

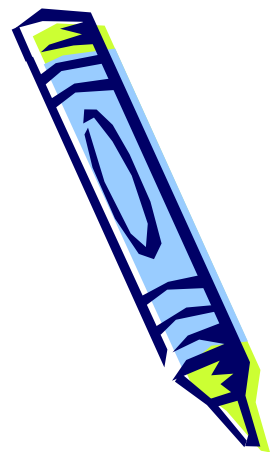
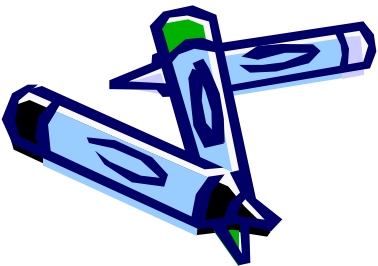
Child care advocacy for
solutions that work



Our vision for child care

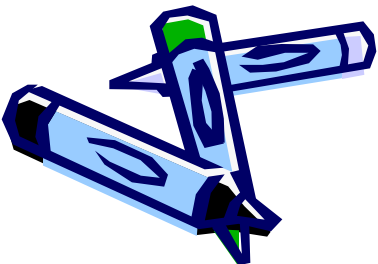
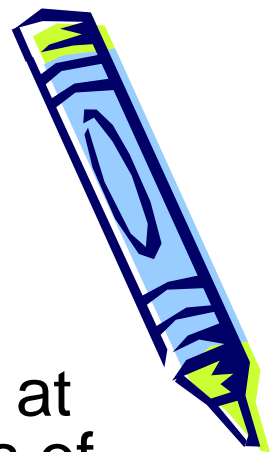
To create a publicly funded system of early learning and child care services to meet the needs of:

- **All Children's** healthy development
- **Parents** in *all* their roles (at home, at work, in the community)
- **Women** enabling them to fully participate

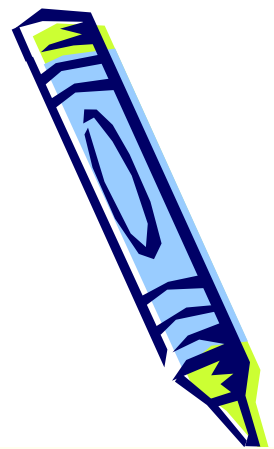


What is the CCAAC

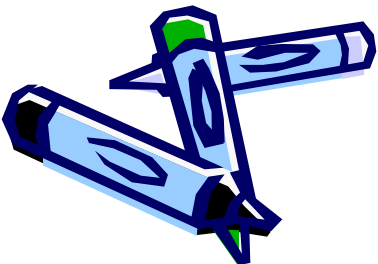
- Formed in 1982 as a voice to pursue child care at the federal level, to promote a broad consensus of support within all regions of Canada
- Non profit organization, regionally representative
- Reaches over 4 million Canadians
- Advocating for quality, inclusive, non-profit, publicly funded child care services available to all



Child care advocates include:



- Moms and dads,
- Women's movement,
- Social justice movement,
- Trade unionists,
- University professors,
- Students,
- ECE professionals,
- Economists,
- Employers.



REPORT CARD
On early learning and child care

Name: STEPHEN HARPER

Year: FEBRUARY 6, 2006 - FEBRUARY 6, 2007

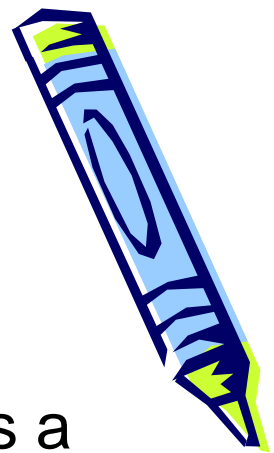
SUBJECT	GRADE
UNIVERSAL CHILD CARE Comments - Stephen has some trouble understanding basic concepts like major term projects, the Universal Child Care Plan, is not clear on it's also not universal and not a plan.	F
PARENT CHOICE Comments - Stephen can't do choices as promised but ignored parents who told him they need quality child care. He needs to improve his "active listening" skills.	D-
BALANCING WORK AND FAMILY Comments - If Stephen did his homework, he would know research shows parents need quality child care to balance work and family. Stephen needs to complete his assigned readings.	F
ACCESS Comments - Stephen uses violence and words carelessly. He not funds to child care and hasn't delivered promised new spaces. Centres are closing, parent fees are up, and there's no expansion. His "spaces initiative" won't be that. He needs to understand that actions and words have consequences.	Incomplete
HONOURING AGREEMENTS Comments - Stephen doesn't play well with others. He can't be would honour agreements than went back on his word. He needs a time out to learn about fair play.	F

Signature of parent: _____ E-mail: _____

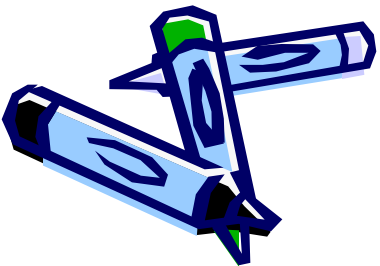
Address: _____

Comments: _____

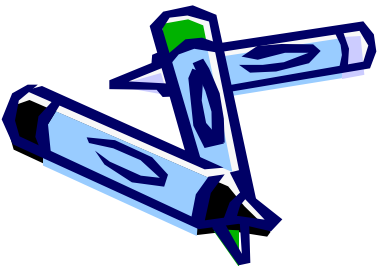
What do Canadians think



- 77% think that the lack of affordable child care is a serious problem in Canada today.
- 83% think that governments have an important role to play in helping parents meet their child care needs.

