

Childcare Advisory Committee

Report

The 3rd Meeting of the Childcare Advisory Committee
October 30, 2019
Committee Room #4

Attendance PRESENT: D. Gordon (Chair), S. Carter, J. Hanbuch, B. Jackson, J. Keens, D. MacRae, K. May, and D. Turner (Committee Clerk)

ALSO PRESENT: A. Benton, L. Cross, J. Martin, A. Rae, A. Small and B. Westlake-Power

ABSENT: T. Blaney, J. Frederick, and H. Gerrits

The meeting was called to order at 1:33 PM.

1. Call to Order

1.1 Orientation

That it BE NOTED that the Childcare Advisory Committee heard a verbal presentation from B. Westlake-Power, Deputy City Clerk, with respect to an Advisory Committee orientation.

1.2 Disclosures of Pecuniary Interest

That it BE NOTED that no pecuniary interests were disclosed.

1.3 Election of Chair and Vice Chair for the term ending November 30, 2019

Notwithstanding the current policy for Advisory Committees, that it BE NOTED that the Childcare Advisory Committee elected D. Gordon and J. Keens as Chair and Vice Chair, respectively, for the term ending June 30, 2020.

2. Scheduled Items

2.1 Licensed Childcare Network – Marketing Campaign

That it BE NOTED that the attached presentation from N. Blanchette and B. Jackson, with respect to an overview of the Licensed Child Care Network's (LCCN) recent awareness/education campaign, including a preview of the LCCN's new website promoting the Registered Early Childhood Educator career path, was received.

2.2 The Journey Together

That it BE NOTED that the attached presentation from J. Martin, Integrated Care Manager, Southwest Ontario Aboriginal Health Access Centre, with respect to an overview of recent indigenous-led child care initiatives in London, including an update on the construction of the Nshwaasnangong Child Care and Family Centre, was received.

3. Consent

3.1 2nd Report of the Childcare Advisory Committee

That it BE NOTED that the 2nd Report of the Childcare Advisory Committee from its meeting held on April 15, 2019, was received.

4. Sub-Committees and Working Groups

4.1 Childcare Advisory Committee Work Plan - 2019-2020

That it BE NOTED that the Childcare Advisory Committee (CCAC) held a general discussion with respect to the 2019/2020 CCAC Work Plan.

4.2 Adopt a Councilor

That it BE NOTED that the attached report from J. Frederick, Middlesex-London Health Unit, with respect to the 'Adopt a Councillor' program, was received; it being further noted that the CCAC is awaiting information from the Civic Administration before commencing this program.

5. Items for Discussion

5.1 City of London Update

That it BE NOTED that a verbal update from A. Rae, Manager, Children's Services, with respect to an overview of the City of London's childcare initiatives, including the current subsidy application and placement statistics, was received.

5.2 Thames Valley District School Board Update

That it BE NOTED that no report was received with respect to an update from the Thames Valley District School Board as the representative was not in attendance.

5.3 London District Catholic School Board Update

That it BE NOTED that a verbal update by A. Benton, London District Catholic School Board (LDCSB), with respect to LDCSB updates, was received.

5.4 Licensed Child Care Network Update

That it BE NOTED that the attached report from B. Jackson, Licensed Child Care Network (LCCN), with respect to the LCCN updates, was received.

5.5 Services for Special Needs Update

That it BE NOTED that the report from L. Cross, Program Manager, All Kids Belong, as appended to the agenda, with respect to services for children with special needs, was received.

5.6 Journey Together Update

That it BE NOTED that a verbal update by J. Keens with respect to indigenous-led childcare initiatives was received.

5.7 Including Francophone on Future Items for Discussions

That it BE NOTED that the Childcare Advisory Committee (CCAC) held a general discussion with respect to the addition of a French school board update/report on future CCAC agendas.

6. Adjournment

The meeting adjourned at 3:15 PM.



- Our membership is comprised of representatives from licensed child care and early years programs, EarlyON and Family Centres and other organizations providing service and/or support for licensed child care and early years.
- Our main three goals are:
 1. to **promote, advocate and market** licensed child care and early years;
 2. to **raise public awareness** about the importance of licensed child care and early years;
 3. to **guide families** through the process of choosing quality licensed child care and early learning environments.



Our past accomplishments include:

1. A **brochure and social media campaign** to support families in their child care decisions;
2. The creation of a **website** including new **branding** for our Network
3. **Advocating** for the importance of licensed child care and early years through the various levels of government.



The past several years have presented us with a challenge of **recruiting and retaining Registered Early Childhood Educators (RECE)**.



With our new project we wanted to address three issues:

1. **GROWTH:** The demand for RECEs is high and several **job positions remain unfilled** in both English and French programs.
2. **SKILL SET:** **High School Guidance Counsellors require more knowledge** on the required skill and disposition needed for the complex work.
3. **ATTRACTION AND RETENTION:** To better **promote the profession** of RECE and to highlight **London and Middlesex** as a community where RECEs are **supported and valued**.



FUNDING:

- In the spring of 2018, we **submitted a proposal to the City of London** that outlined the challenges of recruitment and retention facing our sector.
- With the support of the city, **we received \$150,000** from a special project fund to create a marketing campaign to help address the issues.
- Through a RFP process we hired adHOME Creative as our marketing agency.



