



For Parents and Staff:

What can I do if I only have...?

5 Minutes or less

- Put up a campaign poster in your centre
- Wear a campaign sticker
- Have Facebook? Change your profile picture to the campaign logo and/or write a status about why your child care program matters to you and your community along with a link to campaign information
- Have Twitter? Tweet about the campaign, your local child care and why your community needs it!
- Read the materials. Being informed yourself is the first step to being an advocate for your community!

10 Minutes

- Photocopy the campaign materials and make them available to parents
- Talk about the campaign with co-workers over lunch or on break. This doesn't need to be formal; lack of funding is an issue that affects us all and we should all be talking about it.
- Invite your local MPP to visit your centre or request a meeting to discuss the needs of your community

30 Minutes

- Write an e-mail to colleagues, friends, family and neighbours about the campaign and how they can get involved. Explain why child care is important to you, your family, and your community and the risks facing the child care sector if funding isn't guaranteed. *
- Present the campaign at a staff or board meeting
- Call your MPP and tell them why Ontario Can't Work Without Child Care *
- Write a letter to your MPP. *
- Write a letter to the editor or a small piece for your local newspaper *
- Hand out materials to parents as they drop-off or pick-up their kids
- Phone 5 neighbours and discuss the issues mentioned above
- Post updates on the campaign on your centre's website.
- Write an article for your centre newsletter.

*** Advocacy tip!** You only really need to write one letter. Once you have that it can easily be changed to be used for a letter to the editor, to your MPP, and a more informal e-mail to colleagues, friends, and your community as well as into a piece for your newsletter.

Have questions? Need more information? Contact the OCBCC at 1-800-594-7514 x 2 or info@childcareontario.org