A large white circle with a thick yellow border, containing the text 'Summer Campaign Toolkit' in a bold, blue, sans-serif font.

# Summer Campaign Toolkit



## What you'll find inside our Toolkit-

- Introduction
- [Calendar of events](#) (can be shared beforehand)
- Planning forms

July 13: Chalk the walk

July 20: Community walk & landmark pictures

July 27: Bubble dance party

August 3: 2D Creations

August 10: Picnic & community circle time

August 17: 3D Creations

August 24: Stroller brigade

August 31: Letter writing/postcards

- [Letter template](#)
- [Flyer template](#) and sample
- [Photo consent form](#)

## **Roadmap to Universal Child Care in Ontario - Summer 2021 Campaign Toolkit**

**Theory of change:** *If we engage children, families, and educators in celebrating their community, the potential impact of a Canada-wide child care system and the Roadmap, and promote this publicly, then we will move decision makers to action because we will show constituent support and solidarity and cross-province solidarity for the plan.*

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We know Ontario's child care sector and allies are ready to advocate for a Canada-wide child care system. We have created this Toolkit of activities to show our collective power across Ontario. We have made this calendar to align with the important work you are doing with young children and to highlight the skills that you already have in organizing. This is an exciting time - the promise of a national child care plan gives us much to celebrate!

This summer we are organizing ECEs, early years staff and child care providers across Ontario to use fun activities to communicate with and engage children, parents/families and their networks on a *Roadmap to Universal Child Care in Ontario*, tell decision-makers "say yes to the Roadmap", and build capacity for collaborative and collective action in the fall.

This campaign is important because we have an opportunity to steer the future course of child care in Ontario and across our nation. We can impact the decisions made by joining our communities together and letting our voices ring out for universal child care!

### **Checklist for Organizing a Successful Action/Event:**

- Plan - What will happen; Who will be there; Where it will be; and when it will be.
- Draw up a detailed list of all the tasks that need to be completed and set deadlines for completion. Each task should have a desired outcome.
- Assign the tasks- give responsibility and control to those who are assigned tasks and make sure they have the resources and help they need to succeed. The best way to build engagement is to explain to volunteers what outcomes are expected and then to give people the autonomy to figure out the best way to get those outcomes.
- Have regular group check-ins. Use what works best for your group- phone calls, in person, text, Whats app, Zoom, Microsoft teams, Google meet.
- Deal with problems when they occur – and work together to find solutions.
- Adjust your plans if necessary, being mindful of your objectives. (Rain happens!)
- After the event, evaluate the action.

\*Please note that the activities outlined in this Toolkit are examples to help organize local actions. We understand that our communities are diverse and hope you see your community reflected in our ideas. If not, we hope you will see this as an opportunity to be an ally and promote solidarity across movements. If you are not working directly with children, we invite you to think creatively in how you can engage with this toolkit. Perhaps you can act as an advocate mentor or engage your family and friends. Your event may look different due to the needs of your community so feel free to adapt this Toolkit as necessary. We hope to invite families and community members to join in events where possible, but these are meant to be safe activities, so that may not be possible. Please consider Covid-19 restrictions promote social distancing as you plan your events. The current provincial restrictions and public health measures can be found at [here](#). Please go to [https://www.childcareontario.org/roadmap\\_action\\_toolkit](https://www.childcareontario.org/roadmap_action_toolkit). For links to the calendar, forms and templates. HAVE FUN!!!



# Roadmap to Universal Child Care in Ontario



# Take Action Tuesday Calendar

## July

**Thursday**  
July 8



Webinar  
and  
toolkit  
launch  
July 8, 7PM

**Tuesday**  
July 13

**Chalk the Walk**  
(write the 3 big ideas and/or what our dream of child care looks like with chalk)

**Tuesday**  
July 20

**Community Walk & Landmark Pictures**

**Tuesday**  
July 27

**Bubble Dance Party**

**Tuesday**  
August 3

**2D Creations**



**Tuesday**  
August 10

**Picnic & Community Circle Time**



**Tuesday**  
August 17

**3D Creations**



**Tuesday**  
August 24

**Roll n' Stroll aka Stroller Brigade**



**Tuesday**  
August 31

**Letter Writing/ Postcards**



## August





## Chalk the Walk



### **Why:**

By writing public messages of support for universal child care, we can show wide support for the OCBCC/AECEO Roadmap and pressure our elected officials to advocate for the Roadmap.

### **It could look like this:**

- Colourful drawings of your child care
- Writing down or drawing what child care means to them
- Create one big chalk art (everyone drawing together)

### **How might you invite children into this?**

We can invite children into this by providing chalk as an invitation to play and using verbal strategies like asking questions to prompt thinking.

### **How can you engage families in this?**

We can engage families by sharing examples of what Chalk the Walk can look like. We can send each child home with a piece of chalk to use on their sidewalks at home. We can share documentation with families about what children have completed during the day. We can show and talk about the process of chalking the sidewalk at centres.

### **What can we do to connect with elected representatives?**

Chalk the walk in front of MP & MPPs office with messages. Or take photos of your chalked walk at the child care centre and send them to your MP and MPP.

### **Plan the event:**

*What will happen* - Think about what you need to do to get organized to Chalk the Walk. Make a list and share the responsibility across your team. What do you need to do ahead of time to prepare and think with children? Make time in your program plan for conversations about community and a universal child care system.

