

Comox Valley Binder

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The Original
Project

Communities of Leadership Innovation – 2010 Call for Proposals

In 2010, ECEBC will support ten Communities of Leadership Innovation.

ECEBC and the Leadership Initiative Advisory Committee will select the ten Communities of Leadership Innovation based on the following criteria:

1. Diverse geographic and cultural communities are involved.
2. The Project builds the leadership capacity of ECEs to raise the profile of their work and value.
3. Two or three licensed-to-practice ECEs are actively involved in the development of the proposal, are able to attend all three Leadership Institutes and understand they will play a leadership role in implementing the project.
4. The sponsoring society is a non-profit society AND holds charitable tax status.

In order to be considered, complete this Call for Proposals and submit it to ECEBC by Jan. 15, 2010.

Proposals must be FAXED to ECEBC at (604)709-6077 - Attention: Maria Mejia

Communities will be informed as to whether or not they have been selected by February 28, 2010. Project work plans and budgets will be developed at the first Leadership Institute in early April 2010. Projects will report out at subsequent Leadership Institute (Nov. 2010 and May, 2011). Final project reports will be due June 30, 2011.

If you have questions about completing this Call for Proposal, please email the ECEBC Leadership Coordinator, Rita Chudnovsky at

Key Proposal Contact Person

Name _____

Position/Organization Tigger Too Preschool (Supervisor)

Phone number (Day) _____ (Evening) _____

Email _____

Mailing Address _____

City Comox Province BC Postal Code _____

ECE Project Leadership Team

Each proposal needs to be developed and submitted by a Project Leadership Team of two or three licensed to practice ECEs. We encourage communities to choose 'emerging leaders' who may not have lots of experience in a leadership role but are ready, willing and able to be part of the leadership of the next generation of BC ECEs. All members of the Project Leadership Team will be expected to attend the 3 Leadership Institutes and to play a leadership role in implementing their project within their community. The Team can and is encouraged to work with a larger community group that includes other ECEs and/or community members who care about young children.

Identify the licensed to practice ECEs who are your Project Leadership Team

Participant #1

Name Charlene Gray
Address _____
E-mail address _____

Phone number _____
City Comox Postal Code _____
ECE License Number _____

Participant #2

Name Laurel Hodgins
Address _____
E-mail address _____

Phone number _____
City Courtenay Postal Code _____ 3
ECE License Number _____

Participant #3

Name Tracy Wharram
Address _____
E-mail address _____

Phone number _____
City Courtenay Postal Code BC
ECE License Number _____

Please share your Project Leadership Team's motivation for being involved in this leadership program. How have you been involved in developing this proposal? Why do you want to develop your leadership capacity? How will you play a leadership role in implementing this proposal?

For us it's all about challenging ourselves personally and professionally. We have become confident as educators in our everyday work but we don't want to see that confidence become complacency. Although we remain committed to our jobs, we feel it is time to step up - to come out of our comfort zones and to broaden our horizons. Again, this is both personally and professionally. Personally we want to become effective, more articulate advocates -not to just to find our voice but to learn how to use it. Professionally we all believe that it is time for Early Childhood Care and Education to take a more prominent role in our community. We feel that , through this project, we can unite all early years professionals and take our message of the importance of childhood and the importance of our work to those who have not yet heard it.

This proposal was first discussed at our branch meeting. We unanimously decided to submit a proposal and tossed around a few ideas. Once we all decided upon a concept, we asked for those who could commit to the project to come forward. Although our membership is behind our proposal, it was only the three of us who were able to make the time commitment. Our team then met to go over every aspect of the proposal. We each gave our reasons for being involved, our thoughts on the project itself and the outcomes we expected. We each told of ways in which our own personal and professional contacts within the community could help get our idea off the ground. Each of us found similarities and differences in how we thought our idea would benefit both the community and our profession. It was interesting how our different strengths complimented each other! We e-mailed back and forth until we were satisfied that our views had been represented.

In our branch, we find that the members who are involved are, for the most part, more "seasoned" educators. We're not too sure if this is common, but it does seem to be the way things are in our community. Our leadership team reflects this dynamic. We talked about this at our team meeting and we felt that maybe it's because we have reached a place in our personal lives where we have the time to devote to projects such as this. We also felt that maybe, as veterans, we have built up enough experience and confidence in our daily work that we can see the benefits of expanding our community's understanding of ECE's. Either way, if chosen, it is our full intention to include a diverse group of new and "seasoned" ECE's in this project. This is just one way that we can play a leadership role in implementing this proposal. Another way we will become leaders is through the community , business and political presentations that will be necessary to have our idea accepted. By involving as many groups as possible (which we will hope to learn how to do!), we hope to lead this project rather than take over it.

We are both nervous and excited at the prospect of taking on this project. It will definitely be a leaning curve for us all, but one that we are committed to!

Please name and briefly describe the community you will involve in this project.

Geographically, the community we will involve will be the Comox Valley, Since the Valley is made up of several sub-communities, we will focus on the three largest municipalities - The village of Cumberland, the city of Courtenay and the town of Comox. Although this sounds like a huge undertaking, these communities are very close together and work together on many issues. They include a large aboriginal community and many ESL families. When we assembled our leadership team, we coincidentally discovered that Tracy is from Cumberland, Laurel is from Courtenay and Charlene is from Comox. We have all lived here a very long time and are familiar with the distinct characteristics of each area. As it is our goal to reach out into our community, we don't want to limit ourselves to a community of practice or culture. Although the project will be lead by Early Childhood Educators, we want it to reach and include as many people as possible within our defined community.

Please briefly describe your project. How will it build leadership capacity? How will it increase public understanding of ECE's work? What community groups will you work with or reach out to? What outcome or change do you hope to achieve?

The name of our project is Childsign. Our plan is to develop a series of universal picture signs for public buildings within our community. For example, all libraries will have a sign posted at child level with a picture of rows of books on it. Under the picture will be the word "Library". Depending on the site of the building, the sign will either be attached to the building itself or on a wooden post just outside the door. Our idea is to begin with municipal buildings and branch out to include all businesses.

Our capacity for leadership will be developed along with the series of presentations we will need to make to various town and city councils. We will need to be able to articulate our message in a concise way, explain our rationale and inform the public about the importance of making Early Childhood issues more visible in our community. We will need to present ourselves in a confident and knowledgeable manner as we represent the ECE profession. We will need to show how, where we live, we are all connected and by working together on a project aimed at children, we will all benefit. Our understanding of child development, the research we will need to do to back up our idea and the professional way in which we will learn how to present ourselves will increase the awareness of the work Early Childhood Educators do.

We plan to include a wide variety of community groups - this will be a necessity. Local governments, business associations, Regional Boards, the School District, Aboriginal and ESL communities, Success by 6, and local Early Years roundtables are some examples. As our project progresses, we hope to learn more about how our community works just as much as we hope they will learn about our work.

There are many outcomes and changes we hope to achieve with this project and they, like our communities are interconnected.:

- the work of ECE's will be more universally understood and respected in our community.
- children will feel more connected to their community as they see something "just for them" in front of places they visit with their families.
- children will gain an understanding of what types of places make up their neighborhoods.
- adults will be reminded each time they enter a public building that children are an integral part of our lives as well as gaining an understanding of how children learn through experience.

Children's learning visible

- businesses will also be reminded that planning for children coming into their establishment is important.
- early literacy will be fostered as children and adults "read" the sign together.
- making children , their learning and their contributions to the community more visible - Children Matter Here!!
- the three communities involved will become united in their respect, understanding and awareness of ECE's , children and the value of coming together.

It won't just be the actual signs that will bring about this awareness. It will be the project itself as it , we hope, will take on a life of it's own. New ideas and new "champions" of children may emerge. Having this "coming together" on behalf of our young citizens be lead by Early Childhood Educators is exciting and will indeed make us a "Community of Leadership Innovation"

Thank you for your time and for your consideration of our proposal!

Community of Leadership Innovation Project

Each Community of Leadership Innovation will undertake a project to raise the profile and understanding of the value of the work ECEs do in building healthy communities. Your idea doesn't have to be all figured out. The Leadership Initiative will help you develop your plan.

Please briefly describe your project. How will it build ECE leadership capacity? How will it help increase public understanding of ECEs work? What community groups will you work with or reach out to? What outcome or change do you hope to achieve? (Please use a separate sheet of paper if necessary)

* See additional sheet

Leadership Institutes

All members of your Project Leadership Team will be expected to attend three Leadership Institutes in Vancouver. The institutes are intensive and fun experiences where the group and individual learning builds on what came before. Paraphrasing someone into the process part way through won't work. To quote one 2009 participant the institutes as "Amazingly wonderful, beautiful, rewarding, and a truly emotional, reflective experience." ECEBC will cover all cost (travel, hotel, meals and materials) for the team for the three institutes.

