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It's time for affordable child care in BC

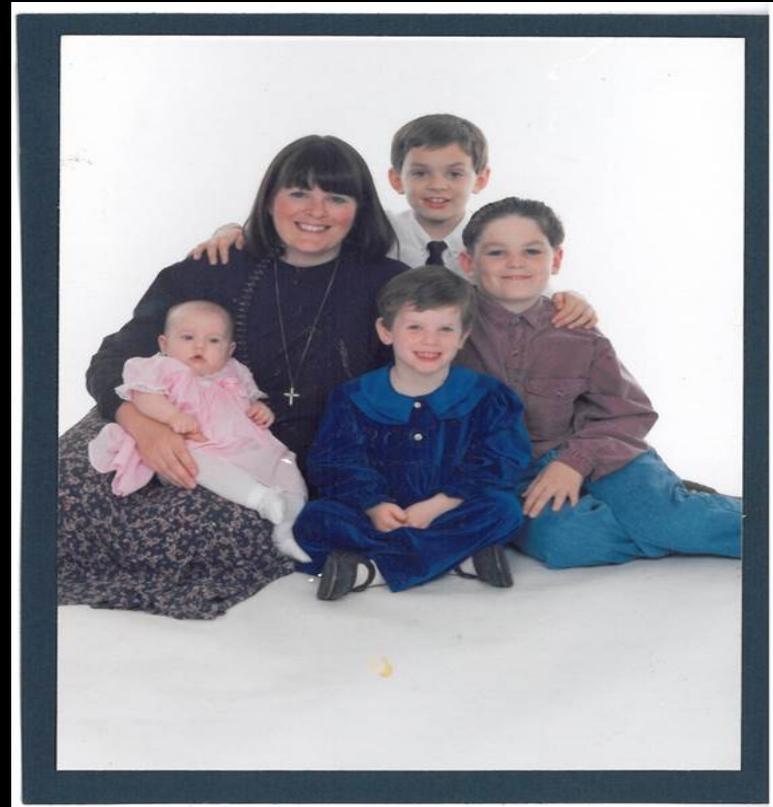
**Together we can make
quality affordable child care a
reality in BC**

Child Care Crisis in BC

570,200 children

**363,800 mothers
in the workforce**

**106,719 regulated
childcare spaces**



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Unaffordable for Families

Under 3 yrs \$965 (**\$1437**)

3 to 5 yrs \$720 (**\$959**)

Up to **\$2125** per month

Low-income subsidy is less
than actual fees

High fees don't mean high
wages!



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A Plan to Win in BC



1917 some
women first
voted in BC

2017 women
demand
child care

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New Allies!

Heckman, Legarde, Alexander, Obama



"It's time we stop treating childcare as a side issue, or a women's issue, and treat it like the national economic priority that it is for all of us."
- President Barack Obama
State of the Union Address 2015



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1. Early Care and Learning Act

Legislate rights of:

First Nations to design, deliver and govern their own services

Young children to access quality services that respect their unique developmental needs

Families to access quality, affordable care for their children on a **voluntary** basis



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2. New Home in Ministry of Education

For all **community & school-based** childcare programs

School still starts with Kindergarten at age 5

Extends strengths of public education to younger children

Protects and welcomes existing child care services



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3. New Role for Boards of Education

Elected Boards of Education **mandated & funded** to plan, develop, and govern the delivery of early care and learning services (childcare) in their Districts.



4. Benefits for Children, Parents, Educators

Accountable for NEW public funding to

- Cap parent fees \$10aDay full-time, \$7 part-time, no user fee under \$40,000 annual income
- Improve wages and education average \$25 an hour + 20% benefits
- Include ALL children
- Meet demonstrated community need
- Program consistent with Early Learning Frameworks

5. Enhance Kindergarten & Grade 1

ECEs to work with Teachers & Education Assistants as professional colleagues to:

Strengthen adult/child relationships

Cover full working day and year

Enhance ECE practice in schools



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6. School Age Care – Grade 2 and up

- Boards of Education responsible for school age care
- Existing school age child care providers integrated into new system
- New programs developed & delivered by Boards of Education where there is a need
- Stronger support for the Middle Years

7. Investing in the Workforce

Success of new system depends on a well respected, well educated, well compensated workforce \$25/hr average plus 20% benefits

- Enhance quality
- Respect expertise of Early Childhood Educators
- Move towards parity with teachers

Bachelor of Early Childhood Education as new educational standard for sector

Diploma as minimum for group, family & school age care.