*Who will be there* - Families, children, educators, child care workers, students, advocates- are you doing group or individual chalk the walk or both? Please check your Covid protocols.

*Where will it be* - Anywhere that works for you and your participants! It needs to be a safe place to work, and hopefully visible to the public and/or decision makers.

*When will it be* – We are hoping for this to happen on Tuesday, July 13th but that might not work for you and your community, so get creative and make a plan for whenever works for you!

### **Share with the AECEO & OCBCC**

Invite us to attend! Take photos/send images of the work children and families have done at the event to share with others and on social media. email- [childcareuprising@gmail.com](mailto:childcareuprising@gmail.com) and tag us on social media - @AECEO and @OCBCC using the hashtags #risingupforchildcare #ECEPower

# **Community Walk & Landmark Pictures**

## **Why:**

Let's show that our community believes in child care! Doing community walks or visiting provincial landmarks helps us show that communities across Ontario are ready for a child care system. By taking photos and sharing them publicly, we can show wide support for the OCBCC/AECEC Roadmap and put pressure on our elected officials to advocate for the Roadmap.

## **It could look like this:**

This Take Action Tuesday is all about communities across Ontario snapping photos and talking about a Canada-wide child care system. Let's start by thinking together about what matters to the children and families in your program - what does community mean to them? Are there landmarks that are important to your community - is there a library, a transit stop, a healing centre, a market? Are there community members that help keep your community connected and whole? Once you have those ideas, plan a community walk to go visit them or the landmark. You can bring a mural, signs, and a copy of the Roadmap. Make sure to snap some photos to show that your community needs and supports a Canada-wide child care system!

If you aren't working in a program with children, you can still participate! Think about your experience in your community, what landmarks matter, and get out there and take your photos!

## **How might you invite children into this?**

Think and talk with children about their community. Ask questions that open a dialogue about how they live with/in community. How do they get to the program every day? What do they notice around them? What is something important they do with their family in the community? What do they imagine and hope their community can become?

## **How can you engage families in this?**

Ask families about what matters to them. What community resources do they value? Is there a favourite place to go with their child(ren)? What do they think could be better supported in their community? What community resources are a part of their vision of a Canada-wide child care system?

## **What can we do to connect with elected representatives?**

Community is so important to elected representatives. They are voted in by the community, and must be responsive to the community. There are a number of ways you can engage your elected representatives in this action. You can compile and share with them the reflections of the children/families in your program. You can ask them to go on their own community walk and take a photo showing support for a Canada-wide child care system. You can send them the photos of your community walks (with family permission or without children identifiable) and ask them what their plan is to support building a child care system that responds to your community.

## **Plan the event:**

*What will happen* - Think about what you need to do to get organized for a community walk. Make a list and share the responsibility across your team. What do you need to do ahead of time to prepare and think with children? Make time in your program plan for conversations about community and a Canada-wide child care system.

*Who will be there* - Families, children, educators, child care workers, students, advocates-doing group or individual community walks. Please check your Covid protocols.

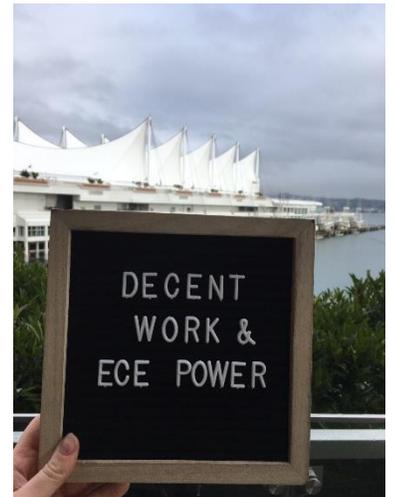
*Where will it be* - Anywhere that matters to you! You could take a solo stroll or drive, or go on a community walk near your early years program.

*When will it be* – We are hoping for this to happen on Tuesday, July 20th but that might not work for you and your community, so get creative and make a plan for whenever works for you!

### Share with the AECEO & OCBCC

We would love to see your photos, hear your stories, and be able to share them. Imagine 100s of photos from across Ontario - from the Big Nickel to the Wawa Goose Statue to community bus stops - showing support for a Canada-wide child care system.

To share your photos (please include family permission if children are identifiable) and stories you can share via email at [childcareuprising@gmail.com](mailto:childcareuprising@gmail.com) and tag us on social media @AECEO and @OCBCC using the hashtags #risingupforchildcare #ECEPower.



# **Bubble Dance Party**

## **Why:**

If we engage families, children, and staff in a celebration of possibilities, then they will know that there can be hope, and that there is a PLAN for universal child care, and that advocacy is fun, approachable and accessible, because they will see the plan, be specifically invited into the celebration and hear staff and allies' hopes.

We're celebrating! There is so much to celebrate and hope for about the plan and we want to do that TOGETHER with families and our communities! When we *invite* families to see and share our joy and hopefulness, and our joy and hopefulness for *them*, they know that we will work *together* to make universal child care a reality.

## **It could look like this:**

A bubble dance party!

On July 27th (the 3rd Take Action Tuesday!) ECEs, families, children, educators, child care workers, students, and other child care advocates across the province will be hosting their own Bubble Dance parties to share their excitement and joy about the big changes that are coming. Choose a space that works for your needs, maybe it's your room, or your centre's playground, or your backyard, maybe it's your sidewalk or the outdoor space in your apartment building - anyplace where bubbles and dancing can safely happen!