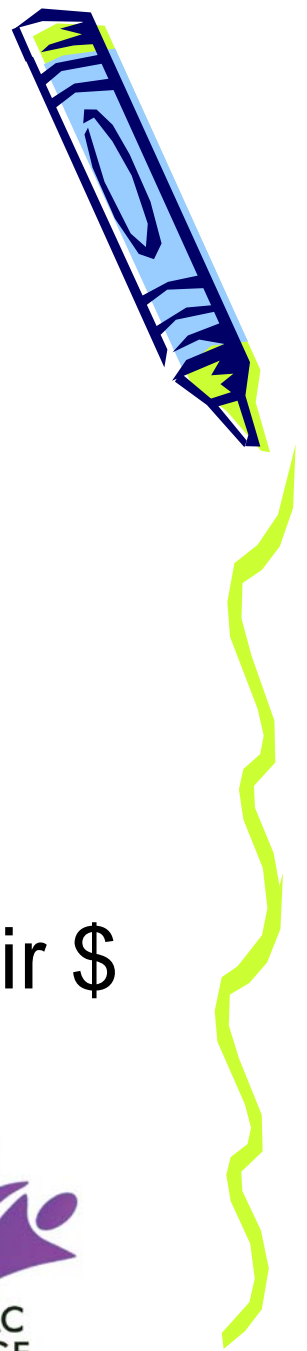
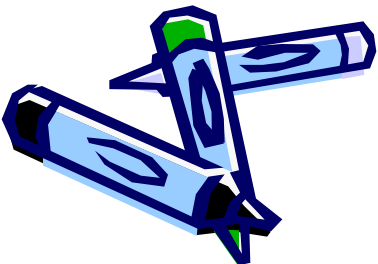


Why aren't we there yet....



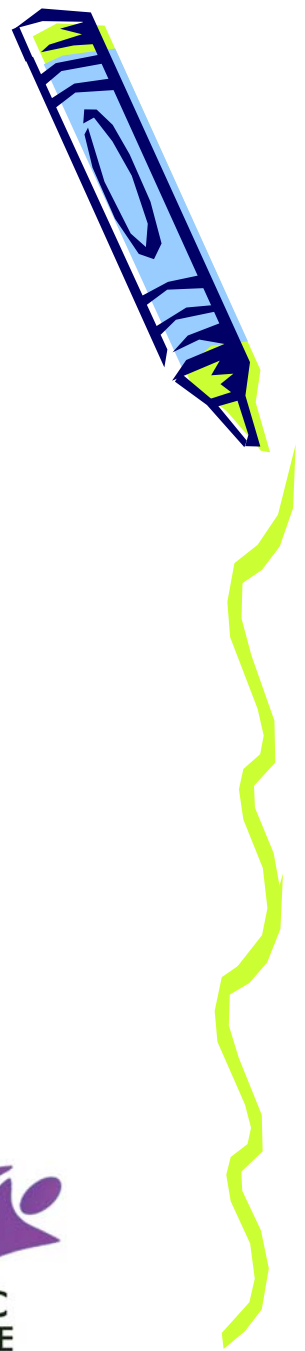
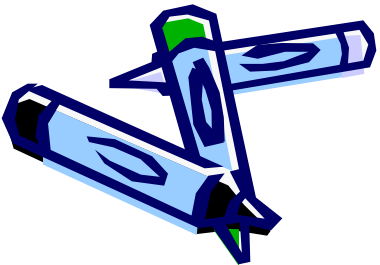
Market-based solutions

- Not a public service like libraries, schools
- Something that parents must buy
- Program development left to private sector and to communities
- The way our governments invest their \$
- Government role remains small

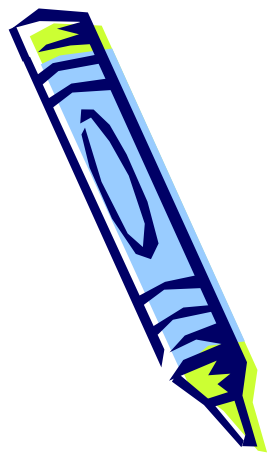
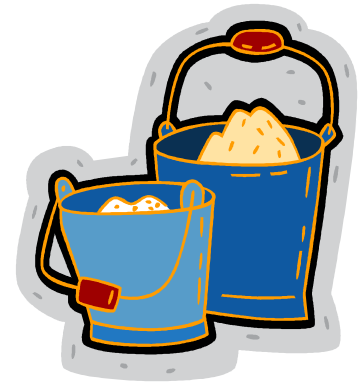
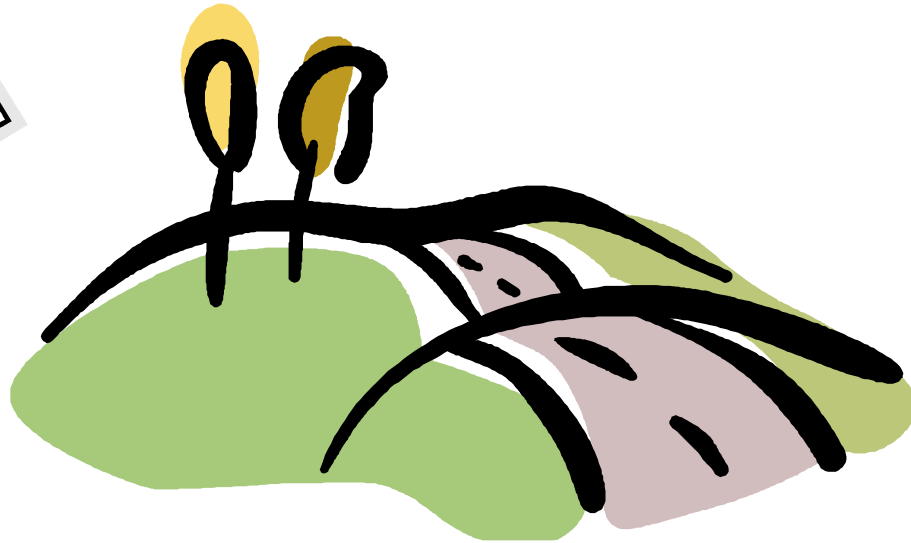