Please have each Project Leadership Team indicate that they understand they will be participating in the following Leadership Institutes. Here are the tentative dates for the 3 Institutes.
We will confirm them in early 2010.

Event	Leadership Institute # 1	Leadership Institute # 2	Leadership Institute # 3
Dates	Tuesday, April 6 to Saturday, April 10, 2010	Sunday, Nov. 14 to Wednesday, Nov. 17, 2010	To coincide with the ECEBC 2011 Conference in late May
Description	<ul style="list-style-type: none"> Participants will travel to Vancouver on Monday April 5 for a Tuesday morning Institute start. They will return home Saturday late afternoon or early evening. 	<ul style="list-style-type: none"> Participants will travel to Vancouver for a Sunday evening Institute start and will return home Wednesday evening or Thursday morning. 	<ul style="list-style-type: none"> TBA

Yes, I will attend all three Leadership Institutes (Please have each participant initial below)

Team Member #1 ef

Team Member #2 LA

Team Member #3 Jaw

2774 East Broadway,
 P 604 709 6063

Vancouver BC
 F 604 709 6077
www.ecebc.ca

V5M 1Y8
 TF 1 800 797 5602

Sponsoring Charitable Society

The Leadership Initiative will also provide each selected Community of Leaders an innovation grant up to \$10,000 to support your project in your community. You need to identify a non-profit society with charitable tax status to receive and administer the funds.

Please provide the following information about your sponsoring society

Organization Name Comox Valley Children's Day Care Society

Charitable Tax Number _____

Mailing Address _____

City Comox Province BC Postal Code _____

Contact Person Name _____ Position administrators

Contact Person Phone Number _____ Email _____

Contact Person signature _____

Leadership Capacity

Please think about the abilities that will lead your team and nurture your leadership gifts. Here are a few ideas to get you started but please add your own.

- Personal confidence & assertiveness building
- Framing the Message
- Defining professional identity
- Gendered perceptions of the field
- The value of childhood (international perspectives)
- The economic impact of child care
- Public speaking
- Marketing/Communications
- Addressing invisibility of the work
- Policy, legislation context
- Community-based Research
- Advocacy plans, strategies & tools

Other things you would like to learn about...

Working with different types of people - what to do or say when a specific person or business turns down the idea?

If you have questions or want to talk about your proposal, please contact Rita Chudnovsky, our Leadership Initiative Coordinator at _____

Complete and submit this form by FAX to (604)709-6077

by January 15, 2010

ECEBC Leadership Initiative

Community Project Work Plan #1 – April – November, 2010

RECEIVED MAY 0



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Sponsoring Society's Name Comox Valley Childrens Daycare Society

Community Name Comox Valley

Name of Project Project Childsign
Comox Valley

Key Contact (From Sponsoring Society)

Name _____ Position administrator

E-mail _____ Phone _____

Mailing address _____ City Comox Postal Code _____

Name of Lead ECE's

1. Charlene Gray 2. Tracy Wharram 3. Laurel Hodgins

Project Description (1 paragraph that updates or refines the short project description you initially submitted)

A project to build leadership capacity of ECEs by seeking community support and approval for posting universal picture signs on public building that welcome inclusion and making them more visible in the community. Through consultation with business developing 'child friendly' business destinations. Developing community display boards
Three domains of change this project seeks to make are: Show casing the learning and early childhood issues

1. Building leadership capacity
2. Creating an ECE culture of leadership
3. Raising the profile of ECEs in the community



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ECEBC Leadership Initiative

Community Project Work Plan #1 – April – November, 2010

KEY ACTIVITIES	WHO	WHEN	DOMAIN OF CHANGE ACTIVITY ADDRESSES	HOPED FOR LEADERSHIP CAPACITY DEVELOPED
3. getting materials ready for distribution preparing powerpoint presentation	community team	by June 30 th	building leadership capacity	articulate our message.
4. get mock ups for signs	community team	before Sept 2010	raising the profile of ECE's in the community	Public education material development
5. meeting with councils and business association	Sept 21 community team	Sept 21 between Sept - Dec 2010	Building ECE Leadership Capacity	framing the message for various stakeholders
6. display for kids fest	Sept 30 community team	Sept 30	Creating an ECE culture of Leadership	public presentation skills

ECEBC Leadership Initiative Community Project Report #1 April – November 2010



RECEIVED NOV 16 2010

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educators of BC

Sponsoring Society's Name Comox Valley Children's Daycare Society
Community Name Comox Valley Name of Project Project Childsign Comox Valley

Key Contact (From Sponsoring Society)
Name _____ Position Administrator

E-mail _____ Phone _____

Mailing address _____ City Comox Postal Code _____

Names of participating ECE's
1. Charlene Gray 2. Laurel Hodgins 3. Tracy Wharram

Project Description (repeat of update the short description you are using to describe your project)

A project to build leadership capacity of ECEs by

Key domains of change your project focuses on

ECEBC Leadership Initiative

Community Project Report #1

April – November 2010



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Key project activities Update

List and comment on 3 key project activities & events from April – November 2010. Include key activities from Work Plan #1 and any new ones. In the last column, comment on the leadership capacities you used and developed through this activity.

Key Activity/Event	Completed (or if not, why not)	Leadership Capacities Developed
<p>Research materials getting materials ready for distribution prepare power presentation</p>	<p>Brochures business cards Go window decals display case tabletop display of logo powerpoint in development</p>	<ul style="list-style-type: none"> - clearly articulate message - develop budget + work with quotes within our budget - work w/ professional team to develop/design materials - working with / developing time line
<p>get mock-up for signs</p>	<p>yes - one sign</p>	<p>researching materials research universal signs - articulate vision with municipalities</p>
<p>meeting with councils + business assoc.</p>	<p>met with all 3 mayors - pre-lim discussion w/ chamber of commerce (ongoing) letters meet in Jan</p>	<ul style="list-style-type: none"> - communication skills - professionalism - patience - understanding of the big picture - ability to adapt project to meet individual community needs. - articulate message - time/scheduling Did we say patience??

As ECE's - explain our work + develop connections with business + municipal organizations (old boys network)

ECEBC Leadership Initiative

Community Project Report #1

April – November 2010



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educators of BC

Key project activities Update

List and comment on 3 key project activities & events from April – November 2010. Include key activities from Work Plan #1 and any new ones. In the last column, comment on the leadership capacities you used and developed through this activity.

Key Activity/Event	Completed (or if not, why not)	Leadership Capacities Developed
display for kidofest	yes - using display case - tri-fold display board - activity (playdoh) community interaction & awareness	- community interaction & awareness of project - filling out application to be part of festival - first introduction to the community - field questions - processing feedback - made initial connection w/ library who also wants a display case

June 28, 2011

To:
Emily Mlieczko, Executive Director
Early Childhood Educators of B.C.

Dear Emily,

Please consider this letter as a formal request to extend the Comox Valley Leadership Project from the 2010/2011 cohort.

Although **Project Childsign** is well underway in our community and we have done the bulk of the work, we are still facing delays due to municipal and bureaucratic timelines. We have met with all three councils as well as the Regional District with regards to formal permission to post our signs. Two of the four have given approval and endorsement is expected very soon from the remaining two groups.

To date we have spent \$ 2700.00. The remaining \$7200.00 is slated to be spent on approximately 50 signs for a cost of about \$1000. We also need to pay for our graphic artist who is working with us on the creation of the symbols. This will be around \$300 to \$400. We will also have to order a second printing of our brochures along with some publicity/advertisement posters as we get set to publicly launch the installation of our first sign. The total cost for this is estimated to be \$1000. We have local media working with us free of charge and anticipate good coverage.

Because our first order of child-friendly business decals were deemed too large and not "quite right", we will also be re-ordering them at aprox. \$600. We will also be creating a more professional looking "child-friendly" information for businesses as we feel the business community has yet to fully commit to supporting us. The cost for this will be about \$500.

Rounding out our anticipated future cost will be an administration fee from our sponsoring agent of about \$300. To the best of our knowledge , we anticipate spending approximately \$3800 to complete our project. Of course there may be costs we haven't anticipated, but our budget allows room for this.

We have spoken to our sponsoring agent, the Comox Valley Children's Daycare Society, and they are most willing to continue working with us.

If you have any further questions or require more detailed information, please do not hesitate to contact us. We would like to express our gratitude for the opportunity to be a part of this amazing journey and remain committed to fulfilling our responsibilities to the Leadership Initiative.

Sincerely,
Charlene Gray
cggray@shaw.ca

Laurel Hodgins

Tracy Wharram

"Project Childsign Comox Valley"



Leadership Initiative

Final Reporting Check List

The itemized list below will make it easier for you to submit all your required documentation to finalize the required reporting for your project.

