



# Child Care Advocacy Association of Canada

Child Care Advocacy Association of Canada (CCAAC)

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## BULLETIN

## Fall 2001

### Message from the Chairperson

**This has been an exciting and challenging year for child care.** We have been extremely busy lobbying for accessible, affordable high quality child care as an entitlement for all Canadian children.

**In September 2000, the Prime Minister and Premiers (with the exception of Quebec) signed the *Early Childhood Development Initiative*.** This initiative, while targeting needed funds to programs in four key areas geared towards the early years, does not specify funding for child care. Even more disappointing is the fact that had all of this new funding been assigned to child care, it still would not have equaled the 1992 federal expenditures on child care! Unfortunately, the funding is broadly allocated and child care is not a priority for all provincial and territorial governments. **CCAAC continues to work towards educating the public, bureaucrats and politicians about the importance of child care and the need for a national child care strategy.**

In October 2000 CCAAC participated in the **Women's World March**. We had been active in the planning and implementation of this amazing event and were successful in having child care included as one of the key demands of the March. **It was a wonderful experience to participate in an event that had so many women coming together in an effort to bring attention to the needs of women in Canada and around the world.**

**This past year has also seen a number of provincial elections, in which we worked to have child care included as an election issue.** We made a submission to the Premiers before the annual Premiers conference to raise the issue of child care at the provincial and territorial levels.

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### Council of Child Care Advocates

This year, the CCAAC launched the Council of Child Care Advocates. The creation of the Council is part of a multi year 'change process' undertaken by the CCAAC through our Moving Forward Together Project. The Council brings together regional and sectoral representatives who are committed to promoting an entitlement for all children in Canada to publicly funded child care. The Mandate of the Council is to establish overall advocacy policies, strategies and projects to guide the work of the CCAAC.

The Council met in June 2000, and again in January 2001. In June, the Council's recommendations focused on securing a federal/provincial/territorial agreement on early Childhood services. The Council supported a call for a core set of Early Childhood Development Services which include child care, parent supports and pre and post natal care and for a requirement that provinces and territories develop services in all key areas as a condition of receiving federal funds. In June, the Council recommendations focused on CCAAC's ongoing role in Sign On For Canada's Kids (see below) and on the need to support provincial advocacy to ensure that child care is a cornerstone of each provinces and territories Early Childhood Development Initiatives. In its first year of operation, the Council acted in an advisory capacity to the Board of the CCAAC and recommendations made by the Council were reviewed and fully adopted by the Board.

### Sign On For Canada's Kids

CCAAC has been actively involved in the Sign On For Canada's Kids (SOCK) committee and campaign. Initially established to ensure that a federal/provincial/territorial agreement on Early Childhood Development services was reached by Dec. 2000, this committee also worked on the Federal Election. (see Federal Election page 2).

SOCK successfully piloted the use of a website for cross Canada child care advocacy, [www.signonforcanadaskids.org](http://www.signonforcanadaskids.org). Amongst other things, the website supported a Petition campaign, leading up to the September 2000 Agreement on Early Childhood Development; federal election messages and materials and a Fax your MP campaign.

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### Message from the Chairperson cont.

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We have completed the History of Child Care Advocates Project with Dr. Susan Prentice at the University of Manitoba and look forward to the launch of the book *Changing Child Care, Five Decades of Child Care Advocacy in Canada*, on September 22<sup>nd</sup> in Toronto.

This past year has also seen some staffing changes in the Ottawa office. Our Executive Director, Cindy Magloughlin resigned effective late May. We appreciated her efforts on our behalf and wish her well in her new endeavours. We are pleased to welcome Maryann Bird back to the office as our Executive Director and look forward to the energy and experience she brings with her. Our Office Coordinator, Hillary Nangle, anchors our work with her skills and enthusiasm. **Please do not hesitate to contact Maryann or Hillary with ideas, suggestions and issues connected to our child care advocacy work!**

The funding challenges faced by most NGOs continue to challenge CCAAC. Dwindling resources, projected based funding and a government emphasis on the voluntary sector, continue to make the work of advocating on behalf of our issue more challenging. **Nonetheless, we continue to meet and overcome these challenges and work to ensure that child care is on the agenda wherever and whenever possible!**

### Federal Election

CCAAC worked cooperatively during the federal election with our partners in SOCK. Three key messages were developed:

1. child care needs to be seen as the cornerstone of a comprehensive set of early childhood development services that children and families need.
2. we need a significant increase in the federal financial contribution - beginning with an initial commitment of \$2 billion in the next year.
3. we need clear implementation plans, with targets and timelines, for the development of child care and related services across Canada

Sock developed a number of materials for use in constituencies across Canada including a Candidate's Commitment, a draft letter for constituencies across Canada including a Candidate's Commitment, a brochure on child care, a summary of party positions on child care, questions to ask at all candidates meetings, etc. CCAAC actively promoted and coordinated the use of these materials through our Board members across the country

### Sign On For Canada's Kids cont.

*(Continued from page 1)*

SOCK continues to develop strategies for ensuring that child care, within the broader early childhood agenda, remains on intergovernmental tables and has supported public and media events at a number of federal/provincial/territorial meetings.



Check out our Website  
[www.childcareadvocacy.ca](http://www.childcareadvocacy.ca)