Market approach leads to gaps

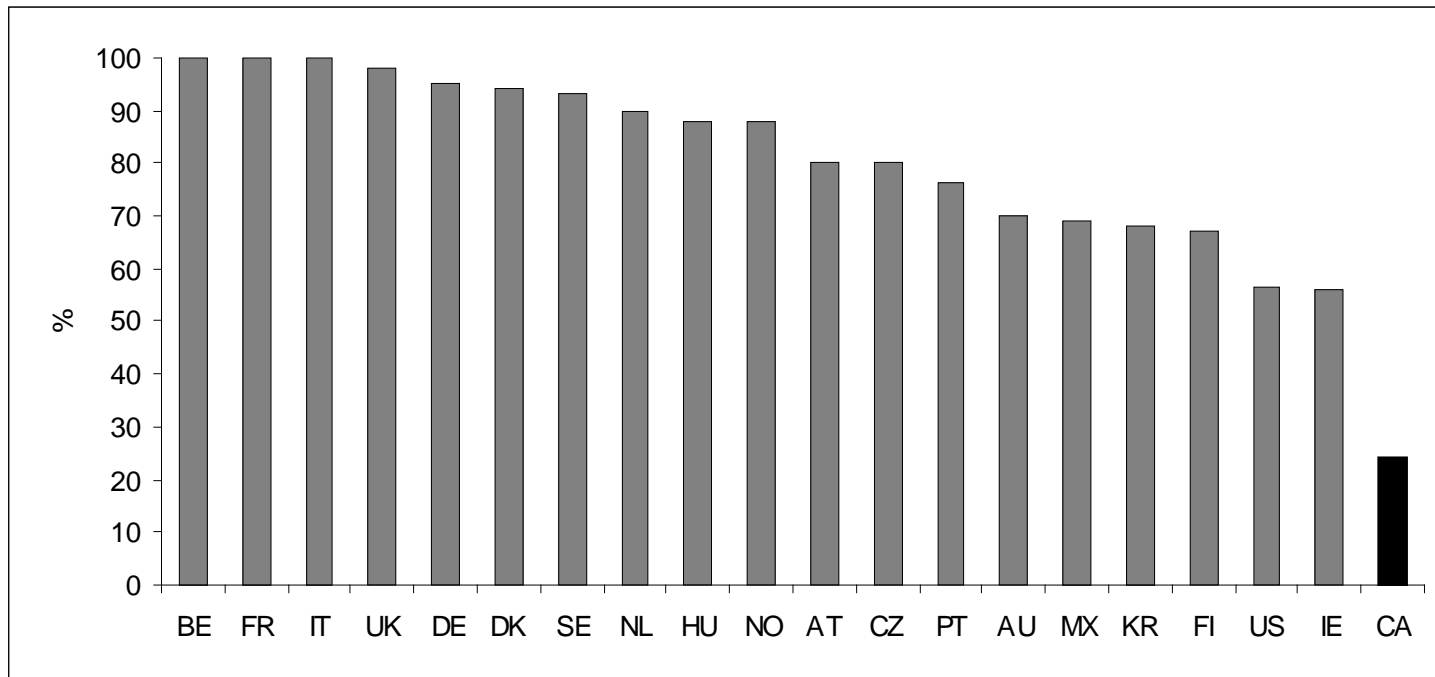
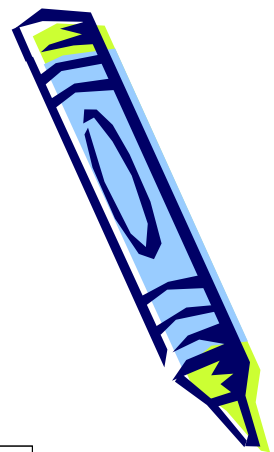
- Availability
- Affordability
- Quality



