



## LCCN Report – Child Care Advisory Committee

March 19, 2019

Licensed Child Care Network (LCCN) continues to meet the last Tuesday of each month, excluding July, August and December. Our network continues to grow and has become a place of support for many licensed child care operators, early years' professionals and child care advocates.

LCCN has been working with adHOME to create a marketing campaign to support the attraction and retention of RECEs in London & Middlesex. There is a huge shortage of RECEs in our region as well as provincially. LCCN would like to create an emotional video that speaks to the importance of the profession, in hopes that we can attract students in high school, college, and university or second career professionals into the field of early childhood education. The video will also display the benefits of working as an RECE as a way to retain professionals already working in the field. The video will be located on a website landing page, along with testimonials from early childhood professionals, currently employed in the early years' sector. Posters with the theme "Unsung Heroes" will be used to drive the audience to the landing page for more information. These posters will be displayed throughout our region, including on bus shelters. There is a goal to share the attraction and retention video at Cineplex theatres.

LCCN recently submitted recommendations to the provincial government around the proposed amendments to the Child Care and Early Years Act (CCEYA) under Bill 66, Schedule 3. LCCN collaborated to ensure our full range of expertise was accessed to share an informed response to the proposed amendments. It is our hope that our recommendations will be considered to maintain the current level of exceptional education and care our community is providing for children and families.

Members of the LCCN gathered signatures for a petition presented by the Ontario Coalition for Better Child Care and the Association for Early Childhood Education in Ontario (AECEO), to support the continuation of the Wage Enhancement Grant (WEG) for educators working in licensed child care who are making less than RECEs in the school boards. This petition has been presented to the province. During this process two of our licensed operators had the opportunity to tour local MPPs within their organizations. Peggy Sattler and Terence Kernaghan visited two different centres and spent some time learning about the important work being done in licensed child care facilities.

LCCN will continue to work with adHOME in developing an impactful attraction and retention marketing campaign to address the shortage of qualified educators working in the early years' profession in London & Middlesex. LCCN will continue to share its early learning expertise with all levels of government, in a variety of formats, to promote and advocate for early childhood education.