

ADVOCACY & ACTIONS TO INFLUENCE ECE POLICY

Summer Institute 2018

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**Community Plan for a Public
System of Integrated
Early Care & Learning**

The Journey...

- 2010 - Partnership with Early Childhood Educators of BC
- 30 years of research, relationship building, calls for government action
- Time to take charge - develop evidence-based COMMUNITY solution

The Process...

- Not a blank page!
- Briefing Note with key ideas across BC
- Asked critics for 'better idea'
 - *say no to status quo*
- Ideas refined but no better alternatives emerged



The Plan

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Indigenous Rights

- Respect United Nations Declaration on the Rights of Indigenous Peoples
- Aboriginal communities must have power and resources to govern their own early care and learning services
- All ECE's educated on history, cultures and practices of Indigenous Peoples

Build A System!

Early Care and Learning Act for BC

Legislated rights for all young children and families
First Nations right to govern their own services

New Home in Ministry of Education

Strengths of public education AND quality ECE
Democratic governance by elected Boards of ED
Early Childhood Pedagogy influence UP the system

From 'Market Commodity' to Public Service

Public Funding - 5 accountability measures

- *Cap parent fees* \$10/day full-time, \$7 part-time, no user fee under \$40,000 annual income
- *Improve wages and education* average \$25 an hour + 20% benefits
- *Include* ALL children
- Meet demonstrated *community need*
- Program consistent with *Early Learning Frameworks*

Invest in the Workforce

Success of new system depends on a well respected, well educated, well compensated workforce - \$25/hr average plus 20% benefits

- Enhance quality
- Respect expertise of Early Childhood Educators
- Move towards parity with teachers

Bachelor of Early Childhood Education as new educational standard for sector

Diploma as minimum for group, family & school age care.

Support sector to upgrade qualifications

3 Priorities

Integrated and Balanced

- Fees DOWN
- Wages UP
- MORE Community/Public Spaces

The Campaign

Encourage politicians to endorse Plan, but **know**
they will act when we can deliver voters

1. Ensure closest allies support Plan
2. Move to large representative institutions
3. Then, reach beyond traditional allies

In supporting Plan, they are 'in good company'

2 Million Supporters & Growing

- 48 municipal / regional governments
- 31 School Districts
- Vancity & United Way of the Lower Mainland
- Surrey Board of Trade & UBCM
- Union of BC Indian Chiefs
- Academics, Community, Labour, Business and Women's organizations
- Early Childhood Development experts
- 17,800+ petition signers

BC Budget 2018

BC BUDGET 2018

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Victory!

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\$1 Billion Over 3 years Implementation

1. Fee Reduction Grant

- Reduce IT parent fees by up to \$350 a month
- Reduce 3-5 parent fees by up to \$100 a month

2. Affordability Benefit

- Reduce fees by up to \$1250 a month – sliding scale
- No fees for **families with** annual incomes of less than \$45,000

3. New Spaces

- 22,000 new licensed spaces in 3 years
- Move unlicensed to Licensed

4. Invest in the ECE Workforce

- \$136 million*

With a 3+ year plan

Advocacy Continues...

- **Wage enhancements** for educators
- Work with local governments and school districts to get **new spaces built**
- Increase Fee Reduction Grant and reduce reliance on Affordability Benefit
- Work with allies for more federal funds
- **WAGES & SPACES**

To Sum Up Our Learning...

- Base work on principles & evidence but don't lead with it
- Specific Economic Analysis Matters
- Make it concrete with concise message that speaks directly to what matters on the ground

Brand it

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To Sum Up Our Learning...

- Build broad constituency around message
- Take power of constituency to policy makers

Relationships Matter

Thank You...





Building ECE Power for Change

Early Childhood Educators leading the movement for improved wages and working conditions in Ontario's early years and child care sector

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Regulation vs. Advocacy



College of ECE

Protects the public interest by regulating the profession.

Protects children and families by setting registration requirements and ethical and professional standards for RECEs, and governing member conduct through a complaints and discipline process.

Mandatory membership

Raising the standards of the early childhood profession

AECEO

Advocates on behalf of all RECEs for respect, recognition and appropriate wages and working conditions for all RECEs.

Voluntary membership

The Journey...

- 2013 – AECEO launches Professional Pay for Professional Work campaign
- 2016 - 8 Mobilization Forums to document ECE's specific challenges, needs, hopes and dreams for their profession. Identified a professionalization gap and developed a shared vision of decent work
- 2017 - Partnered with Olivia Chow and Institute for Change Leaders to offer the Building Skills for Change workshop in 4 communities
- **2018 - Building an ECE led movement!**

Professionalization Gap

- “The single most critical factor affecting the quality of early learning and care programs is the knowledge, skills, and stability of the early childhood workforce” (expert panel on quality, 2007)
- *Early Childhood Educators Act, 2007*
- Full-day Kindergarten (2010)
- Child care moves to the Ministry of Education
- Ontario Early Years Policy Framework (2013)
- How Does Learning Happen? (2014)
- Continuous Professional Learning (2015)

- RECE’s wages still do not adequately reflect the value of their work or their level of education/experience
- 16% of RECEs working in licensed child care earn between \$11.40-\$15/hr (2017)
- 45% of RECEs working in child care earn between \$15-\$20/hr (2017)
- hourly wages in FDK are higher but DECEs are laid off in the summer and they can face challenging working conditions
- RECEs working in EarlyON programs are not eligible for the Wage Enhancement Grant even though their work is of equal importance to RECEs in licensed child care.