Collective effort is needed
to build child care

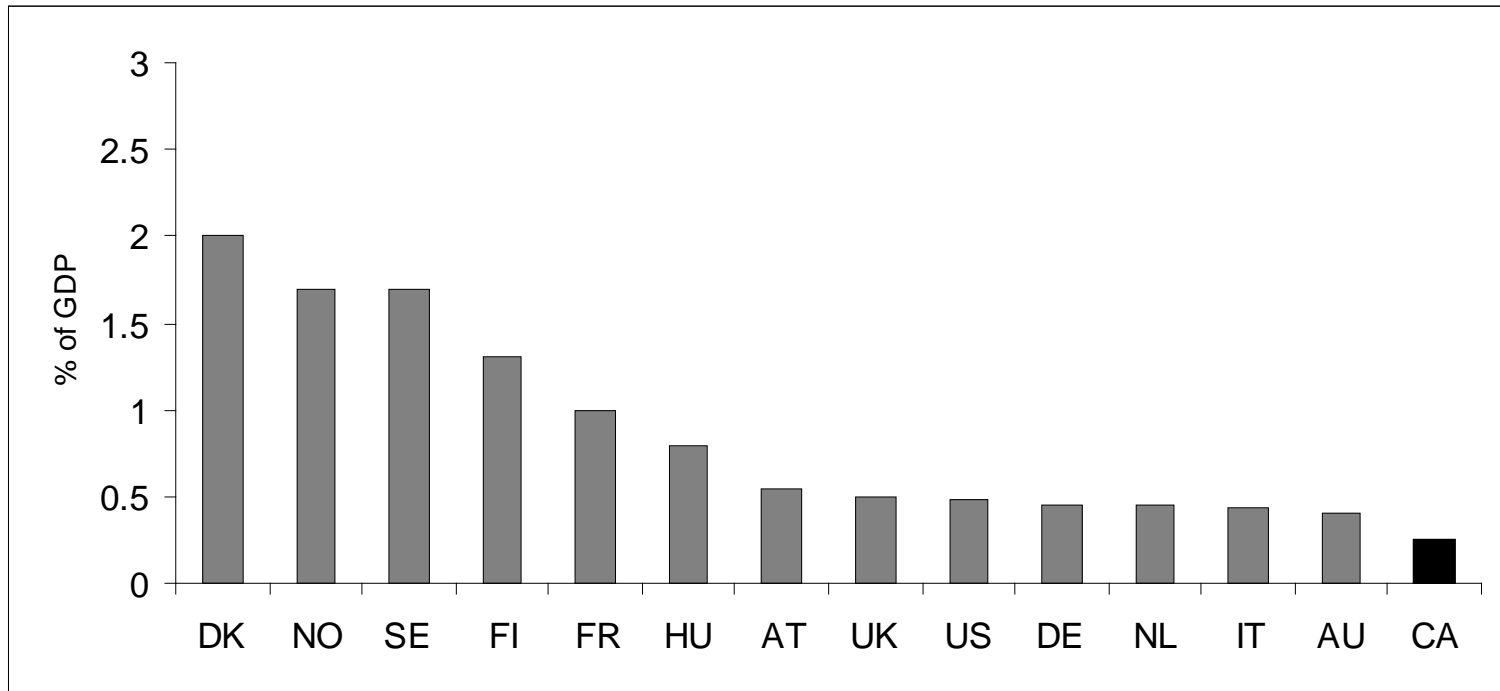


Rate of access to ECEC programs for 3-6 year olds



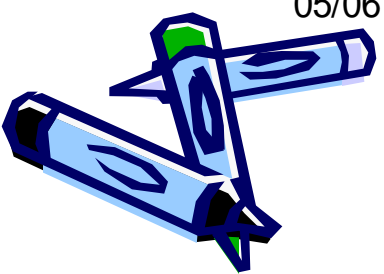
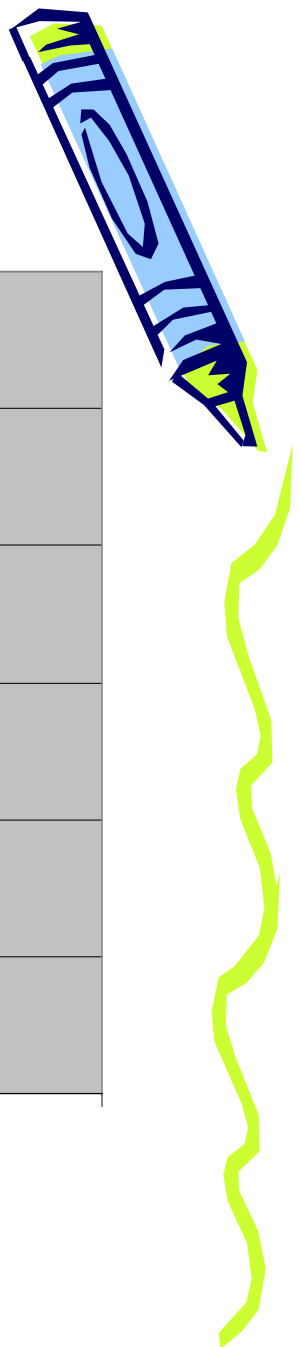
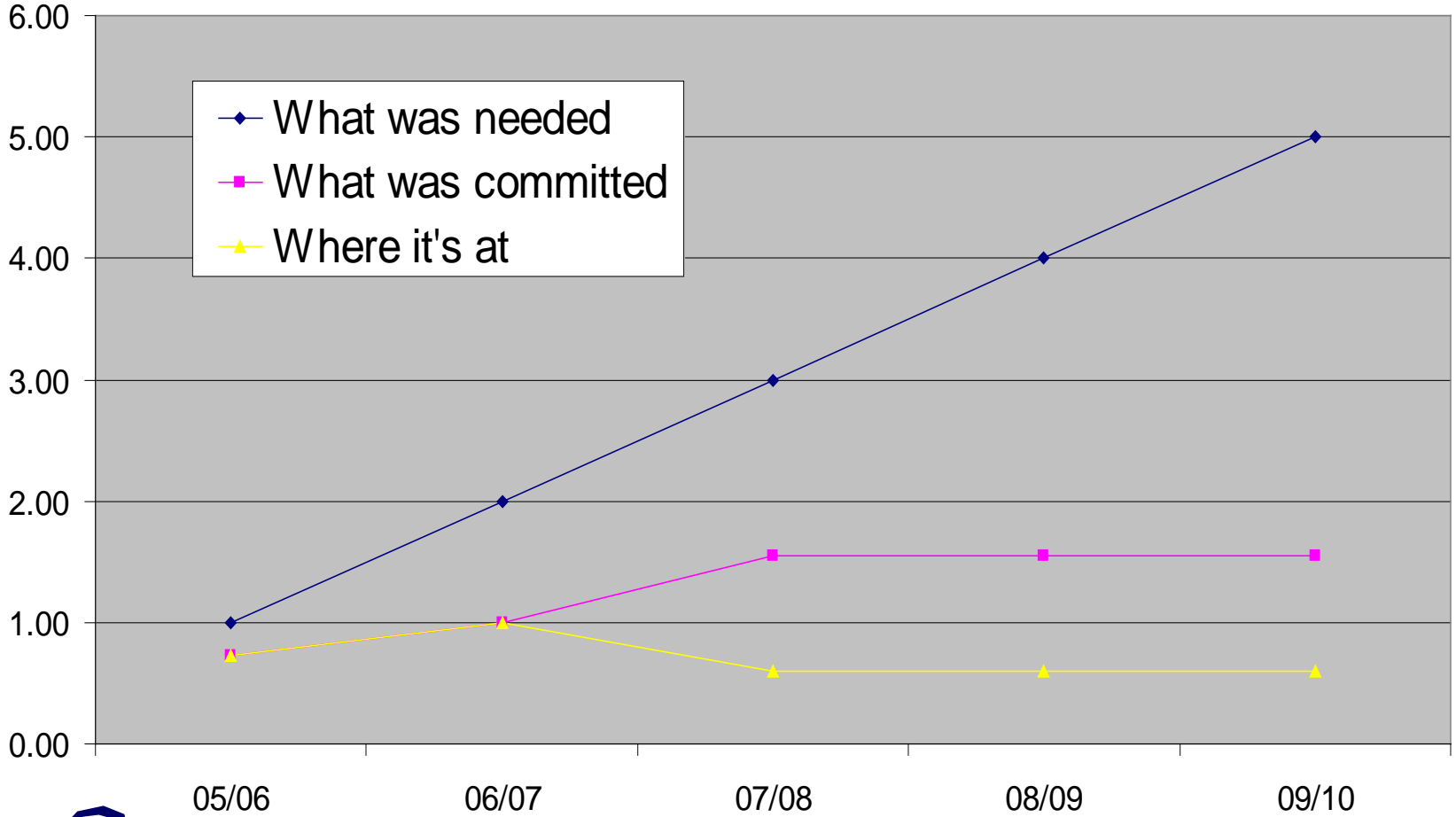
Data source: OECD. (2006). *Starting Strong II: Early Childhood Education and Care. Country Profiles.*
AU, CZ, FI, HU, NL, UK – Estimated (averaged across ages 3-6)
DE – Estimated (averaged across ABL and NBL)
CA – Children 0-6 in child care including regulated family day care

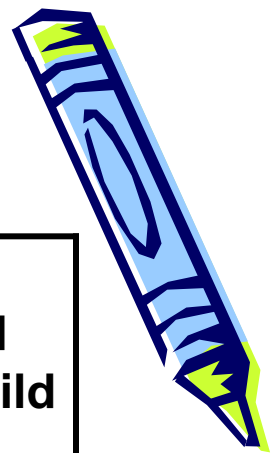
Spending on ECEC programs



Data source: OECD. (2006). *Starting Strong II: Early Childhood Education and Care*. Annex C, pg. 246.

