



LCCN Report – Child Care Advisory Committee

October, 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.

In the spring, LCCN provided an update regarding an attraction and retention marketing campaign being developed with AdHOME to inform target audiences about job growth in early childhood education. The ECE profession has been facing a shortage of qualified educators for quite some time. This campaign was developed to support the profession in attracting new educators and to retain current educators. Our unsungheroesece.com campaign is now in full swing, with a live website and bus shelter posters displayed throughout London. Smaller posters have been created to share throughout Middlesex County at community centres and libraries. Social media ads have been seen on Instagram, Facebook and Twitter. These ads direct audiences to the website where more information can be found, regarding the profession. The website also leads viewers to our You Tube channel with testimonial videos and a video that will be shared with the public at Cineplex Silver City for 4 weeks, prior to the holiday season. All testimonial videos and the Cineplex video were created using educators, families, staff members and children from our local community. We are very proud of the end result of the campaign. We hope this campaign will encourage students and those considering a new career to consider the profession of early childhood education. We also hope to enhance the image of our profession in order to retain our current educators. It is our understanding that the website and video are being shared widely throughout the province.

LCCN continues to collaborate and respond to proposed provincial regulations regarding the Child Care and Early Years Act, as they arise. Our collective expertise provides insight for the province to consider when making legislative changes.

LCCN will continue to support the Child Care Advisory Committee with the Adopt-A-Councillor initiative by conducting educational organizational tours for interested councillors and school board trustees.

LCCN has become a place of support for leaders of child care organizations in London and Middlesex by providing insights, resources and community collaboration. This is extremely helpful for the child care community by providing a platform for information exchange in a profession where change is taking place rapidly.