

These campaign messages can be used by anyone who wants to support the AECEO's Professional Pay & Decent Work campaign. Key messages can be used during one-on-one conversations, when talking to parents, colleagues, Members of Provincial Parliament (MPP) or media. This list of key messages was developed in collaboration with our campaign partners and supporters to provide examples of strong messaging that can inform and motivate others to join and support our campaign for professional pay and decent work for all registered early childhood educators and early years staff.

ABOUT THE CAMPAIGN

- The AECEO's Professional Pay & Decent Work Campaign is advocating for quality affordable early years and child care programs where registered early childhood educators and staff are supported with professional pay and decent work.
- The AECEO is committed to the empowerment of all registered early childhood educators and early years staff in Ontario. We are working with educators to strengthen our collective voice and professional power to call for the professional pay, working conditions and recognition that all educators deserve.
- Registered early childhood educators, staff, parents, children and community members can work together to shape the future of Ontario's early years and child care sector.

IMPACT ON CHILDREN

- A stable and well-funded early years and child care system with professionally paid early childhood educators can provide all children in Ontario with the best possible start in life.
- Parents and educators agree that all children have a right to equitable, affordable, and inclusive high quality early years and child care programs staffed by well-educated and well-paid registered early childhood educators.

QUALITY

- Registered early childhood educators are highly trained to care for, educate and nurture Ontario's children. They are the key to quality and professional pay and working conditions promote high quality programs for children and families.

VALUE

- Early childhood education and child care is a valuable profession and a meaningful career for thousands of educators across Ontario. The work of a registered early childhood educator is socially important and all educators deserve professional pay and recognition for the work that they do.
- Caring for and educating infants, toddlers and preschoolers requires knowledge and skills as complex as teaching older children, but pays much less. If a 4 year old child is in licensed child care in August and then Full Day Kindergarten in September, is it acceptable that their educators make considerably greater salaries and benefits?