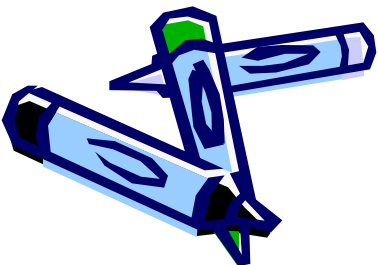
Federal Transfers for Regulated Child Care Services (\$B)





Territory	Allocation in actual dollars for each regulated child care space	Allocation in actual dollars on regulated child care for each child aged 0-12 years
Alberta	\$ 1,429	\$195
BC	\$2,476	\$382
Quebec	\$ 4 691	\$ 1 694
Manitoba	\$ 3 898	\$ 606
Canadian Average	\$ 3 560	\$ 663

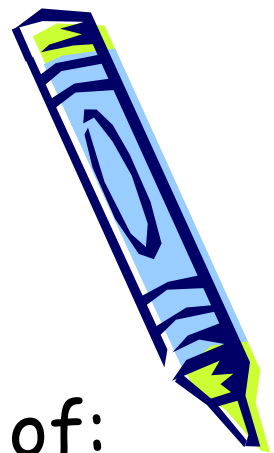
Source: ECEC in Canada 2008



CCAAC
ACPSGE

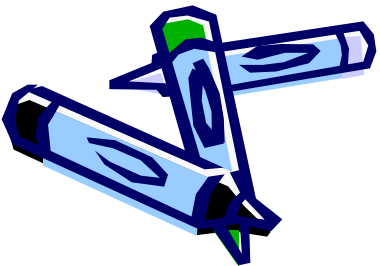


What's the problem



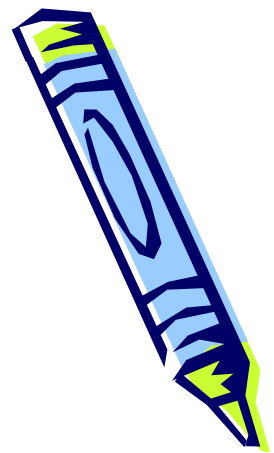
Mostly, varying societal values about role of:

1. Women → reluctance to extend collective, publicly-funded approach to working mothers
2. Government → reluctance to introduce significant publicly funded system in the era of smaller government and tax reductions

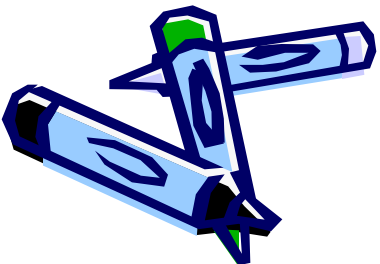


CCAAC
ACPSGE

Government investment in child care makes sense



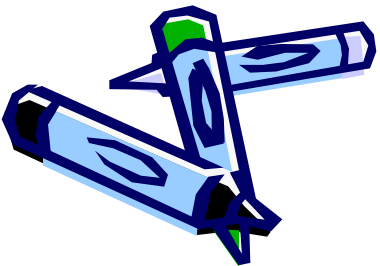
- Canadian and international research documents the long term economic benefits
- New Canadian research adds to the body of knowledge by evaluating the short term economic benefits of investing in child care



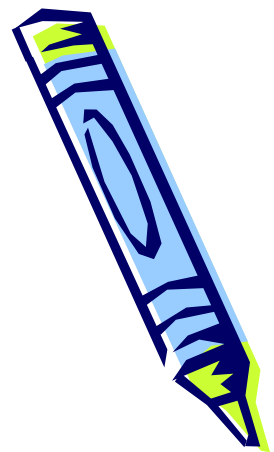
CCAAC
ACPSGE

Child care grows the economy

Every dollar invested in child care programs increases GDP (economic output) by \$2.30, one of the strongest levels of short term economic stimulus of all sectors and far ahead of the construction and manufacturing sectors.



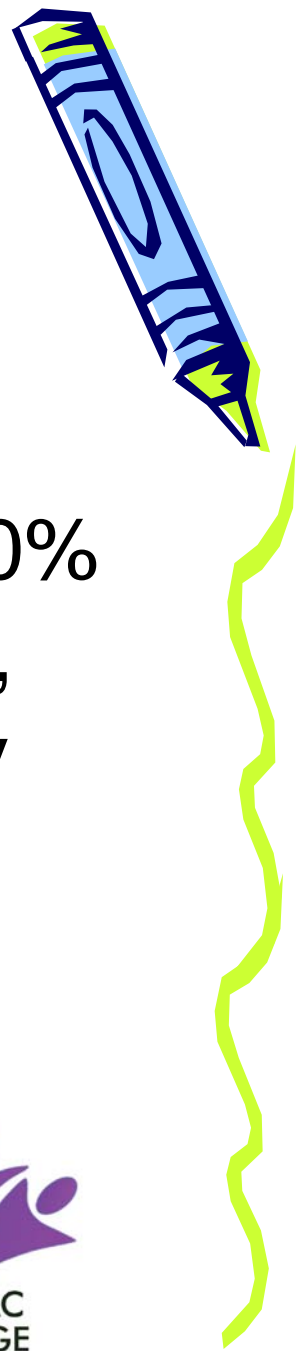
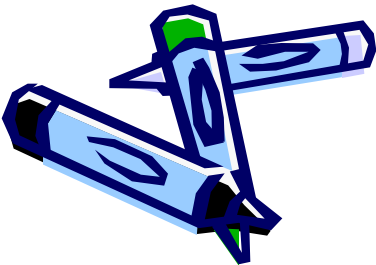
Source: Understanding and Addressing Workforce Shortages in ECEC



Child care creates jobs

Investing \$1 million in the child care sector generates almost 40 jobs – 40% higher than the next closest industry, and four times the jobs generated by investing \$1 million in construction activity.