## **How might you invite children into this?**

Make and send invitations. Personalized invitations let families know that they are welcome to join the fun, digitally or in person. Children can make or write invitations to their own families. You can use our flyer template as a starting point or make your own party posters.

Children can help make decorations, can practice their happy dance moves and can practice blowing bubbles, (or popping bubbles!) to prepare for the party.

## **How can you engage families in this?**

Before: Ask families what they are celebrating about the plan for universal child care, what they are excited about or hopeful about. You could start these conversations by sharing *your* hopes and excitement.

During: Share video and photos with family, if possible, offer a way to video call/zoom in to see the fun. If families are able to attend, use props and tools such as a whiteboard or photobooth cut outs to let them share what the plan will mean to them in quotes or pictures - take lots of pictures!

## **What can we do to connect with elected representatives?**

Collect images to send in a follow up letter, encourage parents to tweet images, tag representatives, etc with their messages of optimism and expectation.

## Plan the event:

*What will happen* - Think about what you need to do to get organized for your bubble dance party. Make a list and share the responsibility across your team. What do you need to do ahead of time to prepare and think with children? Make time in your program plan for conversations about community and a Canada-wide child care system.

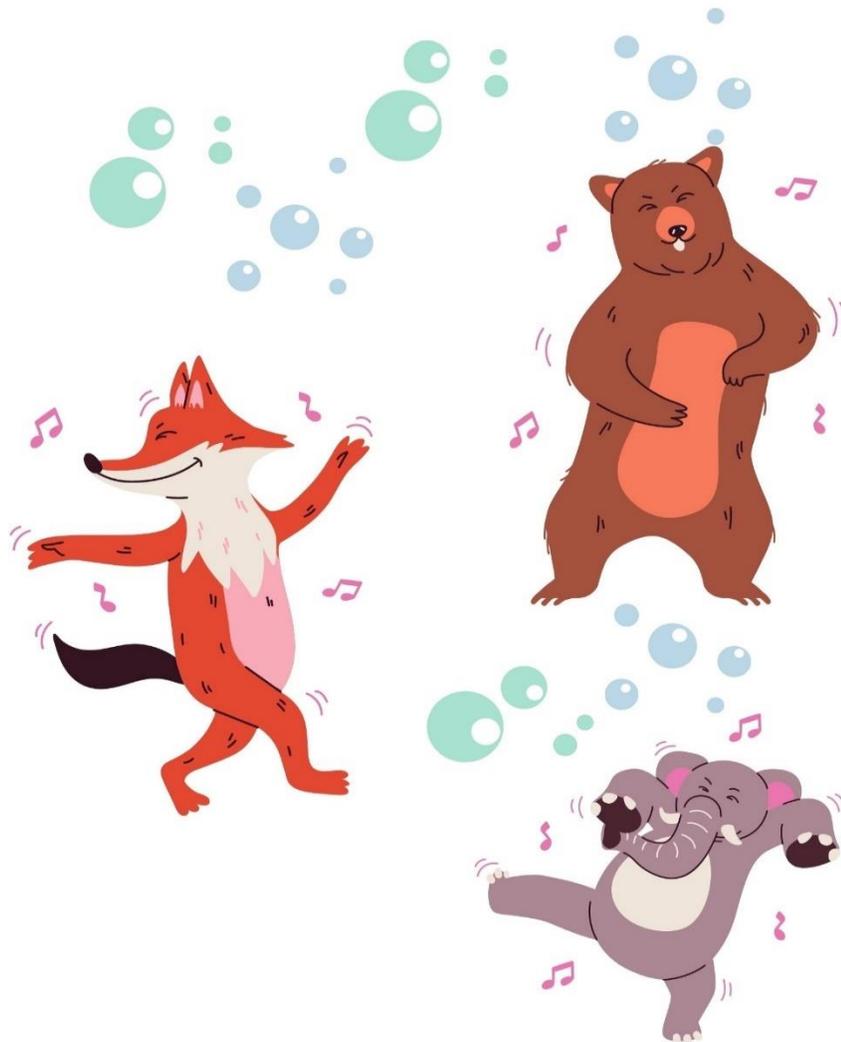
*Who will be there* - ECEs, families, children, educators, child care workers, and students. Please adhere to local Public Health guidelines.

*Where will it be* - Anywhere safe that works for you! It could be in your classroom, or out on your playground or yard (weather permitting).

*When will it be* – We are hoping for this to happen on Tuesday, July 27th but that might not work for you and your community, so get creative and make a plan for whenever works for you!

## Share with the AECEO & OCBCC

To share your photos (please include family permission if children are identifiable) and stories you can share via email at [childcareuprising@gmail.com](mailto:childcareuprising@gmail.com) and tag us on social media @AECEO and @OCBCC using the hashtags #risingupforchildcare #ECEPower.



## 2D Creations

### **Why:**

If we ask children to think about and create representations of what is possible for their present/future and we have meaningful conversations with families and allies about a universal child care system, then we can build hope and excitement about the possibility of it becoming reality, because we have/understand our shared values.