The Campaign

ECE
POW!ER

*Early Childhood Educators
fighting for decent work!*

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People, Power, Change!

Leadership that enables your **people** to turn their **resources** into the **power** they need to make the **change** they want.



Public Narrative

ECEs sharing their story to motivate others to take action!

Story of Self – Who I am

Story of Us – Our shared values

Story of Now – The change we need to make together



Sharing ECE Stories



"Share your Child Care Story"

to participate in and support the AECEO's Decent Work campaign.

RECEs, staff, parents, students,
everyone has a story to share.



#ECEPower

#DecentWork

#ChildCareCantWait



Alana's Story

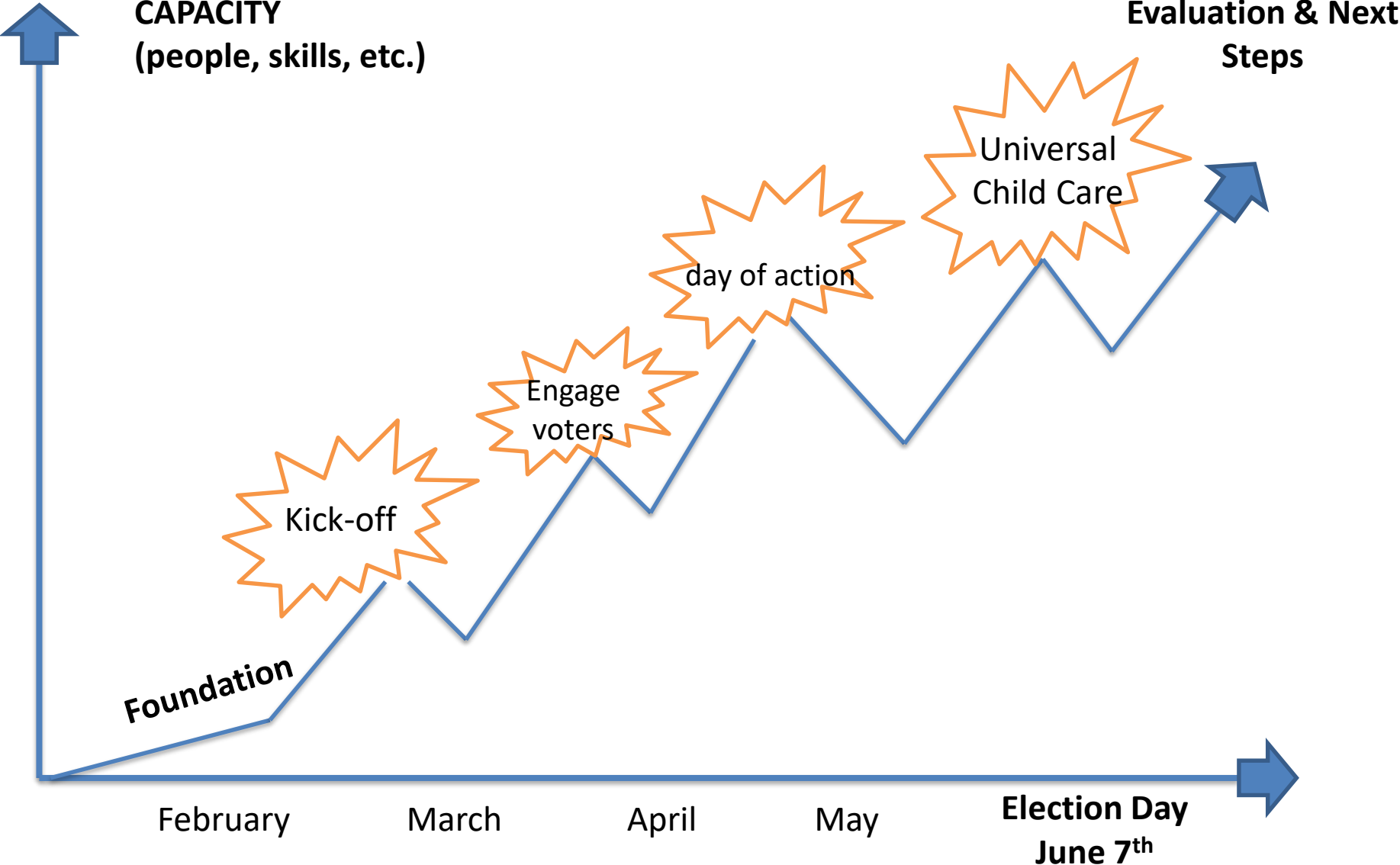
Strategy, tactics, timeline

- Design tactics to reach a strategic goal and map them out on a timeline.
- Good tactics:
 - Are strategic
 - Strengthens the team
 - Develops individuals