Source: Understanding and Addressing Workforce Shortages in ECEC

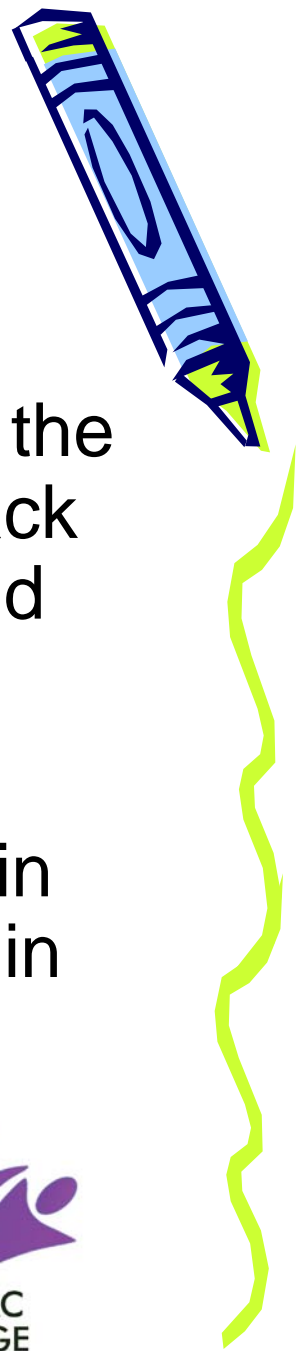
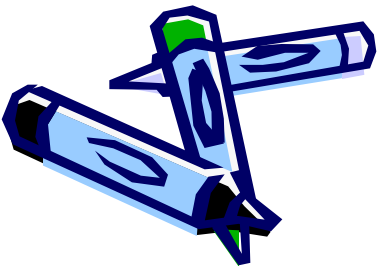


Child care more than pays for itself

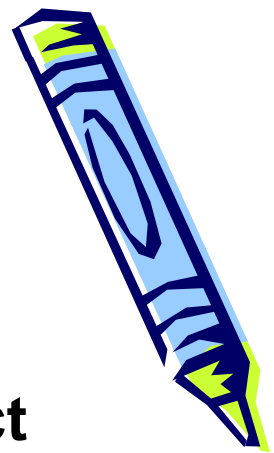
Even in the short term, more than 90% of the cost of hiring child care workers goes back to governments as increased revenue, and the federal government gains the most.

Over the long term, every dollar invested in quality child care programs returns \$2.54 in benefits to society.

Source: Understanding and Addressing Workforce Shortages in ECEC



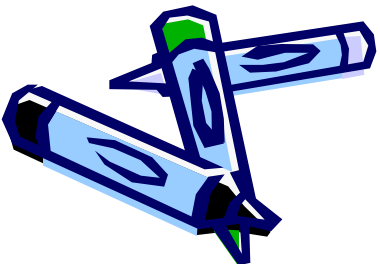
What we need to do

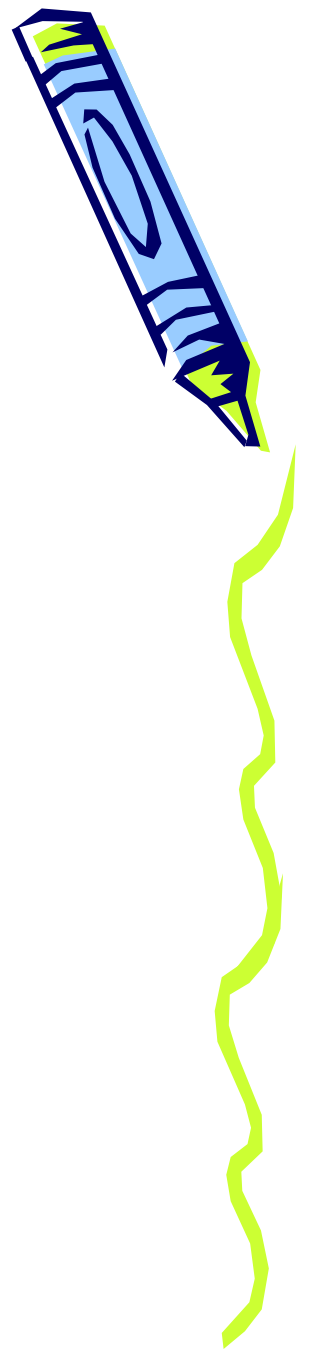


Stop relying on parent fees & subsidies → direct funding of regulated services with accountability:

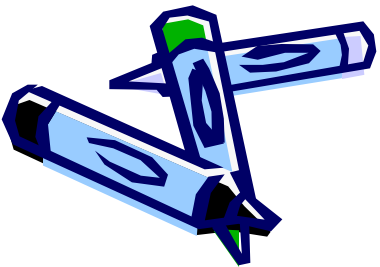
1. Higher wages (and training) (quality gap)
2. Lower fees (affordability gap)
3. More spaces - inclusive, community-owned (expansion gap)

Consistent with research and evidence, OECD recommendations, CCAAC's strategy...





- Child care - it's our right!



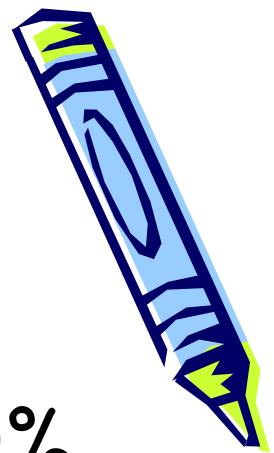


CEDAW

CONVENTION TO ELIMINATE ALL FORMS OF DISCRIMINATION AGAINST WOMEN

- Established in 1979 by the United Nations
- "Bill of Rights" for women
- Countries signing on to this treaty agree to ensure equal access to and equal opportunities in political and public life, education, reproductive health, employment, family law, social security and child care

History

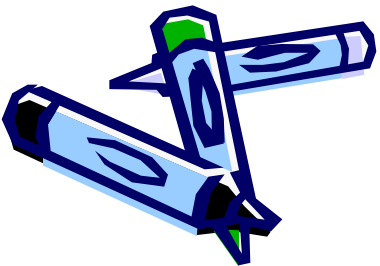
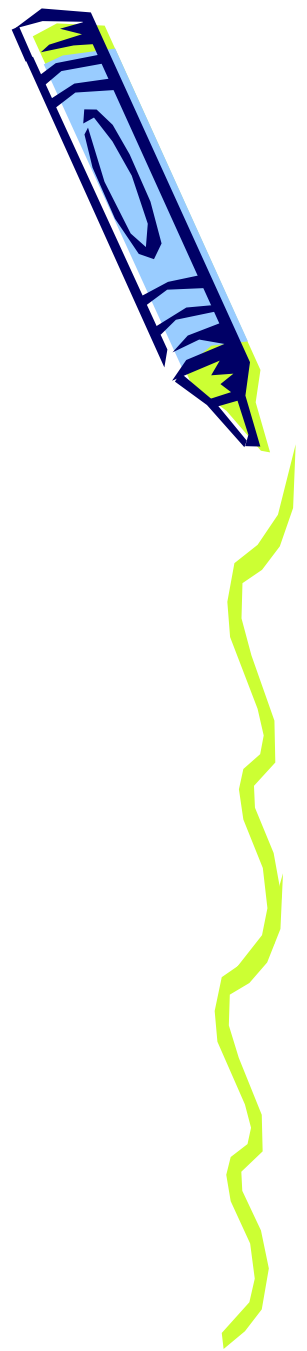