### **It could look like this:**

Imagine children and families all across Ontario looking at the creations of children and thinking and talking together about what becomes possible when we have a universal child care system. Imagine families connecting and feeling inspired to raise the voices of their children and get involved in advocacy. Imagine children participating in shaping our future. In whatever way works in your program/life, we can create, inspire, and have these conversations to build support for a universal child care system and show that Ontario knows how to get there.

Create a gallery to display all the art work or anything done by children. Maybe parents/caregivers and children can create their own or come together to display anything involving child care.

- It can be one huge sheet of paper and everyone can come and make something little or we can get families to send pictures of their individual creations.
- Everyone can draw their vision of universal childcare.

### **How might you invite children into this?**

Make it funnnnn! Introduce and use different types of mediums - paint (finger painting), crayons, markers, glitter glue, clay - what materials excite your children, what materials connect to the place you are, to their lives, and the challenges/opportunities ahead of us. To get children thinking about a Canada-wide child care system you might use questions/prompts that engage feelings and experiences - what does it feel like to see your friends at child care? What do you like to do outside at child care? Tell stories and talk with the children - what do they know about child care, do they know other children can't come because they can't afford it? Is that fair? What would they like to be different? What would it be like if every child they knew could go to child care?

### **How can you engage families in this?**

First, you can have conversations with families about what you are working on with the children. You can invite them to think together and create their own representation of universal child care and maybe even bring it into the centre! You can hang the children's art in an accessible hall, on the fence, or near the pick-up area, making a gallery for families to explore together at drop off or pick up. This can prompt families to have conversations about child care for all at home.

Want to take it to the next level? Plan an outdoor exhibition/gallery opening event (follow Covid protocols) with presentations of the art (matting, name plates, explanation quotes) with Covid-safe snacks and drinks, invite families, staff to share their stories, and share the conversations you've had about what a universal child care system would mean to you.

## What can we do to connect with elected representatives?

You could send them the pictures in their email; Mail them pictures or even tag them on posts on social media; Deliver the pictures in person, asking for them to be hung on walls or in the windows of their constituency office; Send them a poster invite. You could also invite them personally. Talk to their staff, repeatedly! Offer it as a social media-friendly event, offer to write draft copy for their newsletter etc., make sure there are some families who will agree to let them take a photo with the children. During the event, make it conditional. Make sure they agree to a picture with a child care champion sign or similar. Follow up with a call or thank you letter. Aim for at least three instances of connection, the invite (in person if possible), the event itself, and a friendly thank you conversation (specifically “thank you for your interest in/ support for universal childcare”, not just for turning up).

### Plan the event:

*What will happen* - Think about what you need to do to get organized for your 2D creations. Make a list and share the responsibility across your team. What do you need to do ahead of time to prepare and think with children? Make time in your program plan for conversations about community and imagine what a universal child care system would look like or mean to them.

*Who will be there* - Children, educators, child care workers, and students. Please adhere to local Public Health guidelines.

*Where will it be* - Anywhere safe that works for you! It could be in your classroom, or out on your playground or yard.

*When will it be* – We are hoping for this to happen on Tuesday, August 3rd but that might not work for you and your community, so get creative and make a plan for whenever works for you!

### Share with the AECEO & OCBCC

Invite us! To share your photos (please include family permission if children are identifiable) and stories you can share via email at [childcareuprising@gmail.com](mailto:childcareuprising@gmail.com) and tag us on social media @AECEO and @OCBCC using the hashtags #risingupforchildcare #ECEPower.



# **Picnic/Community Circle Time**

## **Why:**

We're celebrating the announcement of a universal child care system! There is so much to celebrate and hope for and we want to do that TOGETHER with families and our communities! When we *specifically invite* families into our space and show our joy and hopefulness, and our joy and hopefulness for *them*, they know that we will work *together* to make universal child care a reality.

## **It could look like this:**

On August 10th ECEs, child care providers, families, and allies across the province will be hosting their own picnics/community circle time events! Why not have your own outdoor, socially distanced, picnic or community circle time? A picnic/community circle time will: Build awareness about the Roadmap among participants; Encourage participants to post about the event on social media and share with their elected representatives - thereby further spreading awareness and knowledge; and explore the ideas in the Roadmap through games or activities during the picnic/community conversation to build knowledge of its contents in a fun way.

## **How might you invite children into this?**

Let the excitement build, mark the calendar and countdown to the picnic day, get children to make/write/decorate invitations. Involve them in the menu planning.

## **How can you engage families in this?**

- Let them know about the reason for the picnic - a way to build hope and knowledge that better things are coming (fee reduction etc)
- Give LOTS and LOTS of notice
- Make sure that other ways to participate are included right on the invitation so folks who can't make it can still feel included (an option to Facetime in from a home-based picnic).

## **What can we do to connect with elected representatives?**

Invite them to the picnic or to Facetime in to hear about the Roadmap. Send/share photos from the event afterwards.

## **Plan the event:**

*What will happen* – Think about how you will ensure the event complies with local public health guidelines. Draw up a detailed list of all the tasks that need to be completed and set deadlines for completion. Each task should have a desired outcome. Assign the tasks and give responsibility and control to those who are assigned tasks and make sure they have the resources and help they need to succeed.

*Who will be there* - Send invitations! Invitations let families know that they are welcome, children can make or write invitations to their own families, grandparents, friends and neighbours too!