Support sector to upgrade qualifications

Early Care & Learning in Education Ministry

New Zealand, Spain, Slovenia,
England, Scotland, Brazil,
Iceland, Norway, Sweden,
France, Italy, Belgium, Austria,
Germany, Finland

In Canada

Ontario, NB, PEI, NS, Sask,
Nunavut, NWT, NL&L
First Nations in BC



Where to Start...

- Reduce fees in infant-toddler spaces
- Eliminate fees for families who earn less than \$40,000 annually
- School Districts to work with municipal/regional governments & the child care community to develop and implement ECL plans

Implementation Issues

- Multi-age expansion
- Group health & welfare benefits
- Ensuring the most vulnerable have access
- Hours of work in Family Child Care
- Expanding post-secondary opportunities
- Private operator issues
- And more...

What about Quebec?



After 12 years, the Quebec system
more than paid for itself

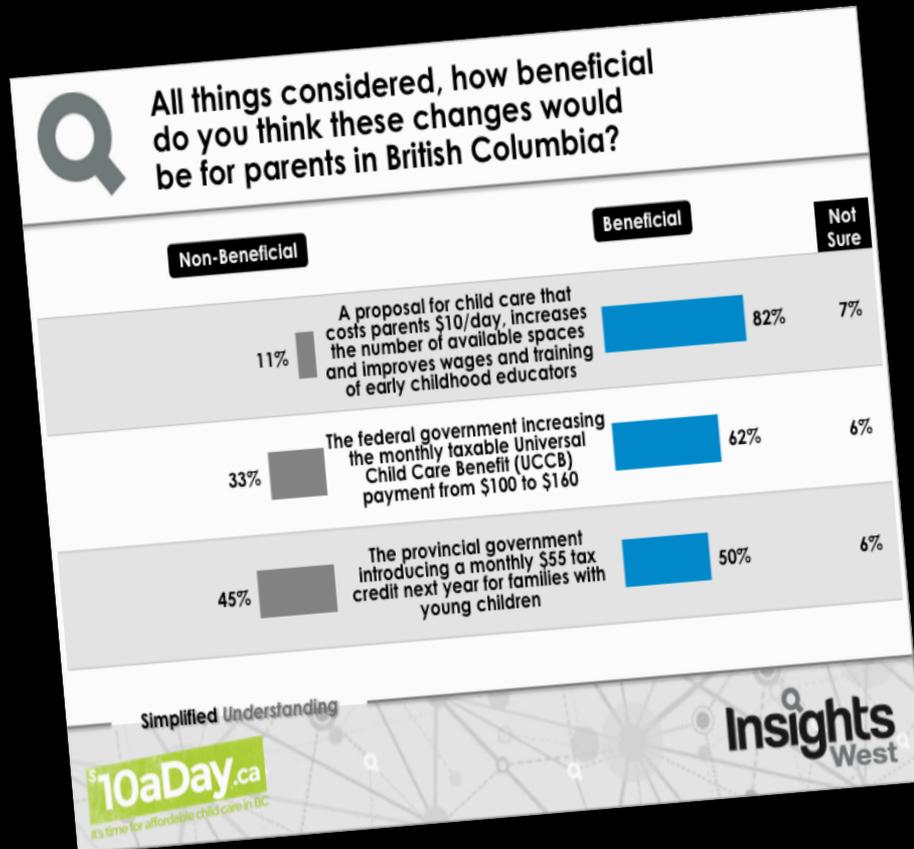
Dr. Pierre Fortin
Economics Professor at University of Quebec

Investing in child care has a bigger
job multiplier effect than any other
sector, with more employment per
dollar of activity

Robert Fairholm, Centre for Spatial Economics



Insights West Polling Results



- 74% support the \$10aDay Child Care Plan
- 3/5 would vote for a political party to implement the Plan and believe **the Plan is realistic**

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BC Finance Committee

Select Standing Committee on Finance & Government Services recommendation on Budgets 2014, 2015, 2015 & 2017 to the BC Legislature

- Provide funding and support for the development and implementation of a child care plan

Benefits to the BC Economy

An estimated:

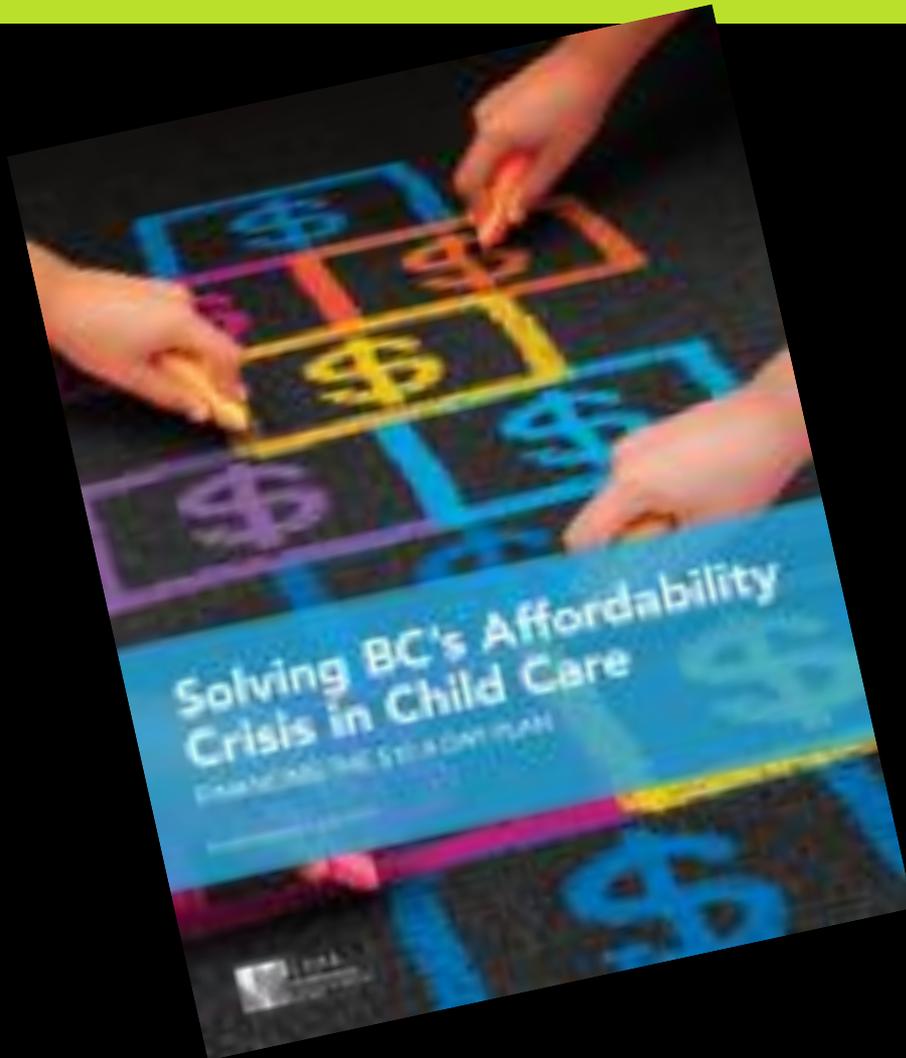
- 17,189 more working women
- **\$667 million more in taxes collected**
- 26,000 Early Childhood Educators better paid
- **\$610 million saved by business**
- **\$685 million saved by families**



Dr. Paul Kershaw, New Deal for Families 2011
& Kershaw, Anderson GenSqueeze 2013

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Can we Afford \$10aDay?



