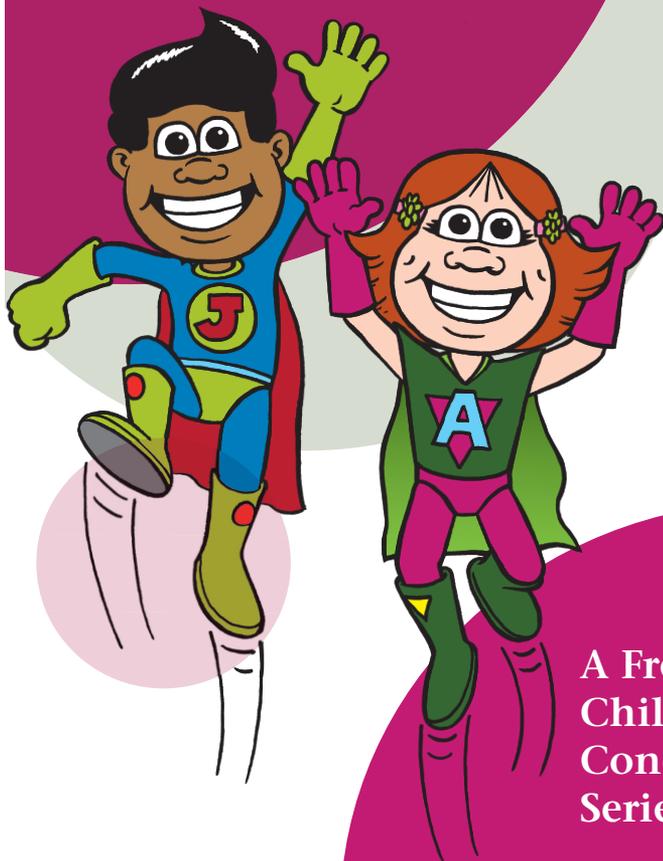


It's Time to...
'Jump Up!'
for Public Child Care



A Free
Children's
Concert
Series

A Parent's
Handbook



CUPE-SCFP Ontario
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Premier McGuinty has the Plan. Now it's Time to Act!

A new report by the province's Special Advisor on Full Day Early Learning, Dr. Charles Pascal, recommends sweeping changes to child care and education in Ontario. It's time to tell the Premier, he's got the plan – now it's time to act!

Ontario's children deserve it, their families need it... our youngest citizens deserve to live and learn in a society that supports their development. Publicly-funded and delivered early learning and child care will ensure all children have the opportunities to reach their potential. Seventy per cent of mothers with young children work outside the home. The lack of affordable and accessible early learning and child care remains a barrier to employment.

Big box, for-profit child care is not the answer. Ontario can't afford profit-taking when it comes to children. Commercial enterprises cut corners on quality, charge parents high fees and pay staff less. Public tax dollars should not fund private profits.

Dr. Pascal is right... bringing education and child care together under one ministry is essential to ensuring high quality, affordable early learning and care for Ontario's children and families.

What would Full Day Learning mean for children, parents?

If Dr. Pascal's report is fully implemented it would provide:

- ▶ Free, full day early learning for all four and five year olds, more high quality education and care programs for children up to age 12.
- ▶ More affordable child care options, at about half the costs parents now pay.
- ▶ Better training and recognition of the important work of early childhood educators, educational assistants and child care workers. Improved training and wages foster a professional and dedicated child care workforce. Our children deserve no less!

Public Child Care Makes \$ense

New care and education programs will provide children with the care and education they need to grow and develop while their parents work or study. Parents need access to affordable early learning and child care to allow them to work secure in the knowledge that their children are in safe, caring high quality learning environments. Investment in the creation of early learning and care programs is a good use of public funds to stimulate our economy now and into the future!

Early learning and child care benefits more than children and their parents. Economists, bankers and experts say that universal early learning and child care is the key to Ontario's path to prosperity. Here are just some of the highlights of recent studies:

- ▶ Spending on early learning and child care is one of the best economic stimulus measures available, producing more jobs than any other sector. Every dollar invested in early learning and child care produces more than \$2 in social and economic returns according to Canadian economists.
- ▶ Quebec's child care plan has made it possible for more women to enter the workforce, boosting income and payroll taxes by 40% and cutting child poverty rates in half.
- ▶ University of Manitoba researchers found that every dollar of child care spending produces a ripple effect of \$1.58 in the local economy.

If properly funded and implemented, this plan will support families today and help to prepare children for tomorrow's economy, and make Ontario a leader for children!



What economists and experts are saying

“The first step to increasing skills is to build an excellent infrastructure for early childhood development...”

David Dodge, Former Governor of the Bank of Canada

“The alarming news is that Canada ranks at the bottom of the 25 economically advanced countries assessed [in UNICEF’s Child Care Transition Report]. No wonder 28% of our children are not ready to learn by the age of six.”

Judith Maxwell, Former head, Economic Council of Canada

What you can do

1. Count yourself in for Full Day Learning

Sign our petition and let the Ontario government know that you want action on Dr Pascal’s report and its recommendations for a public and non-profit early learning and child care system in Ontario.

2. Send a message to your local MPP and MP at waitingforchildcare.ca

Speak out – it makes a difference! Send a message to your Member of Provincial Parliament (MPP) and Member of Parliament (MP) as part of the Ontario Coalition for Better Child Care campaign to reduce parent fees and increase access to services. Just go to waitingforchildcare.ca and send your message.

3. Contact Premier Dalton McGuinty

Tell Premier McGuinty that you want action on Dr. Pascal’s report, “With Our Best Future in Mind: Implementing Early Learning and Child Care in Ontario”. It’s time to do what is right for children, their families and Ontario’s economy!

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For more information go to: www.cupe.on.ca

CUPE Ontario

or **www.childcareontario.org**

Ontario Coalition for Better Child Care

Public child care makes \$ense

The 220,000 workers with the Canadian Union of Public Employees (CUPE) Ontario hope you and your children enjoy this free concert!