

COMMITTEE OF THE WHOLE SEPTEMBER 29, 2009

PROCLAMATION REQUEST CHILD CARE WORKER & EARLY CHILDHOOD EDUCATOR APPRECIATION DAY OCTOBER 21, 2009

Recommendation

The City Clerk recommends:

- 1) That October 21, 2009 be proclaimed as "Child Care Worker & Early Childhood Educator Appreciation Day"; and
- 2) That the proclamation be posted on the City's website and published on the City Page Online.

Contribution to Sustainability

N/A

Economic Impact

N/A

Communications Plan

The Corporate Communications Department posts proclamations issued by the City on the City's website under "Events – Proclamations" and on the City Page Online.

Purpose

To respond to the request received from the President, CUPE Ontario and the President of The Ontario Coalition for Better Child Care (OCBCC).

Background - Analysis and Options

The correspondence received from the President, CUPE Ontario and the President of the Ontario Coalition for Better Child Care (OCBCC) is attached. (Attachment 1)

The proclamation request meets the City's Proclamation policy, as follows:

"That upon request, the City of Vaughan issue Proclamations for events, campaigns or other similar matters:

- (i) which are promoted by any organization that is a registered charity pursuant to Section 248 of the Income Tax Act"

The Ontario Coalition for Better Child Care (OCBCC) and the Canadian Union of Public Employees (CUPE) are asking that the City of Vaughan publicize this proclamation in recognition of the influence, dedication and commitment of child care workers to children, their families and quality of life of the community. The City has granted this proclamation request in the past.

Relationship to Vaughan Vision 2020/Strategic Plan

This report supports the strategic priorities established by Vaughan Vision 2020, in particular "Enhance and Ensure Community Safety, Health and Wellness".

Regional Implications

N/A

Conclusion

Staff is recommending that October 21, 2009 be proclaimed as " Child Care Worker & Early Childhood Educator Appreciation Day", and that the proclamation be posted on the City's website and the City Page Online.

Attachments

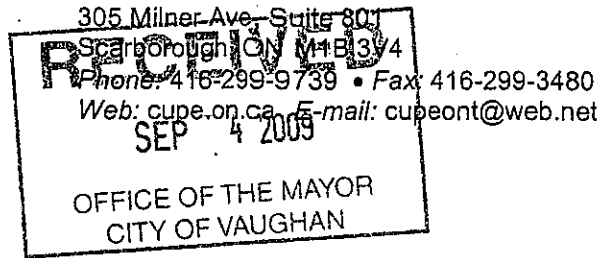
Attachment 1 Correspondence from CUPE Ontario and the Ontario Coalition for Better Child Care (OCBCC), dated September 1, 2009

Report prepared by:

Connie Bonsignore, Administrative Assistant to City Clerk

Respectfully submitted,

Jeffrey A. Abram
City Clerk



September 1, 2009

To Mayors and Councils,

We are writing to ask that you and your Council endorse a day of recognition for the many people who work providing care to children in your community. Last year a record number of municipalities proclaimed and celebrated this day of appreciation, and it was a great a success.

The Ontario Coalition for Better Child Care (OCBCC), the Canadian Union of Public Employees (CUPE) and our other labour partners representing child care workers across Ontario are asking that Wednesday October 21, 2009 be proclaimed as Child Care Worker & Early Childhood Educator Appreciation Day in accordance with the attached resolution.

Many groups are recognized by way of Municipal Resolution. Such a day allows the community to recognize the work of various groups and to acknowledge the contributions they make in the lives of community members.

Many children, families and communities benefit from the work of child care workers. Child care also contributes to the economic life of communities. Research shows the many economic benefits accrued from affordable, accessible high quality child care. This benefit comes from the number of people employed in the child care industry and because the availability of child care allows parents to work and to contribute to the economic life of society.

Even if your Council does not issue official proclamations, there are many ways for your municipality to participate in and celebrate this special day. In this case, we ask your Council sponsor public announcements, display our posters and distribute pins. Many municipalities also organize events and contests for the day or have Councillors or the Mayor participate in events hosted by child care centres within the municipality. A list of ideas and examples is attached.

We hope that your proclamation of this day of appreciation, or your active support, will encourage and promote a day of community recognition for child care workers. Please fax the attached order to request posters and pins to help you raise awareness and celebrate.

