

COMMITTEE OF THE WHOLE AUGUST 31, 2010

PROCLAMATION REQUEST CHILD CARE WORKER & EARLY CHILDHOOD EDUCATOR APPRECIATION DAY OCTOBER 27, 2010

Recommendation

The City Clerk recommends:

- 1) That October 27, 2010 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 work of various groups and to acknowledge the contributions they make in the lives of community members. 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 27, 2010 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 July 9, 2010

Report prepared by:

Connie Bonsignore, Administrative Assistant to City Clerk

Respectfully submitted,

Jeffrey A. Abram
City Clerk



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July 9, 2010

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. This year will mark the 10th Anniversary of our Awareness Day which recognizes the education, skills, commitment and dedication of Early Childhood Educators and Child Care Staff.

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 27, 2010 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. These benefits come 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. We ask your Council to sponsor public announcements, display our posters and distribute buttons. 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 buttons 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 27th. Please direct any correspondence on proclamations and/or celebration activities to the attention of Kathy Johnson, by mail: CUPE, 305 Milner Avenue, Suite 800, Scarborough, ON M1B 3V4, or by fax: 416-292-2839.

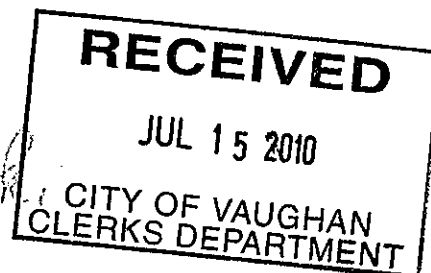
Thank you for your consideration.

A handwritten signature in black ink that reads "Fred Hahn".

Fred Hahn
 President, CUPE Ontario

A handwritten signature in black ink that reads "Tracy Saarikoski".

Tracy Saarikoski
 President, OCBCC



cc: CMSMs/DSSABs

10th Annual Child Care Worker & Early Childhood Educator Appreciation Day

October 27, 2010

Resolution

Whereas years of research confirm 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 many studies show trained and knowledgeable Early Childhood Educators and Child Care Staff are the most important element in quality child care, and that good wages and working conditions are associated with higher job satisfaction and morale, lower staff turnover which leads to high quality education and care;

Therefore Be It Resolved that October 27, 2010 be designated the 10th annual "Child Care Worker & Early Childhood Educator Appreciation Day" in recognition of the education, dedication and commitment of child care workers to children, their families and quality of life of the community.

10th Annual Child Care Worker & Early Childhood Educator Appreciation Day October 27, 2010

Ideas to Recognize the Day

- ★ Support the resolution declaring October 27th Child Care Worker & Early Childhood Educator Appreciation Day.
- ★ Distribute buttons and posters – visit www.childcareontario.org for an order form for free materials including posters and buttons.
- ★ Host an appreciation breakfast, lunch or dinner.

Municipalities

- ★ Ensure celebration activities in municipally run child care centres.
- ★ Encourage local Councilors to tour a child care centre or early learning program to learn more about the work of ECE's. Event could also generate media coverage in local papers.
- ★ Take out an ad in the local newspaper.
- ★ Take nominations from local child care centres for outstanding staff to be recognized by the Mayor through a letter, announcement or event.
- ★ Distribute information on the day to all centres and agencies with child care staff.
- ★ Make a large order of mugs, key chains or post-it notes for distribution in your community.
- ★ Organize a community-wide celebration to recognize individual staff or centres and programs.

School Boards

- ★ Encourage school board trustees to tour an early learning program to learn more about the work of ECE's. Event could also generate media coverage in local papers.
- ★ Arrange to have the day announced on the school PA with the morning announcements.
- ★ Notify parents in advance. Set up a "Wall of Fame" for parents to help in writing words of thanks to each of the staff. Laminate afterwards for the staff to keep.
- ★ Notify other staff in the school and host an event with cake or dessert in the staff room.

Local Child Care Centres, Boards of Directors

- ★ Distribute carnations to staff working in child care centres.
- ★ Start the day right with a breakfast. Distribute buttons and posters and certificates of appreciation to all staff.

(See over...)

- ★ Have the board of directors take the staff out for dinner and an evening of fun.
- ★ Host an afternoon tea party (with desserts provided by parents) for all the staff and children.
- ★ Host coffee, tea, and treats from 4:00 pm. to 7:30 pm. to accommodate staff finishing shifts.
- ★ Give each staff member a certificate of appreciation.
- ★ Have the board of directors send out a notice to each family and ask that they contribute a fruit, jam, tea, to fill a basket for all the staff.
- ★ Have the Board of Directors provide homemade cards and chocolates.
- ★ Make a bulletin board with posters and place the certificates of appreciation on the board.
- ★ Host a Child Care Worker and Early Childhood Educator Appreciation Day event with a guest motivational speaker and refreshments.
- ★ Set up a "Wall of Fame" for parents to help in writing words of thanks to each of the staff. Laminate afterwards for the staff to keep.
- ★ Have the board of directors send a letter to all families and board members accompanied by a cut-out of a hand. Ask parents to write a note to staff on the hand as a way of "giving the staff a hand" for a job well done. Then display the hands in the centre.
- ★ Put up a big poster with the staff's 'bios' and photo and have the parents sign a message on it.
- ★ Distribute cards hand made by children and parents.
- ★ Send staff a letter from the board thanking them for their commitment to children and families.
- ★ Make a donation on behalf of the staff to a shelter for women and children in your community.
- ★ Host a pizza lunch for the staff.
- ★ Have the Board of Directors host an evening of celebration for all staff in honour of Child Care Worker and Early Childhood Educator Appreciation Day.
- ★ Have community businesses sponsor the day and give discounts and gifts to all staff or provide door prizes for appreciation events, or gift bag items.

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- 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.