*Where will it be* - Choose a space that works for your needs, maybe it's in your classroom, or your centre's playground, your backyard, a public park or the outdoor space in your apartment building.

*When will it be* – We are hoping for this to happen on Tuesday August 10th but that might not work for you and your community, so get creative and make a plan for whenever works for you! Adjust your plans if necessary, being mindful of your objectives. Remember to set a rain date!

### Share with the AECEO & OCBC

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# **3D Creations - Loose Parts and Playdough**

## **Why:**

The “3D Construction Projects - Loose Parts and Playdough” Take Action Tuesday is fun, exciting, engaging, informational and is a way to build further connections and relationships. Gathering families, children, educators, child care workers, students, advocates, the community, and child care providers will create a space where all can engage with the activity as well as learn more about the Roadmap. This is an opportunity for everyone to come together and take part in the action, to gain support and to be a part of the movement.

## **It Could Look Like This:**

On August 17th 2021 (the 6th Take Action Tuesday), families, children, educators, child care workers, students, advocates, the community, and child care providers will be creating loose parts and playdough creations. Together we can all create our vision of universal child care using these materials. Engaging with children and families will not only be fun, but doing this together shows strength and power.

Since there are still restrictions on outdoor social gatherings, having a larger space would help everyone have space to create their loose parts and playdough creations and still maintain social distancing. This would also allow multiple stations to be set up. For example, there can be 2 tables for playdough making, 2 tables for playdough creations, and 2-3 tables for loose part creations. This may also mean hosting smaller simultaneous events or individual families taking this action and sharing with the community in a safe way. Let's get creative!

As a group, we need to invite everyone! Families, parents, friends, the community, members, students, children, child care providers/workers, and educators. By inviting lots of participants, we will create a space where all have a voice, can engage with the activities, build relationships and can have open conversations about the Roadmap.

**How might you invite children into this?** We can invite children by involving them in the planning and then capturing their process on camera while they are working on their loose parts and playdough creations. Through this we could share their creations and messages with families, centres, online (through website and social media) and elected representatives.

**How can you engage families in this?** We can engage families by sending out emails and paper flyers ahead of time.

**What can we do to connect with elected representatives?** We can invite them to the Take Action Tuesday event. We can do this by sending them an email, flyer or letter mail. This event will allow them to connect with children and families and will make them aware and connect with the Roadmap.

## **Plan the event:**

*What will happen* - Those who attend the event will be exploring with loose parts and playdough. They will use the materials to create their vision of what universal child care would look like. Things to consider- You will need tables, playdough recipes and ingredients as well as loose parts (optional: loose parts books - for inspiration), cameras (photographer - to capture

the action happening). Provide a description of the event. Have the ingredients, materials and equipment ready ahead of time. Create flyers, social media posts, and invitations to send out to the ELCC community and elected representatives. Have a 'script' for those who will be speaking with families, members, elected representatives, students, parents, and the ELCC community about the Roadmap. Have a sanitation station with wipes, sanitizers, and masks. Have someone designated to engage people.

*Who will be there* - Families, children, educators, child care workers/providers, students, advocates, the community, and elected representatives. You can invite these individuals through email, text messages, social media, phone calls, putting an announcement on your website, or creating paper flyers. Send the invitation two weeks before the event so families, educators, child care workers/providers, and students are prepared ahead of time and can take the time out of their day to come join you. In addition, throughout the weeks leading to the event upload frequent updates about the event to keep people aware of the upcoming action.

*Where will it be* - This Take Action Tuesday can be held at an open park or a community centre. Both these settings will allow an open space for safe social distancing as well as space to engage in loose parts and playdough creations. Anywhere with space for social distancing and enough space for the stations (loose parts and playdough tables) will work.

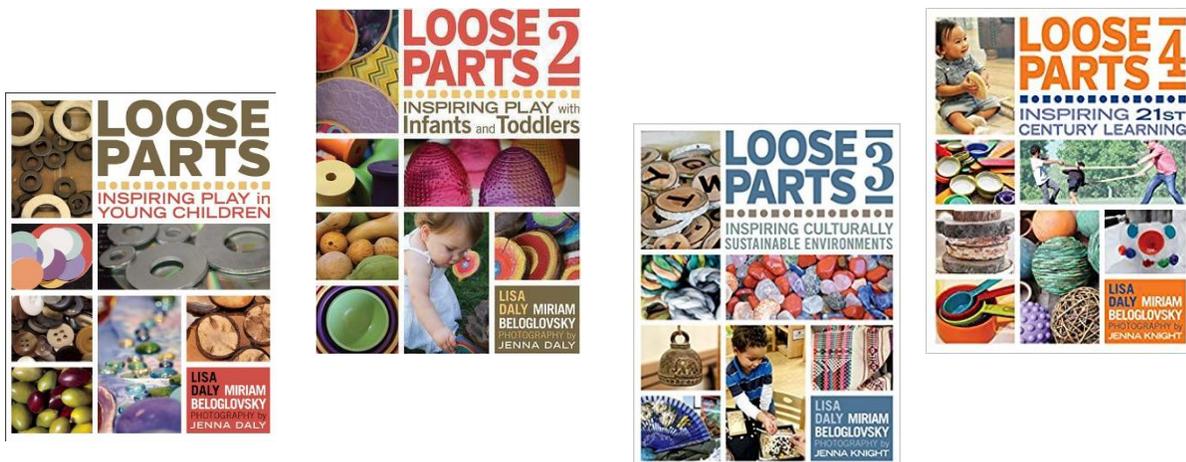
*When will it be* – We are hoping for this to happen on Tuesday, August 17th but that might not work for you and your community, so get creative and make a plan for whenever works for you!