DUE DATE: _____

Documents to Return to Office	For Office Use Only	
	Forms submitted	Notes
<input checked="" type="checkbox"/> Final Project Report Form	<input type="checkbox"/>	
<input checked="" type="checkbox"/> Complete Budget and Expenses	<input type="checkbox"/>	
<input checked="" type="checkbox"/> Copy of all receipts	<input type="checkbox"/>	
<input checked="" type="checkbox"/> Items for ECEBC Leadership History purpose – examples: pamphlets, pictures, newspaper articles, etc.	<input type="checkbox"/>	

Notes and Remarks

ECEBC Leadership Initiative FINAL PROJECT REPORT

JUNE 2011



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educators of BC

Sponsoring Society's Name Comox Valley Children's Day Care Society

Community Name Comox Valley Name of Project Childsign

We have submitted a written request and plan to carry over unspent funds until Oct. 31, 2011 Yes
No

Key Contact (From Sponsoring Society)

Name _____ Position administration

E-mail _____ Phone _____

Mailing address _____

City Comox Province BC Postal Code _____

Names of participating ECE's

1. Tracy Wharren
2. Laurel Hudgins
3. Charlene Gray

ECEBC Leadership Initiative

FINAL PROJECT REPORT

JUNE 2011



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Most Significant Change Story

From among all the significant changes you experienced during this leadership project, what was the most significant

change of all? We initially expected large response from our presentations to City councils and business networks but were surprised and discouraged by the slow process, ~~even though~~ though we had received some positive feedback at this level.

~~Surprisingly~~ ^{Surprisingly} how well received our project was at the political level. Just for the simple fact that our project would benefit children and community ~~we~~ we also thought that businesses would be the first to embrace our idea of a "child friendly business designation as this recognition from customers would be positive for their image with customers. We did find however that it was really the one on one conversations with people in the community about our project ^{such as} friends and co-workers in casual conversations that really seemed to create the change in our society's attitude regarding our field of work. Thus creating change within our own field by encouraging others to see "Leadership" in a new way.

Sharing your Leadership Capacity

At the May 2011 Leadership Institute participants agreed to share their leadership capacity in their communities and beyond. The group agreed to (will be added in) Please share your plans...

Activity	Date/Timeline	Responsibility	Hoped for outcome
- Continue to share enthusiasm with local ECEBC	Monthly meetings	- Continually work with other early years centers to	That our project will continue to inspire other leadership projects with ECEBC by example and mentorship.
- Branch - display case		fill the display case with children's art and info.	That the community will continue to take notice of how our politicians recognized the value of children in city planning.
- Network with leadership teams on the new feedback page		- Continue to complete project objectives before Oct 2011.	
- Contact local charity groups to continue our project - maintain signs	- Before Jan. 2012		

ECEBC Leadership Initiative

FINAL PROJECT REPORT

JUNE 2011



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Key project activities and events

Provide a summary of key project activities and events in each of the following 2 time periods.
Include comments about any significant differences between project plans and what actually happened.

— **March – December 2010** Submitted story of project to newspaper ~ childcare Month Publication

— Created Brochures, business cards, sign prototype

— " power point presentation.

— Presented at KidFest to general public along with an ECEBC Display

— " to the ECEBC members local branch.

— Built Display case + approached library with project idea.

— Designed child friendly checklist letter + stickers

— Presented idea to the Business network - BIA.

January – June 2011

— Worked out budget

— Created a second powerpoint for

Collaboration with CCA BC - Presenting our project in relation to
child friendly cities,

— Presentation to Comox and Cumberland Councils to place signs on Municipal buildings

— " " Regional District for community priority wined buildings

— Had picture taken for local newspaper article written by media following 3 council mtg.

— Presented at ECEBC Conference.

ECEBC Leadership Initiative

FINAL PROJECT REPORT

JUNE 2011



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Initial Project Description (the paragraph that you used to describe your project)

A project to support the leadership capacity of ECE's to seek community support and approval for posting universal picture signs on public buildings that welcome children and make them more visible in the community.

The Logo
and
Brochure



Text for Childsign Brochure

Front cover:

(under graphic of sign with logo on it)

A three part project aimed at promoting the awareness and understanding of children, children's learning and Early Years topics in the Comox Valley.

Inside right (under graphic # 1 - bullets using handprints)

Title - centered under number:

Child-friendly signs on Municipal buildings

- To enable children to read their way around their neighborhood
- To remind adults that children are an integral part of any community
- To encourage policy makers and others to plan for children in public spaces

Inside Middle - Below graphic of our logo (2)

Child-friendly window stickers

- To develop child-friendly business designations in consultation with stakeholders in the business community
- Child-friendly designations encourage families to visit a place of business
- Family oriented business planning strengthens communities as a whole

Inside left - above graphic of display case (3)

Community display cases in Comox, Courtenay and Cumberland

- making children's learning visible by showcasing projects and artwork from local Early Years centers

- Highlighting early years topics through information displays
- Raising awareness of the work of Early Childhood Educators

Back of page (right)

About the project...

The launching of **Childsign** is made possible through the Communities of Leadership Innovation Project sponsored by the Early Childhood Educators of B.C. and the VanCity Community Foundation.

As Early Childhood Educators, we have a role to play in advocating for children, for childhood itself and for the work we do in our community. It is our goal to create a shared understanding of our youngest population by bringing together citizens of all ages in the Comox Valley.

Childsign will be developed in consultation with local governments, business and community organizations and other educators. It is hoped that funding partnerships will be created to allow the project to be sustainable and to grow.

Charlene Gray, E.C.E.
Laurel Hodgins, E.C.E.
Tracy Wharram, E.C.E.

Back of page (middle)

ECEBC logo - being sent separately)

VanCity logo

For more information please e-mail : childsigns@gmail.com

About the project...

The launching of **Childsign** is made possible through the Communities of Leadership Innovation Project sponsored by the Early Childhood Educators of B.C. and the VanCity Community Foundation.

As Early Childhood Educators, we have a role to play in advocating for children, for childhood itself and for the work we do in our community. It is our goal to create a shared understanding of our youngest population by bringing together citizens of all ages in the Comox Valley.

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Charlene Gray, E.C.E.

Laurel Hodgins, E.C.E.

Tracy Wharram, E.C.E.



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educators of BC

Vancity

Community Foundation

CHILDSIGN Comox Valley






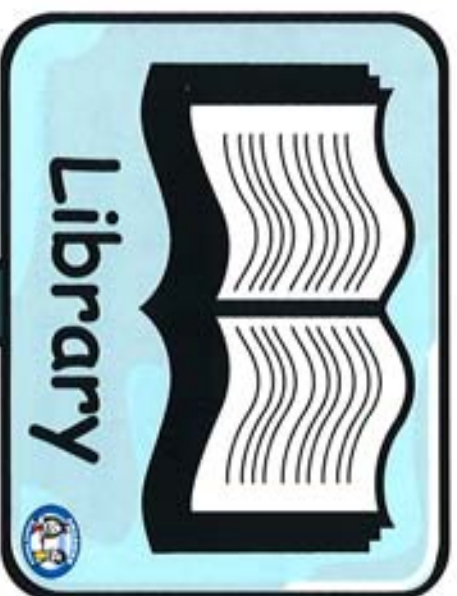
A 3 part project aimed at promoting the awareness and understanding of children, children's learning, and Early Years topics in the Comox Valley.








Child-friendly signs on Municipal buildings

-  To enable children to read their way around their neighborhood
-  To remind adults that children are an integral part of any community
-  To encourage policy makers and others to plan for children in public spaces






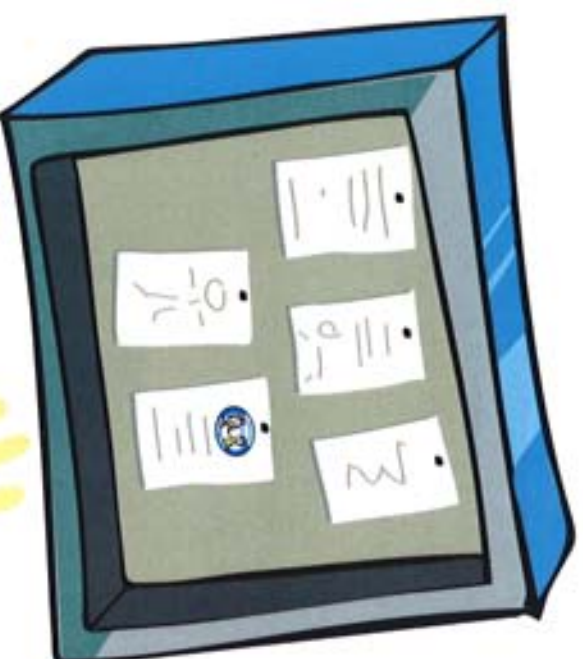
Child-friendly window stickers

-  To develop child-friendly business designations in consultation with stakeholders in the business community
-  Child-friendly designations encourage families to visit a place of business
-  Family oriented business planning strengthens communities as a whole



Community display cases in Comox, Courtenay and Cumberland

-  Making children's learning visible by showcasing projects and artwork from local Early Years centers
-  Highlighting early years topics through information displays
-  Raising awareness of the work of Early Childhood Educators



Presentation to:
Village Council
Town Counsel

City Council
Regional District



Communities of Leadership Innovation Project

"Each year, ECEBC (Early Childhood Educators of B.C.) identifies ten diverse geographic and cultural Communities of Leadership Innovation where two or three licensed-to-practice Early Childhood Educators (ECEs), take a leadership role in developing and implementing a community project that raises the profile and understanding of the value of ECEs. Through the project, participants are supported to develop their own leadership capacity, culture and confidence. Each identified community receives up to \$10,000 to support their project." (ECEBC)

We are very excited to announce that the proposal submitted by the group from the Comox Valley was chosen to participate in this year's institute!

