

Champions for Children - Messaging

Key Message

We need our local leaders to be champions for children and champions for child care.

The Ask

General: Ontario families need quality child care that they can afford and trust. We need a child care system built on our **3 Big Ideas**:

1. **Low fees or no fees for families;**
2. **Decent work and pay for educators; and**
3. **Expansion of public and non-profit programs.**

Specific: With the change in provincial government, child care is under threat. We need local leaders to be ready to:

- Protect child care from a big box takeover by putting local restrictions (a moratoria or funding cap) in place on further for-profit expansion.
- Advocate against provincial cuts to child care. Be ready to put forward additional municipal dollars to protect child care spaces and subsidies.
- Ensure municipal programs are well funded, where ECEs and early years staff have decent work and professional pay.



Addressing the Barrier Message

“Why should I pay for someone else’s childcare?”

If you care about jobs and the economy you should support public investment in child care. For every \$1 that is spent on child care in Ontario, there is \$2 return on investment to local economies. This is because quality, affordable child care increases families purchasing power, supports women’s labour force participation and creates jobs. It’s some of the best public money we can spend.

Values Message

Finding safe, affordable child care shouldn’t be a matter of luck. It’s a matter of priorities. We need our local leaders to be champions for our children.

Vision Message

Our community can be a leader on child care. If we work as local champions for our children, we can continue to build a child care system that provides quality care our local families can afford and trust and good jobs for our dedicated educators.

Message Box: Child care supporters (We) vs. Child care opponents (They)

A Message Box organizes the most important ideas we want to convey, in the most effective way, for speaking to media, to voters and in the community, to build support for our campaign.

What We Say

- The current patchwork of child care programs and services leaves parents scrambling.
- Much like public education, healthcare, or recreation the child care system that families need requires direct public funding to work.
- Child care gives every parent the opportunity to contribute to the workforce, which puts money back in to the pockets of Canadian families, and strengthens the economy.
- We need to ensure that all children have access to child care environments where they are safe, well-cared, thriving and happy – that shouldn't be a matter of luck.
- Child care should be affordable for all – right now child care is the second highest household expense for Canadian families.
- We need government action on 3 big ideas: affordable child care fees, decent work for educators and expanding non-profit child care.

What They Say

- Government shouldn't be intruding in family matters.
- Parents know best what to do for their children. We'll let parents choose how to best spend their money, including care for their children at home.
- Canadians don't want one-size-fits-all, state-run child care. Most Canadians believe children are better off with a parent at home caring for them.
- Child care is a provincial responsibility.
- We can't afford to fund child care.

What We Say About Them

- The hands-off, "go it alone" approach isn't working. It leaves millions of parents to fend for themselves.
- Monthly cheques or tax rebates don't create safe child care spaces, and they don't make it affordable. That's not a choice.
- Safe and available child care options ensure that parents have the support to make the best decisions for their child's well-being.
- Child care is indeed a provincial responsibility, but in Ontario municipalities have a very important role as service system managers. We need municipal champions for children.
- Good child care pays for itself – economy grows two dollars for every dollar invested; it create four times more jobs than investing in the construction industry. We can't afford not to invest.

#ECEAppreciation

#ECEPower

#DecentWork

#Champions4Children