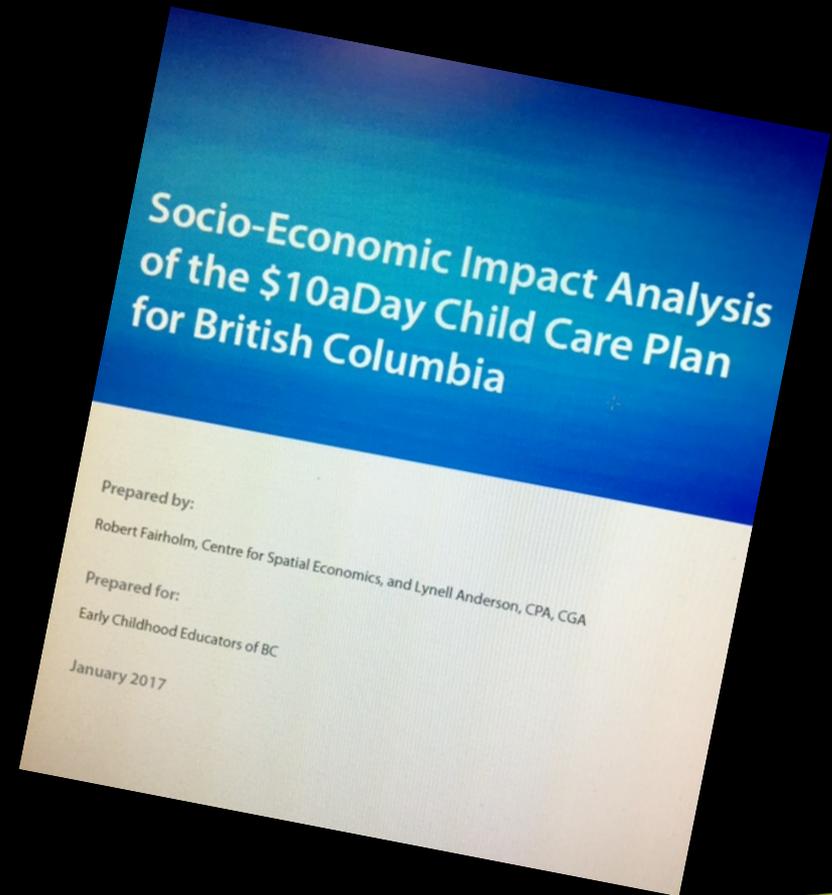
YES!

Economist Igluka Ivanova
Canadian Centre for Policy Alternatives
2015

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Socio-Economic Impact Analysis

The increase to GDP is close to 2% or **\$5.787 billion** on full implementation, employment increases by 2.8 per cent, or **69,100 net new FTE jobs**



Fairholm and Anderson, 2016

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Social Media!



“With these economic benefits, we’d best advise the Premier to invest in \$10aDay Child Care”

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New Federal Liberal Government



For Canadian families,
high-quality,
affordable child care is
more than a
convenience-it's a
necessity.

\$500 Million

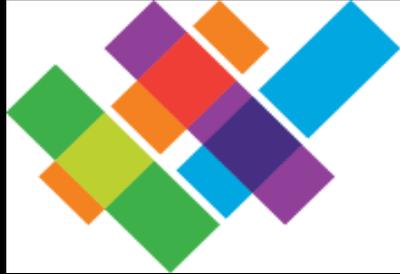
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Child Care is a Political Issue



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Child Care is an Election Issue



GREATER VANCOUVER
BOARD OF TRADE

They agree with us...

The GVBOT encourages the Provincial Government to work with the Federal Government to find ways to increase supply and access to affordable child care.

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2 Million Supporters & Growing

- 46 municipal / regional governments
- 30 School Districts
- Vancity & CCEC Credit Unions
- United Way of the Lower Mainland
- Surrey Board of Trade
- Academics, Community, Labour, Business and Women's organizations
- Early Childhood Development experts
- 13,000+ petition signers

Things Can Change!

If your husband ever finds out
you're not "store-testing" for fresher coffee...



*... if he discovers you're
still taking chances
on getting flat, stale coffee
... wee he unto you!*

*For today
there's a sure
and certain way
to test for freshness
before you buy*

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How We Think About Children



Watch a "Soldiers of Fortune" for exciting adventures, and let 7up TV channels speak.

© 2004 The Coca-Cola Company



Why we have the youngest customers in the business

The youngest man in 11 months old—said he isn't our youngest customer by any means.

For 7up to be safe, so wholesome, you can even give it to babies and feel good about it. Look at the back of a 7up bottle. Notice that all our ingredients are natural. That's our 1 requirement of soft drinks, and know— but we're proud to do it and we think you're pleased that we do.

By the way, Mom, when it comes to toddlers—if they like to be content to drink their milk, why like, add 7up to that milk in equal parts, pouring the 7up gently into the milk. It's a wholesome combination—and it works! Make 7up your family drink. You like it... it likes you!

Nothing does it like Seven-Up!

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How We Think About Women's Work

The Chef
does everything
but cook
- that's what
wives are for!



I'm giving my wife a
Kenwood Chef

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So What's New?

- Re-engaged Federal Government
- More Media Attention
- Ramped Up Campaign
- New Political Support
- New socioeconomic analysis
- Provincial Election May 2017
- Social Media
- Week of Action!



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Text 'SIGN' to 604-670-4911



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