Comox Valley Project - "Signs for me"

Our plan is to develop a series of universal, child friendly picture signs for public buildings within our community. These signs will serve three main purposes :

1. To enable children to "read" their way around the community in which they live and feel more connected to their neighborhoods.
2. To draw awareness to the fact that children are an integral part of any community.
3. To encourage community policy makers and others to consider children when planning public spaces

As Early Childhood Educators we have a role to play in advocating for children and for the work we do in our community. We also have a responsibility to become involved and take action to show how citizens of all ages are connected by creating a shared understanding of our youngest population. Our project is in it's initial stages and will be developed over the next year. We will be making more formal presentations to community stakeholders as our plan unfolds. For more detailed information on the Communities of Leadership Innovation project itself, please visit the provincial website @ ECEBC.ca
Thank you for taking the time to meet with us today. Please feel free to contact us if you require any further information. We will be in touch as the project progresses!

Sincerely,

Project Childsign Comox Valley



Charlene Gray
Laurel Hodgins
Tracy Wharram

" Each year ECEBC (Early Childhood Educators of B.C.) identifies 10 diverse geographic and cultural Communities of Leadership Innovation where two or three licensed to practice Early Childhood Educators take a leadership role in developing and implementing a community project that raises the profile and understanding of the value of ECE's. Each identified community receives up to \$10,000 to support their project"

ECEBC

Our goal...

- ❖ To raise the awareness of children, children's issues and the work of Early Childhood Educators in the Comox Valley by way of child focused community projects.



Project # 1 Child Friendly Signs

- ❖ We will post signs on Municipal and community buildings at a preschool child's eye level.
- ❖ These signs will depict both picture symbols and text.
- ❖ The signs can be installed directly on the building or erected on a low post.

For example...

- ❖ These low maintenance signs will be made out of a vandal resistant material.
- ❖ Signs are in primary colours that appeal to young children

Facts and Figures

- ❖ Project Childsign will develop and purchase the signs.
- ❖ Installation details are governed by individual Councils.
- ❖ Sustainability and project expansion will rely on community based service organizations.

Project Sponsorship Provided by:

Vendor:
[Faint, illegible text]

ECEBC | early childhood
educators of BC

SLIDE ONE IS SHOWING

CHAR - Thanks for having us here
Introduce my self
Tracy introduce herself
Laurel Introduce herself

Char will explain what ECE is - and that we are here as ECE's to advocate for our youngest citizens - and that we are all long time residents of the Valley

SLIDE TWO

TRACY - read slide -
Explain - We submitted a proposal and were chosen
- We will have attended 3 Leadership Institutes where we have worked on developing our project and have been mentored by Municipal and business leaders from the City of Vancouver

SLIDE THREE

TRACY - Read slide
Explain - our community projects will involve the three separate communities of Comox, Courtenay and Cumberland but it is hoped that participation from each municipality will unify the project
Explain - that this is a three part project - but we are here to talk to you today about just one the three.

SLIDE FOUR - Tracy

LAUREL - read slide
Explain - The picture shows one of the symbols we will be using. The symbols will be easily recognizable and uniform to all three communities.
- the signs have a five year warranty on them.

SLIDE FIVE 6

LAUREL -read slide
Explain - money will come from the \$10,000 budget we have from our project. Each sign will cost approx. \$15. One of the requests we have today

is that the City Public Works department take on the task of putting up the signs on City buildings

SLIDE SIX 7

CHAR - read slide

Explain - Cannot read S - t - o - p - but does recognize the symbol - and eventually will understand the text. Use giant "M" for McDonalds as an example.

- it has been suggested that these signs would also be beneficial to those with mobility issues who may use wheelchairs or scooters - or for those who have English as a second language.

SLIDE SEVEN 8

CHAR -read slide

Explain - As ECE's we know that children are not passive but active participants in their own lives - and when the adults in their world understand that - children are able to integrate experiences into their learning.

SLIDE EIGHT 9

CHAR - read slide quote

Explain - that this idea is something that perhaps could be a part of a child-friendly city designation - certainly other communities in our Province have done that such as Prince Rupert and - I think Port Alberni

Repeat last part of quote - 'State of Children...

As long time residents of the Valley - we know that this is a great place to grow up.and, we think that this project fits right in with that well known "family atmosphere" that the Comox Valley is famous for.

We ask two things of you today -

1. To support this project in principal and grant permission for signs on City buildings
2. Consideration for public works to be responsible for erecting the signs.

SLIDE NINE 10

We would like to gratefully acknowledge our funders for this project - ECEBC and the VanCity Community Foundation



Town of Comox

Deputy Corporate Administrator

Comox, B.C.

Phone:

Fax:

Email:

APPEAR AS A DELEGATION

RECEIVED

MAR 03 2011

Town of Comox

Ph:
Fx:

COPY

COUNCIL OR THE COMMITTEE OF THE WHOLE MUST BE SUBMITTED NO LATER THAN THURSDAY NOON, THE WEEK PRIOR TO THE MEETING

Name(s) of person(s) speaking: Charlene Gray, Laurel Hodgins, Tracy Wharram

Organization you are representing: Project Childsign

Primary purpose of Organization: Child / Family friendly initiatives Number of members: 3

Mailing address: _____

City: Comox BC Postal Code: _____

Contact name: Charlene Gray Email: _____

Phone: _____ Fax: _____

Subject matter: Our plan is to erect child friendly signs at Municipal Buildings - using pictures and text, enabling children to 'read' their way around the community

Specific request of Council, if any (i.e., letter of support, funding): approval and support from council - enter into discussions about having Public Works staff erect the signs

Requested meeting and date: Any time after March 28 / 2011

Audio-visual equipment required: projector and screen for powerpoint

Date of application: Mar. 3 / 11 Signature of applicant: Charlene Gray

Please Note:

1. Regular Council Meetings start at 5:30 p.m., while Committee of the Whole Meetings start at 4:15 p.m. Delegations are dealt with at the beginning of each meeting.
2. Maximum presentation time is 10 minutes including questions, unless previously approved by the Chair.
3. Presenters are to address Council or the Committee of the Whole, and not the audience
4. All presentation materials/handouts must be submitted no later than Thursday noon, the week prior to the meeting.
5. Please ensure that your cell phone is turned OFF during the meeting.



TOWN OF COMOX
COMMITTEE OF THE WHOLE MEETING

STAFF REPORT
Meeting Date: April 13, 2011

TO: Committee of the Whole	FILE: 0810-01-01
FROM: Richard Kanigan, Chief Administrative Officer	DATE: April 7, 2011
SUBJECT: Project Childsign Comox Valley	

Prepared by: <i>Shelly Russwurm</i> <i>Shelly Russwurm</i>	Supervisor:	Financial Approved: <i>Don Jacquest</i> <i>Don Jacquest, Fin. Director</i>	Report Approved: <i>Richard Kanigan</i> <i>Richard Kanigan, CAO</i>
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Recommendation from the Chief Administrative Officer:

That Town staff work with Project Childsign Comox Valley on the design of child-friendly signs for community buildings; and further,

That Council allow the placement of child-friendly signs, designed in consultation with Town staff, on Town-owned community buildings in Comox.

Purpose

To inform the Committee on the feasibility of allowing child-friendly signs to be posted on Town-owned community buildings in Comox.

Strategic Plan Linkage

One of Childsign Comox Valley's goals is to "remind adults that children are an integral part of any community". Council has also identified becoming a more inclusive community as one of its goals under its Sustainability and Livability priority. Allowing child-friendly signs on Town-owned community buildings would help to show the community that Council welcomes and supports all community members.

Background

At its March 30, 2011 Committee of the Whole Meeting, the Committee received a presentation from Mes. Gray, Hodgins and Wharram regarding their proposal to have child-friendly signs placed on municipal buildings in the Comox Valley. Their purpose is three-fold: to enable children to read their way around their neighbourhood, to remind adults that children are an integral part of any community, and to encourage policy makers and others to plan for children in public places. As they say, signs are a big part of early literacy, and they give children a sense of belonging in the community.

