



June 25, 2024

Re: 24th Annual Child Care Worker and Early Childhood Educator Appreciation Day, October 24, 2024

To Ontario mayors and councils,

We are writing to ask that you and your council proclaim and participate in Child Care Worker & Early Childhood Educator Appreciation Day on Thursday, October 24, 2024. This day recognizes the commitment, skills and hard work of Early Childhood Educators (ECEs) and staff who work with young children. Each year, the day is proclaimed by the Ontario Coalition for Better Child Care (OCBCC), the Canadian Union of Public Employees (CUPE), municipalities and school boards across Ontario, and is marked by hundreds of child care centres, unions, and allies.

This year's Child Care Worker and Early Childhood Educator Appreciation Day **theme is WORTH MORE, as part of our continuing campaign for decent work and pay for the early years and child care workforce!**

To fulfil the promise of the Canada-Wide Early Learning and Child Care system we need to ensure high quality spaces for every family who needs it. We have seen how affordable child care is life-changing for many families, but we need to make that possible *for all*. To make that vision a reality we need to expand access to child care by building new programs – but most importantly we must ensure that we retain, re-attract and recruit ECEs and child care workers with decent work and fulfilling careers to lead these vital, educational programs.

We will be sharing these messages on Appreciation Day and we need your help to make it happen by making an official proclamation.

If your council does not issue official proclamations, there are many alternative ways for your municipality to participate in celebrating this important day:

- Organize a public announcement;
- Flag raising or purple light display;
- Display our posters and distribute our buttons; and
- Organize events and contests for the day or have councilors or the mayor participate in events hosted by child care centres.

A sample proclamation and document outlining additional ways to recognize this important day is attached.

We would love to acknowledge municipalities who choose to celebrate child care workers and ECEs across Ontario on October 24, 2024. Please let us know how your municipality is participating in the appreciation day and we will add you to our list of proclamations and celebrations.

Please direct any correspondence on proclamations and/or celebration activities to the attention of Carolyn Ferns, by mail: Ontario Coalition for Better Child Care, PO Box 73034 Wood Street PO Toronto, ON M4Y 2W5, or by email at: carolyn@childcareontario.org.

Thank you for your consideration.

Christa O'Connor
President, OCBCC

Fred Hahn
President, CUPE Ontario Division

24TH ANNIVERSARY | OCTOBER 24, 2024

CHILD CARE WORKER AND EARLY CHILDHOOD EDUCATOR APPRECIATION DAY

COALITION ONTARIENNE POUR
de meilleurs services
éducatifs à l'enfance



ONTARIO COALITION FOR
Better Child Care



This day recognizes the commitment, hard work and dedication of Early Childhood Educators (ECEs) and staff who work with young children. Each year, the day is proclaimed by The Ontario Coalition for Better Child Care (OCBCC), the Canadian Union of Public Employees (CUPE), municipalities and school boards across Ontario, and is marked by hundreds of child care centres, unions, and allies.

While recognition is important, action to achieve change is even better. Visit childcareontario.org to make your voice heard and ensure child care workers and early childhood educators are treated with respect.

Tips to Recognize and Celebrate the Day!

| Everyone | Municipalities | School Boards | Child Care Centres |
|--|---|---|---|
| <p>Show child care workers your appreciation on social media:</p> <ul style="list-style-type: none">• Share photos of how you're celebrating the day• Share an event prior to the date to raise awareness• Write a kind message about a child care provider you know• Use the hashtag #ECEappreciation and tag us @ChildCareON | <ul style="list-style-type: none">• Place an ad in the local newspaper promoting the day• Encourage local councillors to tour child care centres to find out more about this important work• Organize a community-wide celebration to recognize individual staff, centres, and programs | <ul style="list-style-type: none">• Insert the day on the October calendar• Arrange to have the day announced on the PA• Encourage classes of students to visit the child care centre• Set up a Wall of Fame where parents have the opportunity to say thank you to staff• Place our poster on school bulletin boards | <ul style="list-style-type: none">• Host a special lunch for staff• Give staff members a certificate of appreciation.• Have every staff in the centre vote on one child care champion of the year• Set up a board near the entrance of the centre where parents may write thank-you notes• Place our poster on the main doors |

* Contact the OCBCC to order posters and buttons by October 1, 2024 to ensure timely delivery.

24th Annual Child Care Worker and Early Childhood Educator Appreciation Day

October 24, 2024

Proclamation

Whereas years of research confirms the benefits of high-quality early learning and child care for young children's intellectual, emotional, social and physical development and later life outcomes; and

Whereas child care promotes the well-being of children and responds to the needs of families and the broader community by supporting quality of life so that citizens can fully participate in and contribute to the economic and social life of their community; and

Whereas trained and knowledgeable Registered Early Childhood Educators are the key to quality in early years and child care programs – in licensed child care, Early ON programs, child life programs, and full-day kindergarten;

Whereas Registered Early Childhood Educators and child care workers will be vital to the success of the Canada-Wide Early Learning and Child Care system;

Therefore, Be It Resolved that October 24, 2024 be designated the 24th annual "Child Care Worker & Early Childhood Educator Appreciation Day" in recognition of the education, dedication and commitment of child care workers to children, their families and quality of life of the community.