#### **Playdough Recipes:**

Type of Playdough	Ingredients
Stretchy	1 cup conditioner 2 cups cornflour
Glittery	2 cups flour ½ cup glitter ½ cup water 2 tbsp oil Food colouring
Rock Salt	2 cups flour 1 cup coarse salt ½ cup water 4 tbsp oil Food colouring
Original	2 cups flour 1 cup water ½ cup salt 2 tbsp oil Food colouring
Scented	2 cups flour 1 cup water ½ cup salt

	<b>2 tbsp oil</b> <b>2 tbsp essential oil</b> <b>Scented shower gel</b> <b>Food colouring</b>
<b>3 Ingredient (Gluten Free)</b>	<b>1/2 cup cornstarch</b> <b>1 cup baking soda</b> <b>3/4 cup water</b> <b>2-3 drops of essential oils are fun to add in</b> <b>4-5 drops of food colouring</b>
<b>Cloud Dough - 2 Ingredient</b>	<b>1 Cup Hair Conditioner or Lotion</b> <b>2 Cups Cornstarch</b>
<b>Sculpty Clay</b>	<b>2 Cups Cornstarch</b> <b>2 Cups Baking Soda</b> <b>2 Cups of Water</b>

**Loose Parts Books:**



**Share with the AECEO & OCBCC**

We can all enjoy this activity that day! To share your photos (please include family permission if children are identifiable) and stories you can share via email at [childcareuprising@gmail.com](mailto:childcareuprising@gmail.com) and tag us on social media @AECEO and @OCBCC using the hashtags #risingupforchildcare #ECEPower.

# **Walk and Roll / Stroller Brigade**

## **Why:**

If we bring together educators, children, families, and other ELCC community members to celebrate their community and the potential impact of a Canada-wide child care system and promote our Roadmap in a fun a public way, then we will move decision makers to action because their constituents are demanding support for the plan.

A “Stroller Brigade” is a great way to engage families with young children in a rally. It also sends a great visual message that you are out in support of young children and families. A “Stroller Brigade” strengthens the ELCC community as people come together in support of a common cause.

## **It Could Look Like This:**

Let’s Walk and Roll! - A “stroller brigade” calling for universal child care

On August 24th (the 7th Take Action Tuesday!) ELCC (Early Learning and Child Care) community members, educators, children, families, along with other child care advocates across the province will be engaging in “stroller brigades” in their communities to celebrate the amazing work happening in ELCC across the province and show solidarity and support for a universal child care plan and Roadmap.

**It could look like this:** Have speakers (ideally a parent, an ECE, and a child care advocate) prepared to speak on your points and message. These people could also act as your spokespeople to take questions from the media. It is best to keep the number of speakers limited to just a few. Be sure to think about having some light refreshments and fun things for children to do while they rally at the park. Keep the whole event down to about one to two hours. Have designated people (marshals) that know the route of the stroll. They can help move the group along and to act as communication links. Have them easily identified by brightly coloured arm bands, vests or caps. Have musicians in the park to help bring a positive vibe to your rallying point and then have noisemakers, chants and drummers lend some vibrant sound to your stroll. Megaphones are a great way to send out chants and to keep energy high!

**How might you invite children into this?** Have children make signs/placards ahead of time – they are a great way to make your march visually appealing and to get your message out there. The children could also decorate their strollers/scooters/bikes with colourful streamers or ribbons.

**How can you engage families in this?** Invite parents to bring their children and strollers and to take part in your march. Older children can participate using bikes, scooters or skateboards too!

**What can we do to connect with elected representatives?** Invite elective representatives to take part in your march or march by their offices!

## **Plan the event:**

*What will happen* - Invite families to bring their children, strollers and older children to take part in your march! Develop a flyer with the date, time, rally point, destination and what you are

doing and why! Also, you may want to use social media to spread the word. If your event includes the larger community, you may want to reach out to the media beforehand to request coverage.

*Who will be there* - Families, children, educators, child care workers, students, and advocates. Please check your local Public Health guidelines and program Covid protocols. Do you have anyone in your community that could share their musical talents for the event?

*Where will it be* – Typically a nearby park is a good place to hold the “rallying point” – or where folks gather before making their way to the provincial legislature, a local MPP’s office, local MP’s office or City Hall, but this year might be a little different due to Covid restrictions. Your Walk and Roll event could be just your team walking through your ELCC community, whatever gets folks engaged and informed!

*When will it be* – We are hoping for this to happen on Tuesday, August 24th but that might not work for you and your community, so get creative and make a plan for whenever works for you! We usually recommend stroller brigades be done on weekends but we think this could be a great activity for a Tuesday afternoon or evening as well.

### Share with the AECEO & OCBC

To share your photos (please include family permission if children are identifiable) and stories you can share via email at [childcareuprising@gmail.com](mailto:childcareuprising@gmail.com) and tag us on social media @AECEO and @OCBC using the hashtags #risingupforchildcare #ECEPower.