STRATEGIES: Target new students and those seeking second careers

1. A **website** where detailed information can be found on **WHO, WHAT, WHY and HOW** to become a RECE;
2. A **60 sec. video** shown at **Silver City movie theatre** as well as a **social media campaign** to reinforce the value and impact of the profession;
3. **Transit shelter posters (London)/ posters (Middlesex)** to promote the image of the RECE profession and the link to the website.





UNSUNG HEROES

WWW.UNSUNGHEROESECE.COM



Nshwaasnangong Child Care and Family Centre



- The Tree of Life-Donald Chretien

Background

- Early Years and Child Care planning was an opportunity to reflect on how London was supporting Indigenous families
- Journey Together supported engagement with families to understand their experiences with child care and early years
- Shared information with cross section of urban Indigenous organizations and allies
- The Indigenous community members decided to develop proposal for a submission to the Ministry of Education through the CMSM (London).
- Province of Ontario provided funding for child and family centre under Indigenous –led child care and early years (formerly the Journey Together)
- Province of Ontario / Government of Canada provided capital funding for child care under Community Based Child Care.
- These projects will be jointly constructed as a one building

Funded projects include:

- Capital for constructing an 88 space Indigenous –led child care centre and Family Centre. These will both be rooted in culture and language
 - To be constructed at 449 Hill St., London (near Colbourne and Horton St), some operating
- Culturally relevant EarlyON programming for London -Middlesex
- Training for non-Indigenous-led early years programs to develop culturally safe spaces



Planning for Nshwaasnangong

- Indigenous Early Years Coordination
 - Funding to support
 - Quality
 - Seamless service
 - Capacity building (HDLH)
 - Support for staff with language and culture
 - Licensing navigation
- Workforce Development
 - Supporting those in the community to access education that will support families
- Training and development
 - Non-Indigenous staff to create culturally safe spaces
 - Relationships
- Evaluation
 - Develop an evaluation framework for what is success
- Implementation
 - Leadership from the Journey Together committee

Southwest Ontario Aboriginal Health Access Centre is the lead organization for the Design, Construction and Operation of the Child Care and Family Centre

- **Vision**
 - A healthy balanced life through mental, physical, spiritual and emotional well-being.
- **Mission**
 - To empower Aboriginal families and individuals to live a balanced state of well-being by sharing and promoting wholistic health practices.
- **Values**
 - SOAHAC's culture will be most healthy if these values are intentionally lived out and reinforced on a regular basis.
 - Respect for all
 - Compassion
 - Quality in health promotion and care
 - Honouring all traditional values

Current Status of Projects:

Culturally Safe Spaces in London and Middlesex County

- Workshops delivered in May/ June 2019
- Gifts shared with child care and early years providers
- Upcoming workshops for Culturally Safe Spaces:
 - November 13, 27 (Central Library) and December 5 (Komoka Wellness Centre)
 - Continuing the Conversation
- Upcoming Getting to the Roots of Tolerance Workshops
 - November 19, 20 and December 11, 12
 - Online Cultural Safety Training
- Liaison recently hired by SOAHAC to support relationship building with Child Care and EARlyON providers in London /Middlesex

Current Status of Project

Construction of Nshwaasnangong Child Care and Family Centre

- City of London purchased land downtown, close to the river and transportation with sufficient land for learning
- City Demolished existing building and transferred land to SOAHAC
- Finalizing permit details to begin construction in early November
- Construction to be completed in late 2020
- The Centre received it's name in ceremony in June 2019
- Preparation for construction has included cleansing ceremony and land blessing ceremonies

Current Status of Development: Engaging Families

- Working with the City of London to Engage families about the upcoming Family Centre
 1. Who are you, Where are you from?
 2. What kinds of activities do you like to do with your children?
 3. What are the gifts that you see in your child and would like to nurture?
 4. When you gather together with other people, what makes you feel comfortable or welcome there?
 5. How would you like to receive communications about the project?

Next Steps:

- Continue to work with Licensing Branch of the Ministry of Education
- Develop policies for Child Care, Early ON and the Family Centre to support the outcomes of the project
- Continue to engage families in London, Middlesex and surrounding communities.
- Registration of families
- Collaboratively plan for services at the Family Centre
- Recruitment of staff
- Opening December 2020

Adopt a Councilor Initiative

The Child Care Advisory Committee's Work Plan includes an *Adopt a Councillor* initiative. This will be the third campaign prepared and implemented by this committee. The intent of the campaign is to provide current and ongoing information on child care and early years programs to all London councillors.

A sub-committee will assemble a binder which will contain general information related to licensed child care and the early years, along with statistics and information specific the ward they are representing. Some of the information provided will be made available by the city of London, such as, child care fee subsidy stats, # of children served, # of families on the subsidy waitlist, funding, etc.

The Licensed Child Care Network (LCCN) supports this campaign by working in collaboration with the CCAC to invite Councillors to tour programs in their ward. During the visit Councillors will have an opportunity to meet families, educators, and service providers. Service providers will supply councillors with the prepared binder, answer any questions and continue to act as their contact person for any information related to licensed child care and the early years sector.

The sub-committee meetings have been put on pause until the child care services department is able to compile the pertinent information from the Child Care & Early Years Service System Plan. This information will be an important addition to the Adopt a Councillor binder.



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.