The signs will be developed in consultation with local governments, business and community organizations and other educators. Project Childsign is hoping to have approximately 15

different types of signs, and have asked for Council's support in principle to allow signs to be posted on Town buildings. Examples of such signs could include ones for the municipal hall, library, recreation centre and fire hall and museum.

Implications

a. Financial

There will be no financial implication to the Town in designing and producing the initial set of signs. Installation of the signs will be the responsibility of the Town, with the cost absorbed through the regular salaries of Town staff. Minimal time will be required to install approximately 5-6 signs. Project Childsign has also indicated that they would be responsible for replacement or installation of additional signs, if and when needed. The Town cost for this is estimated to be less than \$1000 across the five-year financial plan, and would be covered under the existing building maintenance budget.

b. Intergovernmental

The potential for intergovernmental cooperation exists as this is a Valley-wide initiative. Courtenay has indicated that they are supportive of the initiative, and members from each local government could work together on the design of common signs.

c. Public relations

If approved by Council, a notice will be placed in the next newsletter, due to go out in July. As well, a press release will be prepared on the installation of the signs and the linkage to Council's Strategic Plan.



TOWN OF COMOX

OFFICE OF THE MAYOR

File No: 0810-01-01

May 2, 2011

Ms. Charlene Gray
Ms. Laurel Hodgins
Ms. Tracy Wharram
Project Childsign

Comox BC

Dear Mss. Gray, Hodgins and Wharram:

Thank you for your presentation to the Committee of the Whole, at its March 30, 2011 meeting. Your proposal to install child-friendly signs on public buildings in Comox was well received by the Committee, which in turn asked for more information from staff.

On behalf of Council, I am pleased to advise that Council passed the following motion at its Regular Meeting of April 20, 2011:

That Town staff work with Project Childsign Comox Valley on the design of child-friendly signs for community buildings; and further,

That Council allow the placement of child-friendly signs, designed in conjunction with Town staff, on Town-owned community buildings in Comox.

Your Town contact for this project is Mr. Al Fraser, Parks and Building Maintenance Superintendent.

Again, thank you for presenting your project to the Committee of the Whole, and in helping to make Comox a more child-friendly community.

Yours truly,

Paul Ives
Mayor

Copy: Mr. Al Fraser, Parks and Building Maintenance Superintendent

The Final
Signs



Native Sons Hall



Nymph Falls Park



Seal Bay Park



Skatepark



Sports Centre



Sports Centre



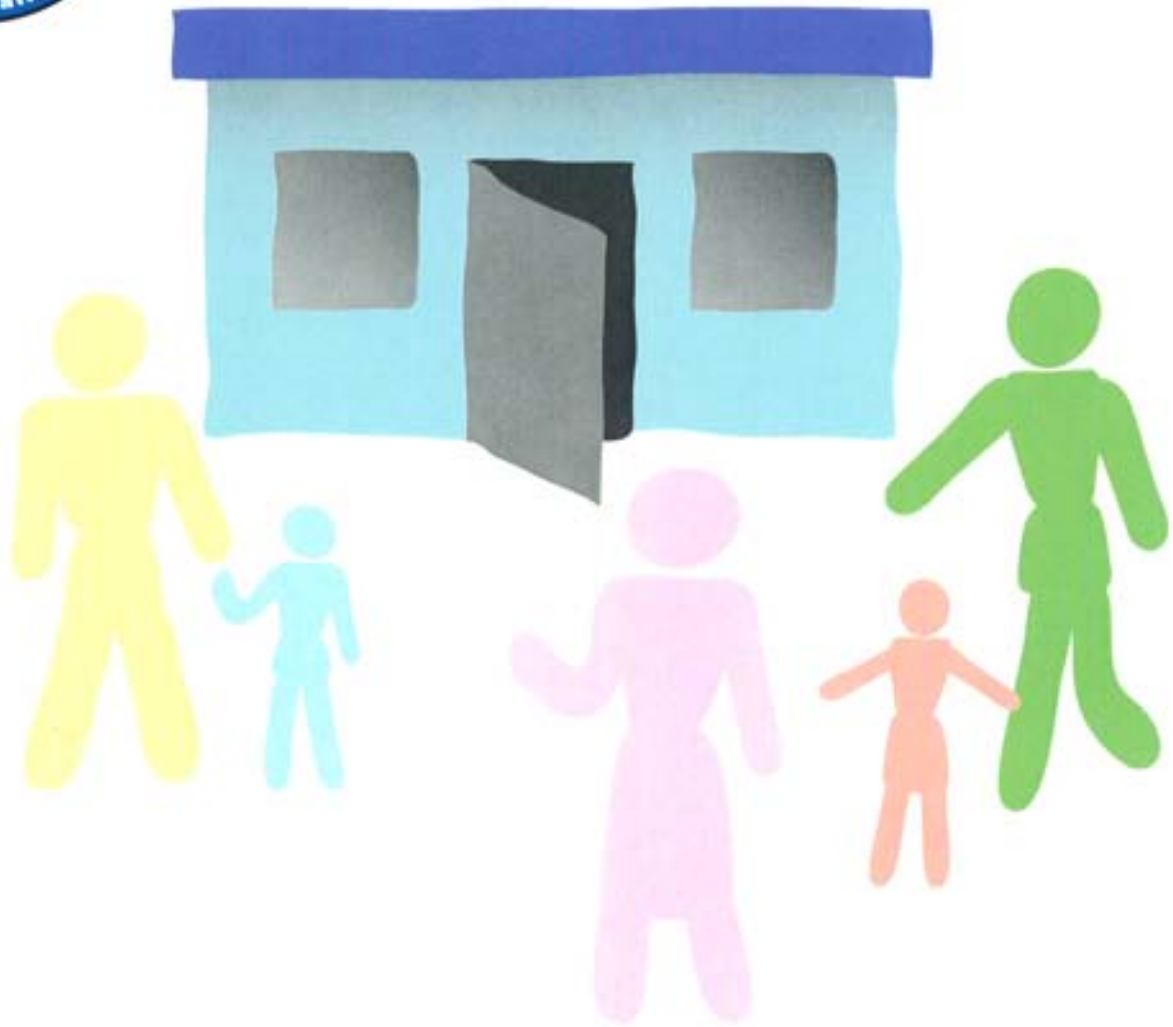
Town Hall



Village Office



Theatre



Florence Filberg Centre



Airport



Art Gallery



City Hall



Community Centre



Compost Education Centre



Exhibition Grounds



Aquatic Centre



Goose Spit



Landfill



Library



Marina



Museum



Museum



Fire Hall

The
Press

New displays will make learning visible

Early childhood educators in the Comox Valley will be working together in the next year to build awareness of children, children's learning

and early-years issues.

Each year, Early Childhood Educators of B.C. (ECEBC) identifies 10 diverse geographic and

cultural Communities of Leadership Innovation, where two or three licensed-to-practice early childhood educators (ECEs) take a leadership role in developing and implementing a community project that raises the profile and understanding of the value of ECEs.

Through this project, participants are supported to develop their own leadership capacity, culture and confidence.

Each identified community receives up to \$10,000 to support its project.

The Comox Valley Branch of ECEBC's proposal called Project Childsign Comox Valley was chosen to participate in this year's institute.

Three local ECEs

— Charlene Gray, Laurel Hodgins and Tracy Wharlam — will lead this project, which will also include the participation of other educators and children within the communities of Comox, Courtenay and Cumberland.

Project Childsign Comox Valley is divided into three distinct projects, all of which are connected in that they promote the awareness and understanding of children, children's learning and early-years issues in the Comox Valley.

The first step will be to build display cases for the three main communities in the Valley.



MAKING CHILDREN'S LEARNING visible is one of the goals of Project Childsign Comox Valley, which will be developed during the next 14 months.

PHOTO SUPPLIED

hoods;

- To draw attention to the fact that children are an integral part of any community;

- To encourage community policy makers and others to consider children when planning public spaces.

The third part of the project is to develop a "child-friendly" business designation, which will draw on the principles of the United Nations (UN) Convention on the Rights of the Child and the UN Habitat II Conference in 1996, where the "Child Friendly Cities" initiative was born.

Early childhood educa-

advocating for children, for the importance of childhood itself and for all early-years issues.

This project will show how citizens of all ages are connected by creating a shared understanding of our youngest population.

The entire project will be developed during the next 14 months, supported by ECEBC and the Vancity Community Foundation.

It is also hoped that community funding partnerships will develop to allow the project to be sustainable and to grow.