# Letter and postcard writing

## **Why:**

Let's show our elected representatives that our community believes in child care! Writing to our elected representatives helps show that communities across Ontario are ready for a universal child care system and helps our elected officials to learn more about the Roadmap. By taking photos and sharing them publicly, we can show wide support and put pressure on our elected officials to advocate for the OCBC/CECEO Roadmap.

If you aren't currently working in a program with children, you can still participate! Think about your experience in the ELCC community, what do you envision for a universal child care system? Why do you want your elected representative to make the Roadmap possible? Let them know why it's important to you and others in your community.

## **It could look like this:**

On August 31st, 2021 (the 8th and **final** Take Action Tuesday) children, educators, child care workers, families, students, advocates, and child care providers will be writing letters/postcards to their elected representatives. Together we can all create our vision of universal child care and let our elected representatives know why the Roadmap is important to us. Engaging with children and families will not only be fun but doing this together shows strength and power while amplifying the voices of the child care community.

Children and educators creating/writing postcards and/or letters that can be (e)mailed out to elected representatives is an opportunity for children to share their vision of a universal child care system and why it's important to them.

For infants and toddlers, this might look like creating artwork that is then transformed into postcards. This is also an opportunity to engage with families and include their reflections on the back of the postcard.

- Large finger paint or marker drawing on cardstock that is then cut into smaller postcards that are written on by an adult
- Individual postcards with art made by the children on the front and a call to action on the back

For pre-schoolers, this might look like having a group discussion about what we love about our early learning community and how we feel valued and connected in our community.

- Giant letter written on newsprint that is signed by everyone in the classroom and mailed in a giant envelope
- Smaller individual drawings and a group letter signed by everyone
- Crafting individual postcards with artwork on the front and writing on the back that is assisted by an adult

For Kindergarten children, this might look like having a group discussion about what it feels like to be a part of the community and what matters the most to families in the community.

- Drafting a large group letter that everyone signs and going on a walk to mail it

- Crafting individual postcards with drawings on the front that depict what their community looks like and writing on the back that is assisted by an adult

For school aged children, this might look like having a group discussion about taking care of our community, how to make our community a place where everyone feels safe and valued.

- Writing individual letters that outline the children's reflections on what they want their community to look like
- Crafting individual postcards that show a drawing of their vision of community on the front and the top five things that are important to each child in their community
- Writing emails, individually or as a group, that outline what resources they are looking for in their community
- If school aged children are interested, as a group you could create a petition website page for families to sign signatures in support of the AECEO/OCBCC Roadmap. Then make it into a PDF version and send it out to elected representatives.

You can also compile and share the reflections of the children/families in your program in a written letter/email to your elected representative.

### **How might you invite children into this?**

This is an opportunity for children to voice their wants and needs as members of their early learning community. Talk with children about their community. Ask questions that open a dialogue about how they live with/in community. How do they feel represented and valued every day? What is something important to them in their early learning community? What do they imagine and hope their community can become? Invite children to reflect on and share what makes their early learning community great and why every child should get to feel like they are a valued member of their community.

### **How can you engage families in this?**

This is an opportunity for families and community members to influence decision makers by sharing their story and making a call to action. Ask families about what matters to them. Invite families to share their story, and highlight touching stories that can motivate elective representatives to be aware of how important a universal child care system is. What community resources do they value? What impact does/could accessible, affordable child care have on their family and their child(ren)? What do they think could be better supported in their community? What community resources are a part of their vision of a Canada-wide child care system?

To support families and community members in writing letters and/or emails to their elected representatives, you can share a template that outlines their story and some key calls to action. You can create your own, or use the one we've created [here](#).

### **What can we do to connect with elected representatives?**

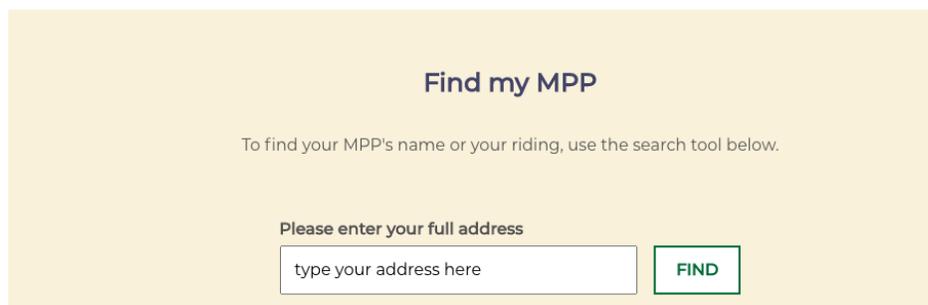
Community is so important to elected representatives. They are voted in by the community, and must be responsive to the community. We are writing postcards, letters and/or emails directly to our elected representatives in this action. In your written correspondence, you can ask them to write your early learning community back showing support for a Canada-wide child care system.

You can post on social media the photos of your postcards/letters (with family permission or without children identifiable) and ask your elected official what their plan is to support building a child care system that responds to your community.

### How to find your MPP

To find your Member of Provincial Parliament (MPP) and their mailing address, you can visit the Legislative Assembly of Ontario website: <https://www.ola.org/en/members>

At the bottom of the page, you will find a search tool where you can enter your full address to find your MPP's name and your riding.