- As of Feb 2009, 185 countries (90% of UN members) have signed and ratified
- Canada joined as signatory in 1980 ratified in 1981
- 2002 Canada joined 52 countries adopting CEDAW Optional Protocol



Optional Protocol

- Allows individuals and groups to submit formal complaints about possible violations
- Creates an inquiry procedure to investigate grave and/or systemic violations



Section 40 (2008 CEDAW report)

- The Committee urges the State party to step up its efforts to provide a sufficient number of affordable childcare spaces and affordable and adequate housing options, including in aboriginal communities, with priority being given to low-income women, who are particularly disadvantaged in those areas. The Committee also recommends that the State party carry out a cost-benefit analysis to assess the impact of current living standards, housing and childcare situations on the economic empowerment of women and present the findings in its next report to the Committee. Such an analysis should have a special focus on low-income women, taking into account the amount of social assistance they receive from the State compared with the actual cost of living, including housing and childcare.

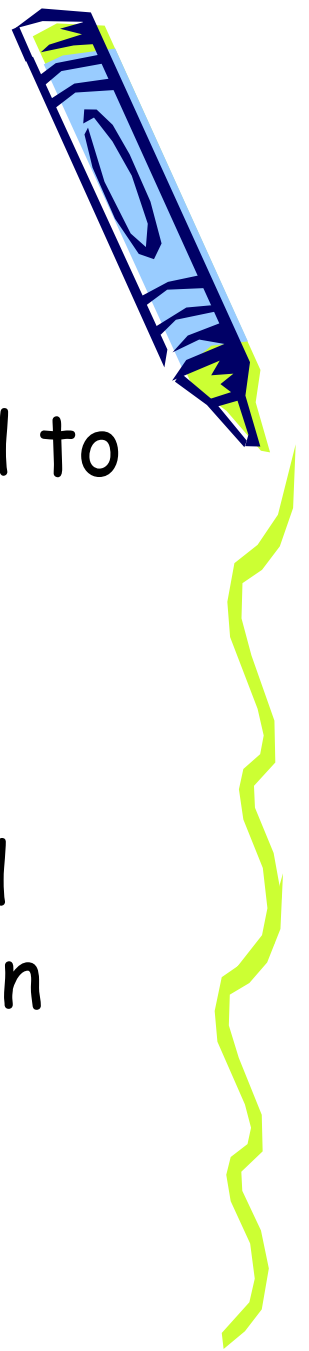
2008 presentation to UN

- CCAAC and FAFIA (Canadian Feminist Alliance for International Action) with other NGOs
- Lack of affordable, accessible child care spaces a barrier to women's equality, limits women's ability to work and study
- \$100/month and tax measures NOT resulted in creating adequate, affordable child care spaces

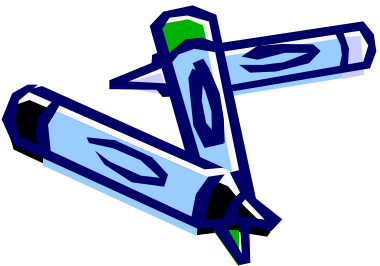
Federal Leadership

- 12. The Committee, taking into account the legal responsibility and leadership role of the federal government in the implementation of the Convention, reiterates its previous recommendation of 2003 that the State through its party use its leadership and funding power to set standards and establish an effective mechanism aimed at ensuring accountability and the transparent, coherent and consistent implementation of the Convention territory in which all levels of government can participate.

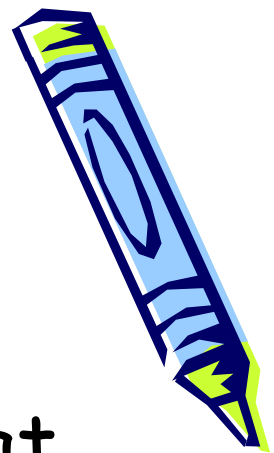
Feds can't shun their responsibility



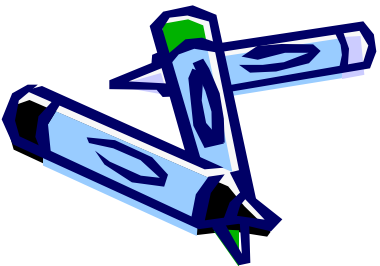
- In the past, federal \$ transferred to provinces with no legally binding requirements
- Larger discussion about accountability for public funds and effectiveness of public reporting in Canada



In conclusion



- The CEDAW Convention states that "the full and complete development of a country, the welfare of the world and the cause of peace require the maximum participation of women on equal terms with men in all fields."





Child Care Advocacy Association of Canada

UNICEF REPORT CARD 8

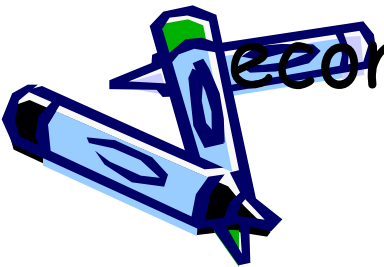
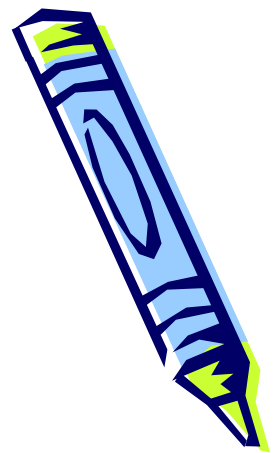
Dec. 2008

Canada fails to achieve benchmarks for:

- Parental leave
- Child and family poverty
- Universal access to essential health services
- Child care quality and access standards.

It's simple...

1. The need is there and not going away... mothers are in the labour force to stay.
2. The evidence is in... quality care is good for children, families and the economy.