— Comox Valley Branch of the Early Childhood



The *COMOX VALLEY ECHO* □ Tuesday, March 22, 2011

Signing the way: Laurel Hodgins (left) and Charlene Gray in the children's section of Courtenay library with the proposed child-friendly signs they hope to put up at toddler eye level outside.

Eyes down, kids ...

... The book shows this must be the library

By Philip Round
Echo Staff

Key buildings in the Comox Valley could get new exterior signs, set low down so toddlers can see them at their eye level.

The idea has been thought up by a local group of early childhood educators, who have won a \$10,000 grant to fund the project.

The group is calling itself Childsign Comox Valley, and three of its representatives - Charlene Gray, Laurel Hodgins and Tracy Wharram - explained the idea to Courtenay councillors last week.

They said the project was made possible thanks to the 'communities of leadership innovation project' sponsored by the Early Childhood Educators of B.C. and the Vancity Community Foundation.

It is the only initiative on Vancouver Island to secure a grant this year from many submitted bids.

Early childhood covers children up to five years old, and at that young age children absorb information fast and recognize pictorial signs and symbols before they can read.

So the idea is to place that simple, clear signs at low level on buildings like the library, fire hall, museum, swimming pool, sports centres, post office and city hall.

Each would show a symbol, such as an open book for the library, and one or two short, simple words to describe the function of the building.

"As early childhood educators, we have a role to play in advocating for children, for childhood itself and for the work we do in our community," they explained in a joint statement to councillors.

Hodgins added they hoped that all the local municipalities and regional district would support the initiative by allowing signs to be placed on key buildings, and they would also be approaching some businesses and community organizations that owned property to seek their permission.

The idea is that children should be encouraged to "read their way around the neighbourhood" at an early stage, recognizing the activities that go on in a building from the symbols and relating them to the words.

It is not intended that such young children should explore alone, but would see the sign while out with their parents or other adults.

The signs would be made locally and designed in primary colours to attract the interest of children.

Wharram added a good example of how children recognized symbols was the early years acknowledgement of the golden arches

'M' of McDonald's fast food restaurants.

Gray said the trio promoting the project on behalf of many local educators all had hands-on experience of helping early learners and were convinced the project would be an effective teaching tool.

She urged councillors to support the project in principle and agree to put their signs on selected buildings.

At a later stage two extra elements could be added to the project - window stickers for businesses and stores that promote themselves as 'child friendly'; and community display cases in Comox, Courtenay and Cumberland highlighting early learning opportunities and displaying children's work.

But stage one is focused on trying to get the first signs on buildings by May.

Councillor Jon Ambler described it as a "great, positive project," and Coun. Ronna-Rae Leonard said she really like the idea, as it would help children feel comfortable and engaged in their community.

They agreed to ask for a staff report on the implications of getting behind the project before making a formal decision, but Mayor Greg Phelps said from his perspective "it looks like a great program."

How to make children comfortable

First phase would post signs that kids could recognize

Lindsay Chung

Record Staff

A group of early childhood educators is hoping a new signage project will make children more comfortable in their community.

Early childhood educators Charlene Gray, Laurel Hodgins and Tracy Wharram shared the first phase of Childsign Comox Valley with Courtenay council last week.

Childsign Comox Valley is a three-part project aimed at promoting the awareness and understanding of children, children's learning and early years topics in the Comox Valley.

"Our goal for this project is to raise the awareness of children, children's issues and the work of early childhood educators in the Comox Valley by way of these child-focused projects," said Wharram.

Childsign is made possible through the Communities of Leadership Innovation Project, sponsored by the Early Childhood Educators of B.C. (ECEBC) and the VanCity Community Foundation.

The first phase of the project is to post signs identifying common gathering places on municipal and community buildings at a pre-school child's eye level.

"These signs will depict both picture and simple text, and the signs can be placed directly on a building or erected on a low post," said Hodgins. "These signs are low-maintenance



RONNA-RAE LEONARD

"These signs are low-maintenance and will be made out of vandal-resistant material. They're made of primary colours that appeal to young children."

Laurel Hodgins

and will be made out of vandal-resistant material. They're made of primary colours that appeal to young children."

Childsign Comox Valley will develop and purchase the signs, which it hopes to place on buildings

such as city hall, the library, the fire hall, the post office, the pool and other places children and their families might frequent.

"The seeds of literacy, we know, grow very early, and they begin at a very young age, and children learn to recognize signs and symbols in their community long before

they can read," said Gray. "By reading their way around the neighbourhood, children will feel a strong sense of connection and feel a part of that neighbourhood."

Childsign Comox Valley hopes this project will encourage policymakers to understand that children are community members just like adults and to plan for, value and include children in their planning, explained Gray.

Gray, Hodgins and Wharram asked the city to consider supporting Childsign Comox Valley in principle, to allow the signs on municipal buildings governed by the city and to consider having Public Works involved in installing the signs to the city's specifications. Maintenance would be Childsign's responsibility.

"As long-time resi-

dents of the Valley, we know this is a great place to grow up, and we think this project fits right in with the well-known family atmosphere that the Comox Valley is known for," said Gray.

Council referred the group's request to city staff for information.

Coun. Jon Ambler thought Childsign was a "great, positive project."

"I've always said the litmus test for a democracy is how well they look after their weakest and powerless members of their society, and that's always going to be children," he said. "I also like the idea it's not just for the children who live here."

Coun. Ronna-Rae Leonard liked the idea of getting children to feel comfortable at City Hall.

The second part of the Childsign project is to develop child-friendly window stickers for businesses, while the final phase is creating community display cases in Comox, Courtenay and Cumberland.

writer@comoxvalleyrecord.com

A2 Comox Valley Echo Friday, April 22, 2011

Comox supports Project Childsign

Comox councillors have voted to support Project Childsign Comox Valley, a group of early childhood educators aiming to foster a good learning environment for children in the community.

Town staff will work with the group to design signs featuring a kid-friendly combination of pictures and text, and will also allow the signs to be placed on town-owned, community buildings.

The idea of the signs is to allow children to learn about their community - for example, where the library is - and develop learning skills in the process.

Project Childsign representatives made the appeal to council in late March.

Quote of the Day

“When they do sail and it's rough people com-
-plain.”

ALL LEV DEFOOL of the times

Sixth t

Record Staff

Vancouver Island North Conservative MP John Duncan won a sixth term in a tight race against NDP newcomer Ronna-Rae Leonard in the Mar federal election.



AUBREE MALLETTE (front), along with Comox councillors Ken Grant, Barbara Price (left) and early childhood educators Charlene Gray and Tracy Wharram displays one of 30 child-friendly signs which will be placed around the Comox Valley as part of Project Childsign. The campaign, which officially launched at the Comox Marina last week, involves the display of child-friendly picture and text signs on municipal buildings and park locations to encourage literacy, to plan for children in public spaces and remind adults that children are an integral part of any community.

PHOTO BY ERIN HALUSCHAK

We made the front page, above the fold.

Early Childhood
Educators
Advocacy Forum

BUILDING ADVOCACY LEADERSHIP CAPACITY

A PROJECT OF THE COALITION OF CHILD CARE ADVOCATES OF BC

Early Childhood Educators Advocacy Forum Saturday April 2, 2011 Courtenay, BC

- 9:00 Registration
- 9:30 Keynote Presentation: Project Childsign
Charlene Gray, Laurel Hodgins, Tracy Wharram

The focus of the keynote will be raising the awareness of children as a vital part in any community. We will reference the child friendly initiatives found in Project Childsign as well as those found in other parts of the Province. We will also speak to Unicef's "Child Friendly City" designation.

- 10:30-10:45 Break
- 10:45-11:45 Workshop : Child Care 101
Caroline Kent, Crystal Janes and Stephanie Smith

The need is real, the evidence is in. Current child care policies have failed and BC child care is in crisis. There are solutions. This workshop is intended to provide participants with an understanding of the current child care crisis in BC from a systemic perspective.

- 12:00-1:00 Lunch

Join us for a working lunch (provided) to learn about: A Community Plan for A Public System of Integrated Early Care and Learning
Charlene Gray

- 1:00-3:00 Afternoon Session: Child Care is a Right
Susan Harney CCCABC

Have you ever heard someone describe themselves as "lucky" when they are able to find an affordable, quality child care space? Finding good early childhood care and education programs should not be a matter of luck. Our governments have endorsed national and international agreements supporting equality for women and educational opportunities for all Canadian children.

- 3:00 Closing and Certificates



Charlene Gray , ECE
Laurel Hodgins , ECE
Tracy Wharram ,ECE

Building Advocacy and Leadership Capacity – April 2, 2011

Tracy

“ Each year ECEBC (Early Childhood Educators of B.C.) identifies 10 diverse geographic and cultural Communities of Leadership Innovation where two or three licensed to practice Early Childhood Educators take a leadership role in developing and implementing a community project that raises the profile and understanding of the value of ECE’s. Each identified community receives up to \$10,000 to support their project”
ECEBC

Our project was chosen – we attended leadership institutes where we able to hone our leadership skills and further expand on our original idea.