The screenshot shows a search interface with a yellow background. At the top, it says "Find my MPP". Below that, it says "To find your MPP's name or your riding, use the search tool below." There is a text input field with the placeholder "type your address here" and a green "FIND" button to its right. Above the input field, it says "Please enter your full address".

This will take you to your current MPP's page, where you will find their mailing and email address.

### How to find your MP

To find your Member of Parliament (MP) and their mailing address, you can visit the House of Commons website: <https://www.ourcommons.ca/members/en>

At the top of the page, you will find a search tool where you can enter your postal code to find your MP's name and your riding.



The screenshot shows a search interface with a light gray background. At the top, it says "FIND MEMBERS OF PARLIAMENT". Below that, it says "Search current and past members by name, constituency or postal code". There is a text input field with a green search icon to its right. Below the input field, it says "\*Information about members of Parliament is available from September 1997 to present."

A drop-down window will appear. Click on the image of the MP, this will take you to your current MP's page, where you will find their mailing and email address.

### Plan the event:

*What will happen* - Evaluate how you will ensure the event complies with local public health guidelines. Draw up a detailed list of all the tasks that need to be completed and set deadlines for completion. Each task should have a desired outcome. Assign the tasks. Give responsibility

and control to those who are assigned tasks and make sure they have the resources and help they need to succeed. Resources you might need- Postcards, cardstock, thick construction paper, lined paper, pencils, pencil crayons, pens, markers, crayons, watercolour paints, paint brushes, water, smocks, paper towel, stickers, glue sticks, scissors, individual envelopes and/or large envelope, stamps for postage and computers or tablets for school aged emails. Tasks to consider- Provide a description of the Roadmap and the letters/postcards. Create social media posts and invitations to send out to the ELCC community. Take photos of the postcards to share on social media and with families. Mail the letters/postcards to your elected representatives.

*Who will be there* - Send invitations! Invitations let families know that they can join this action. Children can make or write invitations to their own families, grandparents, friends and neighbours to join in too!

*Where will it be* - Choose a space that works for your needs, maybe it's in your classroom, or weather permitting your centre's playground, or your backyard a public park or the outdoor space in your apartment building.

*When will it be* – We are hoping for this to happen on Tuesday, August 31st but that might not work for you and your community, so get creative and make a plan for whenever works for you!

### **Share with the AECEO & OCBC**

To share your photos (please include family permission if children are identifiable) and stories you can share via email at [childcareuprising@gmail.com](mailto:childcareuprising@gmail.com) and tag us on social media @AECEO and @OCBC using the hashtags #risingupforchildcare #ECEPower.



# **Letter Template for Families & Community Members**

**Name of MP or MPP**

**Address**

**City, ON**

**Postal Code**

August 31, 2021

Dear **Name of MP or MPP**,

My name is **(insert name)** and I am a concerned community member. My child(ren) attends child care at **(insert location of early learning and child care program/provider)** and we believe that a Canada-wide child care system is critical to our community.

**Share your story.**

**(Why is accessible, affordable child care important to you, your family, and community?**

**How will a national child care system improve your community?**

**What community resources are a part of your vision of a Canada-wide child care system?)**

I'm asking you to please read and support the Association of Early Childhood Educators Ontario and Ontario Coalition for Better Child Care Roadmap to Universal Child Care in Ontario and ensure that our shared vision of a Canada-wide child care system becomes a reality.

I look forward to hearing your reply in support of the Roadmap and seeing you take action to implement it.

Sincerely,

**Insert name**

**Your Address**

**City, ON**

**Postal Code**

**Flyer Template** (Canva works great for this)

Take  
Action  
Tuesday

Event  
Title

Photo

Date

Event Description

## Stroller Brigade Flyer Sample

**TAKE  
ACTION  
TUESDAY**



**AUGUST  
24TH**

A “Stroller Brigade” is a great way to engage families with young children in a rally. It also sends a great visual message that you are out in support of young children and families. A “Stroller Brigade” strengthens the ELCC community as people come together in support of a common cause.

FOLLOW @\_AECEO\_ & @OCBCC81 ON INSTAGRAM FOR UPDATES



Dear staff and families,

This summer we are organizing ECEs, early years staff, and child care providers across Ontario to use fun activities to communicate with and engage children, parents/families and their networks on our Universal Child Care in Ontario Roadmap with the intent that decision-makers will “say yes to the Roadmap”, and build capacity for collaborative and collective action in the fall.

If we can encourage more people to support the Roadmap and communicate this support to their elected representatives at all levels, then the more likely it will be that governments will listen. Children, families, and workers have waited far too long for a universal, high-quality childcare system and the time for change is now!

One way we can ensure our messages are received publicly is to share documentation of these fun and engaging events through email, our websites and social media.

Please print your child’s name/your name and sign to give us permission to use these photos, stories or videos on our websites, in communication to decision makers and for posting to our social media pages @AECEO and @OCBCC. For more information, please email [childcareuprising@gmail.com](mailto:childcareuprising@gmail.com).

With gratitude,

AECEO & OCBCC

**I give permission for the Association of Early Childhood Educators Ontario (AECEO) and the Ontario Coalition for Better Child Care (OCBCC) to use these photos, stories or videos as part of the Roadmap to Universal Child Care in Ontario Campaign.**

Name: \_\_\_\_\_ Parent/Guardian signature \_\_\_\_\_

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

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

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