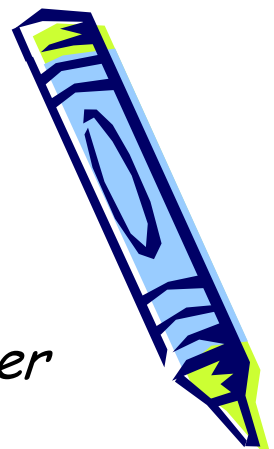
Sweden	10
Iceland	9
Denmark	8
Finland	8
France	8
Norway	8
Belgium (Flanders)	6
Hungary	6
New Zealand	6
Slovenia	6
Austria	5
Netherlands	5
United Kingdom*	5
Germany	4
Italy	4
Japan	4
Portugal	4
Republic of Korea	4
Mexico	3
Spain	3
Switzerland	3
United States	3
Australia	2
Canada	1
Ireland	1

UNICEF Report Card 8 - *December 2008*

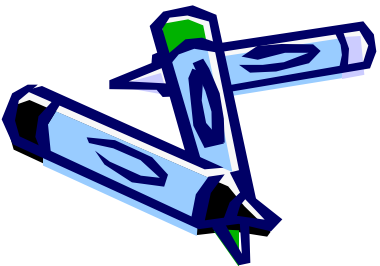
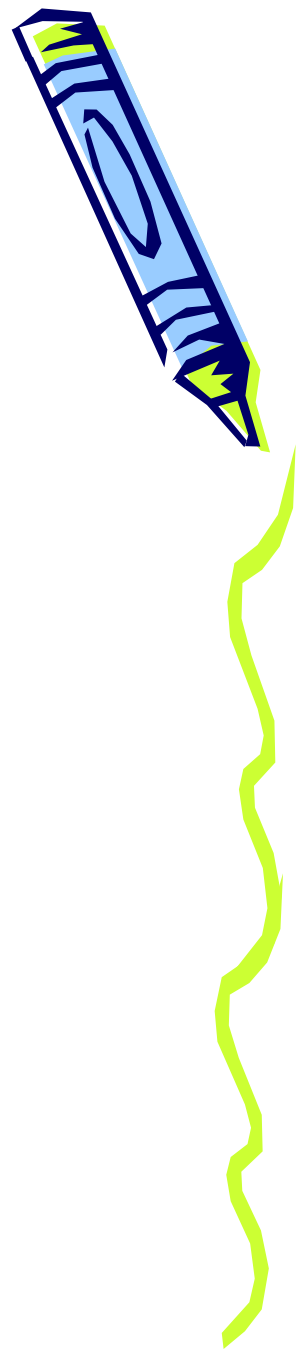
Canada fails to achieve benchmarks for:

- Parental leave
- Child and family poverty
- Universal access to essential health services
- Child care quality and access standards

Only one benchmark achieved -
child care staff training



Is there any hope?





Ignatieff on This Hour has
22 Minutes so it must be
true!!

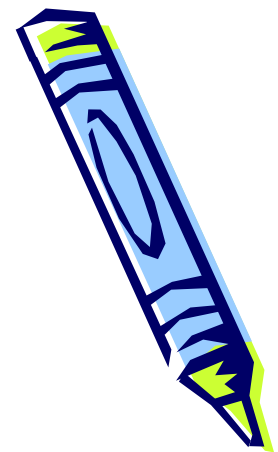


Child Care Advocacy Association of Canada

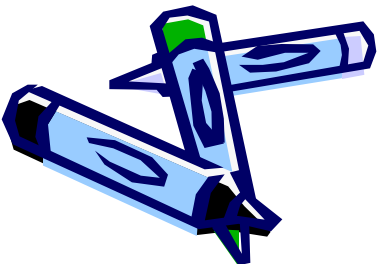
OUR LAST CHANCE???



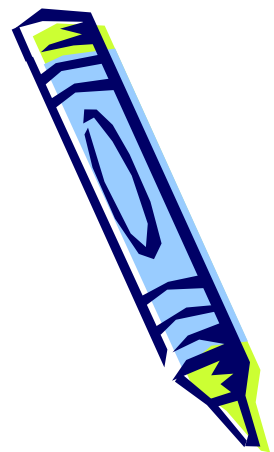
What you can do



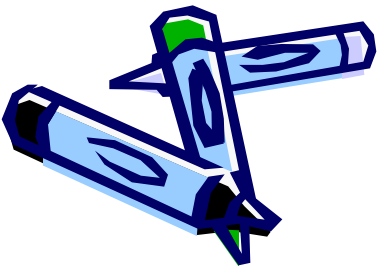
- Add your voice, join the movement
- Sign open letter
- Spread the word
- Share your opinion with your local newspaper
- Meet with your elected representatives



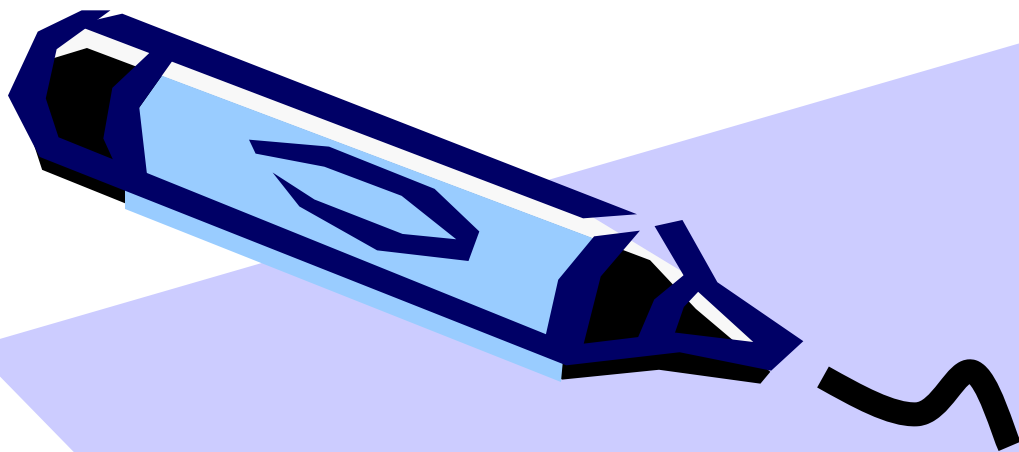
What's next for CCAAC



- How do we take the dedication and innovation from communities and transpose that into a national movement?







Questions?

www.ccaac.ca

1-866-878-3096

info@ccaac.ca



CCAAC
ACPSGE