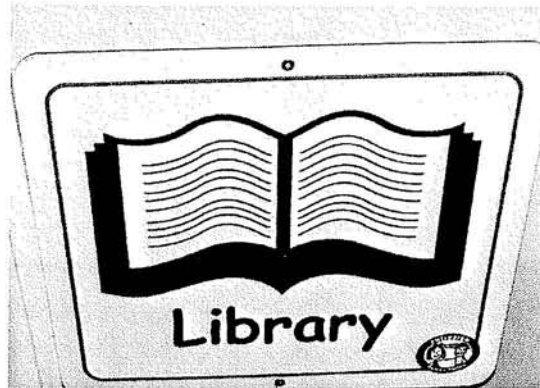
7

Tracy

“Childsign” is a three part project aimed at promoting the awareness and understanding of children, children’s learning and Early Years issues in the Comox Valley



1 : Child friendly signs on Municipal buildings



Universal symbols – signs on buildings or posts at young child's eye level
picture symbols paired with text, read their way around the community. Signs
are all around us – they have visual elements that attract young children
enabling them to identify their environment. – fosters a sense of connection
and belonging for children.

2. Child Friendly Business Designations

-consult with stakeholders in the business community to develop criteria for a "Family Friendly" designation

-encourage business owners to make environmental and policy changes that make it easier for families with young children to frequent their place of business

-award a "child Friendly" window sticker to businesses that implement these changes

It is important give each business the ability to take ownership of how they can become child-friendly as they know their business best and how changes can be made – the porthole to the businesses is through the downtown business assoc.

3. Community Display Cases

- Install large display cases in each of the three main municipalities
- Showcase children's art and projects from early years centers in the Comox Valley
- Highlight early years topics through information displays

This is where we involve other educators in the valley – displays will be on a rotation basis – name of center will be displayed but will not become an advertisement. The purpose is to make children's learning visible, and to provide information on early years issues. Our local library has expressed a great deal of interest in this part of the project

As Early Childhood Educators we have a role to play in advocating for children and families and early years issues in our community



Because we are working with the community as a whole – we first have to explain what an early childhood educator is – where we work – what we do – our place in the community – this is an advocacy opportunity for us. We are professional – we know the value of our role in the lives of young children and their families.

Here in the Comox Valley we have a good working relationship with our school district both formally through the Early Years Steering Committee and in a more informal Early Years Teachers group. ^{Also} Through the kindergarten transition working group, ECE's working with Early Years Teachers ECE's now attend w tok as part of ~~the~~ childrens transition.

- ~~Yet there is always misunderstanding about our training and~~

In the community we are working one conversation @ a time to advocate for our profession 7

Journal

“Childsign” will be developed in consultation with local governments, business and community organizations as well as other educators.



Some of the organizations and agencies we have worked with are – we have had to articulate our vision to our signmaker, consultation meeting with Mayors – business associations, city and town councils, school district, service clubs, parents, children and other community stakeholders. Through our local ECE network we have gained support and input from our peers, - Another huge advocacy opportunity!!

Working towards 'ownership of the project we needed to work to go towards the ^{begin} BUY IN. That children are ~~part~~ citizens in the community

We ~~worked~~ presented a polished presentation, colourful, articulate brochure. ~~Work~~ Offering to ^{work with the} help the BIA's ~~work towards the aspects~~ to make the child friendly business designation unique to their members that ~~help~~

Showing that child/family friendly business practices can also encompass other ~~targeted~~ groups,

^{Share simple} Several Communities in BC. have child/family friendly ^{business} initiatives: Powell River, Port Alberni, Shuswap these are in the form of business decals or annual awards

Prince Rupert has received United Nations
child friendly city designation

Vancouver has a staff person whose
job is to ensure that policy doesn't actually
impact children / youth negatively.

When a community embraces the value of its youngest population, it is reflected in the quality of programs and services for children and their families.



Cheryl

Creating 'child friendly initiatives :

Encourage policy makers and others to plan for, include and value children in their community.

Feeling valued and taking ownership in their community encourages children to make positive contributions throughout their lives.



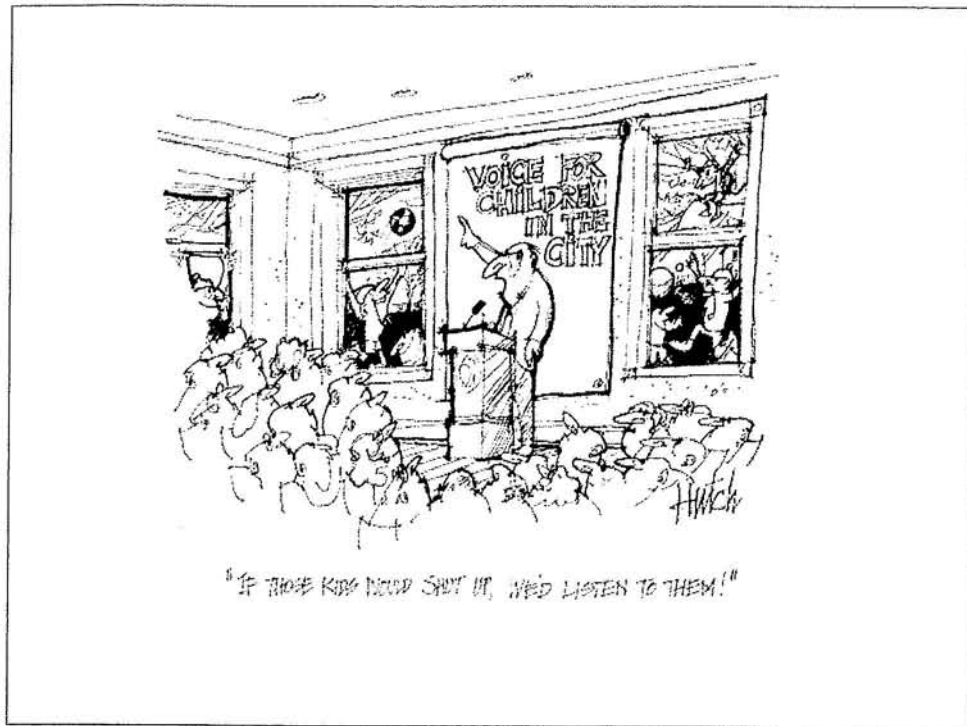
Child

This project is an opportunity for education – we have certainly learned a great deal about municipal politics and business and about patience and perseverance – our goal was to educate the general population and policy makers on the value , capabilities and contrubutions children make in a community

The UN habitat II Conference in 1996, which gave life to the Child Friendly Cities Movement, declared that, "The well being of children is the ultimate indicator of a healthy habitat, a democratic society, and good governance". The state of children in a city is a sensitive barometer of the state of its social, environmental and economic conditions.

Same questions as before – compare the two statements – image of the child – beliefs and values etc

- read & flip back to 1st statement
- child friendly cities initiative



02/20

- Governance
- Once a year municipalities get a snapshot through taxes BUT this only highlights the # of seniors, homeowners & businesses in a community.
- children are not measured within communities ^{by municipalities school districts} but by ^{the} ~~the~~ ^{city} ~~city~~
- The only way a municipal government can ~~make~~ work towards communities that reflect the needs of all ~~students~~ residents is through the staff it employs and advocacy initiatives presented to municipal council meetings.
- ^{Forging relationships} ~~One on one~~ with city staff, councilors



The Economic Argument



- **A \$17 return for every dollar invested in high-quality early learning”** Dr. Fraser Mustard
- **“Employees with access to family-supportive programs and policies are more likely to be satisfied with their jobs, to be loyal, to go the extra mile to help their companies succeed, and to stay at their jobs”** Charles Coffey
- **“The stock in human capital in British Columbia is key to its long-term economic success”** 15x15
- **“Unnecessary early vulnerability in B.C costs the provincial economy a sum of money that is ten times the total provincial debt load”** 15x15

Buy in for business, corporation and government – a necessary evil – a way to get attention and – if the truth be told – it is an accurate account of spending - example - 15 x 15 document (reference) – it doesn't really speak to what we know as ece's - about the core value of childhood - respect and value for children for who they are and not for who they will become

Children as Citizens...

“We want to know what children think, feel and wonder. We believe that the children will have things to tell each other and us that we have never heard before. We are always listening for the surprise and birth of a new idea. This practice supports a searching together for new meaning. Together we become a community of seekers”

Lousie Boyd Cadwell.