Please advise us of your participation in this day of recognition so that we can acknowledge your community's role in celebrating child care workers across Ontario on October 21st. Please direct any correspondence on proclamations and/or celebration activities to the attention of Kathy Johnson, by mail: CUPE, 305 Milner Ave., Suite 800, Scarborough, ON M1B 3V4, or by fax: 416-292-2839.

Thank you for your consideration.

Yours sincerely,

Sid Ryan

Sid Ryan,
President, CUPE Ontario

cc: CMSMs/DSSABs

Tracy Saarikoski

Tracy Saarikoski,
President, OCBCC

*Sept 4/09 - Sent copy
to Clerks.
:us/ cope491*

**9th Annual Child Care Worker
& Early Childhood Educator Appreciation Day
October 21, 2009**

What Your Community Can Do

The **Week of the Child** will be celebrated in communities across Canada from October 19 - 23, 2009. As a complement to this exciting week of events, we will be setting aside October 21, 2009 to celebrate **Child Care Worker & Early Childhood Educator Appreciation Day**.

Trained and knowledgeable child care staff is the most important element in quality child care. Studies show that child care providers play a key role in shaping children's social, physical, emotional and cognitive development.

This is a great opportunity for local Governments to recognize and show their appreciation by taking the lead in organizing Child Care Worker & Early Childhood Educator Appreciation Day.

To help you make the Day visible in your community here are some ways you can participate and examples from local Government sponsored events in previous years:

- ★ Support the resolution declaring October 21 Child Care Worker & Early Childhood Educator Appreciation Day.
- ★ Visit a child care centre and meet all the important people working hard to provide quality child care and early learning environments, and let them know how important they are in making child care work!
- ★ Distribute buttons and posters – call or e-mail us for your **FREE** materials or fax using the enclosed order form.

Examples of past local government celebrations:

- ★ Bought carnations for staff working in child care centres.
- ★ Hosted an appreciation dinner including a motivational guest speaker and also sponsored a full day workshop – all at no cost to front line staff.
- ★ Distributed buttons and posters to all child care centres and treated Child Care Workers and ECE staff to a healthy breakfast. Also displayed posters and promoted Child Care Worker and ECE Appreciation Day at centres during the Week of the Child.
- ★ Had each centre nominate one educator/child care worker to be added to a list of names that were read by the Mayor, along with the resolution.
- ★ Recognized each early childhood educator and child care worker with a long stemmed rose and a chocolate thank you bar. CMSM donated some funding and each individual program chipped in as well.

This is just a short list of activities - there are many things you can do to recognize and celebrate the valuable role child care workers play in the lives of children, families and communities. Please contact the Ontario Coalition for Better Child Care (416-538-0628 x2/toll-free 1-800-594-7514 x2, or email at andrea@childcareontario.org) for further information, posters, buttons and certificates of appreciation.

9th Annual Child Care Worker & Early Childhood Educator Appreciation Day

October 21, 2009

Resolution

Whereas thirty six years of research confirms the benefits of high quality child care for young children's intellectual, emotional, social and physical development and later life outcomes; and

Whereas child care promotes the well-being of children and responds to the needs of parents, child care workers and the broader community by supporting quality of life so that citizens can fully participate in and contribute to the economic and social life of their community; and

Whereas recent studies clearly show trained and knowledgeable Early Childhood Educators and child care workers are the most important element in quality child care, and further that good wages and working conditions are associated with higher job satisfaction and morale, lower staff turnover, all of which predict higher quality care

Therefore Be It Resolved that October 21, 2009 be designated the 9th annual "Child Care Worker & Early Childhood Educator Appreciation Day" in recognition of the influence, dedication and commitment of child care workers to children, their families and quality of life of the community.



**Child Care Worker and Early Childhood
Educator Appreciation Day
October 21, 2009**

Theme "Proud to Work in Early Learning and Child Care"

Materials Request Form

Quantities are limited so please order only what you need!

Please send the following items:

#Buttons _____ #Posters _____

A template Certificate of Appreciation will be automatically sent with each request.

Name: _____ Tel.# _____

Organization (if applicable): _____

Address: _____

City: _____ Prov. _____ Postal Code: _____

Email Address: _____

Return this form by October 9 to:

Fax: 416-538-6737

Mail: OCBCC, 489 College St., Suite 206, Toronto, ON M6G 1A5

E-Mail: info@childcareontario.org