyndsay Macdonald is Coordinator, Association of Early Childhood Education Ontario.



**PUBLIC EDUCATION**  
it's for everyone



**JUNE 7, 2018 IS THE PROVINCIAL ELECTION**

**MAKE YOUR VOTE COUNT**

Our full education platform is available on the OSSTF/FEESO website ([osstf.on.ca](http://osstf.on.ca))