This is more in tune with the image of the child that we hold true and is equally important as the economic argument. If we can convince, prove or otherwise manipulate policy makers to take childrens viewpoints into account or to change the way they think about them – then we have done a small part in creating a true child- friendly community

“The real concern is this: a lot of the work of local government and its civil society partners is carried on without an explicit recognition of children and youth.” (Bartlett, 2005)

Therefore, we feel it is our responsibility to advocate for young children and to create a new understanding of the value they have within a community.

"...the world doesn't change one person at a time. It changes as networks of relationships form among people who discover they share a common cause and vision of what's possible. This is good news for those of us intent on changing the world and creating a positive future".

(Wheatley and Frieze, 2008)



This sums up a belief that we hold to be true – and, we hope, if you are sitting around this table – you believe it too. If not – you certainly will by the end of the day!!

Child Friendly
Business
Designation



November 12, 2010

To: Downtown Courtenay Business in Action,

Courtenay, B.C.

"Each year, E.C.E.B.C. (Early Childhood Educators of B.C.) identifies ten diverse geographic and cultural Communities of Leadership Innovation. The licensed to practice Early Childhood Educators (ECE's) take a leadership role in developing and implementing a community project... Through the project, each identified community receives \$10,000.00 to support their project."

Our community project was chosen from a number of proposals submitted through out British Columbia . The title of our project is "Project Childsign".

There are three components:

- display cases in public areas that inform about early care and learning;
- universal signage on municipal buildings at a height that can be seen by young children
- a decal program that help businesses identify themselves child friendly business.

We would like an opportunity to meet with your members to dialogue about what a child friendly business designation would entail.

We realize that the busy Christmas season is just about upon us and would like to meet with you at your convenience.

Enclosed is a copy of our brochure, which explain our community project in greater detail.

Please contact us at: childsigns@gmail.com

Yours Sincerely
Charlene Gray
Tracy Wharram
Laurel Hodgins



November 12, 2010

To: Comox Business in Action,

Comox B.C.

"Each year, E.C.E.B.C. (Early Childhood Educators of B.C.) identifies ten diverse geographic and cultural Communities of Leadership Innovation. The licensed to practice Early Childhood Educators (ECE's) take a leadership role in developing and implementing a community project... Through the project, each identified community receives \$10,000.00 to support their project."

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We realize that the busy Christmas season is just about upon us and would like to meet with you at your convenience.

Enclosed is a copy of our brochure, which explain our community project in greater detail.

Please contact us at: childsigns@gmail.com

Yours Sincerely
Charlene Gray
Tracy Wharram
Laurel Hodgins



November 12, 2010

To: Cumberland Chamber of Commerce & Visitor Centre

Cumberland, B.C.,

"Each year, E.C.E.B.C. (Early Childhood Educators of B.C.) identifies ten diverse geographic and cultural Communities of Leadership Innovation. The licensed to practice Early Childhood Educators (ECE's) take a leadership role in developing and implementing a community project... Through the project, each identified community receives \$10,000.00 to support their project."

Our community project was chosen from a number of proposals submitted through out British Columbia. The title of our project is "Project Childsign".

There are three components:

- display cases in public areas that inform about early care and learning;
- universal signage on municipal buildings at a height that can be seen by young children
- a decal program that help businesses identify themselves child friendly business.

We would like an opportunity to meet with your members to dialogue about what a child friendly business designation would entail.

We realize that the busy Christmas season is just about upon us and would like to meet with you at your convenience.

Enclosed is a copy of our brochure, which explain our community project in greater detail.
Please contact us at: childsigns@gmail.com

Yours Sincerely,
Charlene Gray
Tracy Wharram
Laurel Hodgins

Tue, 9 Nov 2010 7:27:4



Creating a Child-Friendly Business Designation

Dear Business owner,

Please consider the following when deciding if your business can become more child-friendly. Environmental and policy changes that make it easier for families to frequent your place of business just make good sense!

- create a welcoming atmosphere for families with children
- aisles and walkways are wide enough for strollers and small children
- shopping carts etc. are clean and in good repair
- products that are harmful to children are out of reach
- if appropriate - offer child-size portions or child-specific pricing on services.
- if serving food, have healthy, child friendly choices.
- take care with hot food and use unbreakable dishes
- allow families to access restrooms
- provide a small play area or box of books for children
- consider items for sale that are interesting and safe for children
- put policies in place that plan for emergencies

This is just a small sampling of child-friendly initiatives. Each business is unique and owners and their employees will know what will work best for them. Can you think of ways to make your place of business more child-friendly? If so, we would love to add your business name to our growing list of places that families love to frequent! You will receive a "Child-Friendly" window sticker and your business name will be included in an advertisement set to be published in late spring.

Thank you for taking the time to plan for children and families in your place of business. By working together we can create strong, healthy, child and family friendly communities!

Charlene Gray, ECE, Laurel Hodgins, ECE, Tracy Wharram, ECE
Project Childsign Comox Valley e-mail • childsigns@gmail.com



Creating a Child Friendly Business Designation

Please consider the following when deciding whether your business can become more child -friendly. Environmental and policy changes that make it easier for families to frequent your place of business just make good sense.

This checklist is a self assessment, it is a tool for working towards a child and family friendly business designation.

How to use this checklist.

1. Have a look around your business.
2. Use the checklist to asses where your business is child and family friendly.
3. Commit to making your business child and family friendly.
4. Can you come up with other ideas?

Check the boxes that apply

- Staff greet families with children and make them feel welcome
- Customers with young children feel respected and welcomed at your business
- Does your business have space to maneuver a stroller or park a stroller
- Are shopping carts in good repair?
- Does your business have a designated space for customers with small children
- Does your business have easy access; ramps, automatic doors, and door holders
- Public or private washroom available (with or without purchasing an other service)
- Fold down change table
- Sturdy stool to make reaching the sink easier
- Unsafe objects are out of children's reach
- Special line ups for families with children offered during busy/peak hours
- Candy free check out
- A quiet clean area for mothers to breast feed, not a washroom cubicle
- Small give-away items, stamp, stickers (not balloons as these are a major choking hazard)
- Staff offer assistance to parents(folding strollers, holding open a door, reaching items)
- Do you regularly consider the needs of families in your business plans and marketing efforts?
- Do you or your staff volunteer with a children's program?
- Have you considered financial or in kind donations to children's organizations?

Restaurants

- Children's menu or child size portions available
- Healthy food choices available
- Crayons and paper and/or toys available
- Straws and plastic cups available o the
- High chairs/ booster seats available
- Servers are friendly to children
- Child size utensils available
- Crackers or other appetizers offered to hungry children who must wait
- Care taken when serving hot foods

Rate your business according to the criteria below. You don't have to check every box to be child and family friendly. Each business is unique and owners and their employees will know what will work best for them.

Feel good for doing what you are able and challenge yourself to try one more thing!

Communities are a better place to live when everyone feels welcome.

How are you doing?

<p style="text-align: center;">OPPORTUNITIES FOR IMPROVEMENT</p> <hr/>	<p style="text-align: center;">GETTING THERE</p> <hr/>	<p style="text-align: center;">5 OR MORE CHECKED BOXES - WE HAVE A FAMILY FRIENDLY PLACE!</p> <hr/>
<p>Our business has opportunities for improvement. The checklist is a starting point for more family friendly practices. Some we can start right away!</p>	<p>We are doing well, there is room to grow our family friendly business. We are always open to new ideas.</p>	<p>Yes! Our business is child and family friendly</p> <p>We will proudly display our decal.</p> <p>Looking forward to being recognized in the childcare supplement in the local paper</p>

Thank you for taking the time to plan for children and families in your place of business. By working together we can create strong, healthy, child and family friendly communities.



My Business is Child and Family Friendly

Name of Business: _____

Address: _____

Contact Person: _____

Telephone #: _____

Please tell us how your business is child and family friendly.

(Project coordinator to fill out)

Date : _____

Decal Issued: _____

Signature: _____

Please mail to: C.Gray

Comox BC.

Family Friendly

Why: the obvious

customers with children will feel comfortable
happy customers are loyal customers

↳ customer loyalty means increased sales

customer loyalty has customers talking to prospective

why: children who feel welcome in their communities, contribute positively in their communities families have to working parents and in order to get family time children often accompany parents on shopping trips a positive shopping experience makes for happy families.

Why Child / Family Friendly

- ~~how~~ parents → where they have time to talk
- customers with children who feel comfortable
- talk about the experience
- will return → more sales
- will talk, twitter & face book
-

request to make a presentation

Subject: request to make a presentation

From: Laurel Hodgins

Date: Tue, 17 Aug 2010 10:56:26 -0700

To: comoxvalleychamber

Morning,

This community has had three of its' Early Childhood Educators awarded a Leadership scholarship, through Early Childhood Educators of B.C. and Vancity Trust. The project that we are working on is Project Childsign. We would like to come to a meeting of the Comox Valley Chamber of Commerce and explain our project and get feedback from your members.

Thank you for considering our presentation

Laurel Hodgins