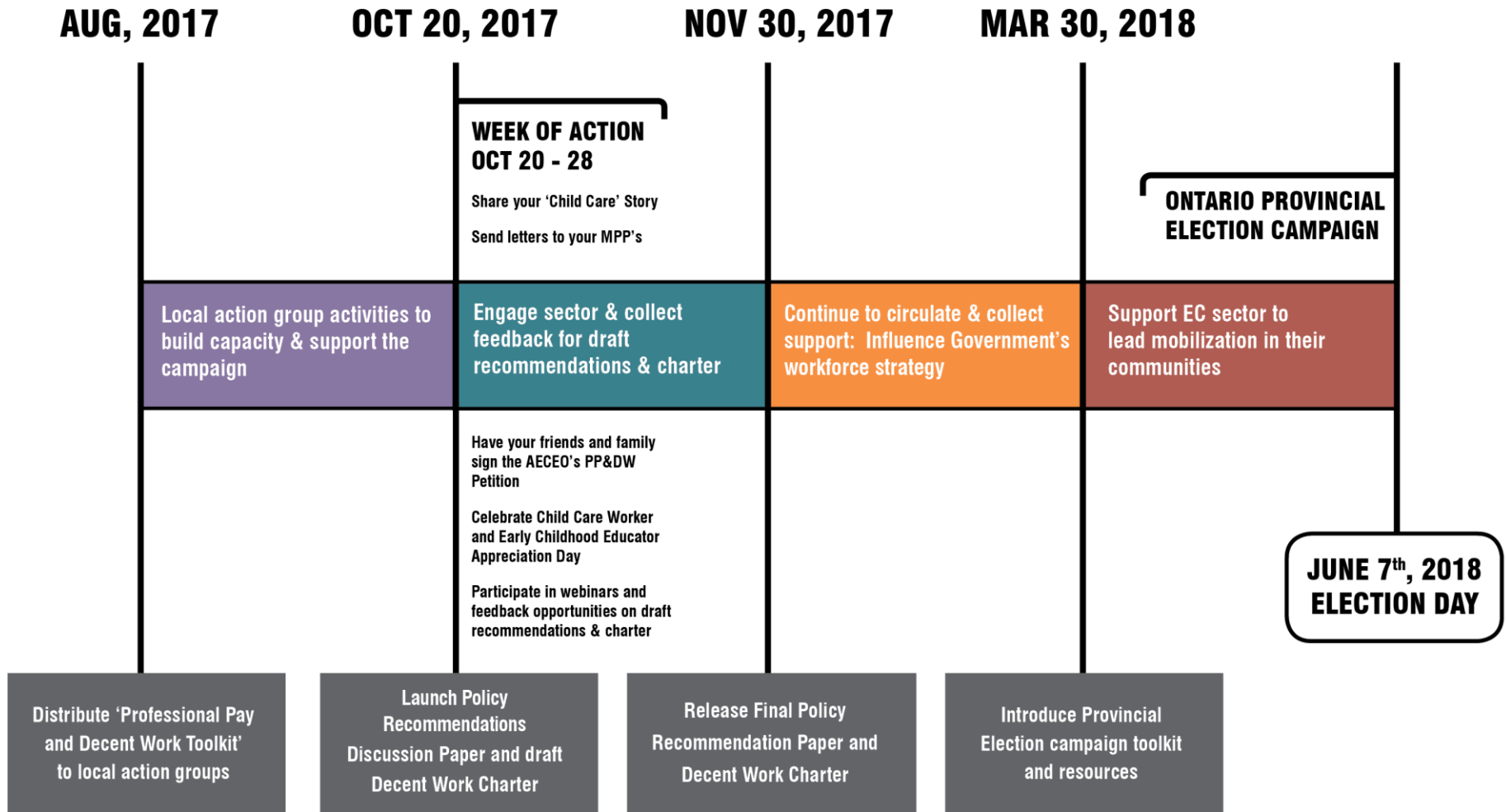


Tactics (actions) should be fun, engaging, motivational and simple!

The Campaign Timeline



Professional Pay and Decent Work Campaign Timeline



Communities of Practice

The AECEO is **committed** to building an ECE led movement for improved wages and working conditions in the sector.

We are **organizing** local groups of ECEs and child care workers to build **power** for change.

Through leadership training and ongoing engagement and mentorship ECEs are **mobilizing** across the province for **decent work**.



Organizing for Change

- Early Years Professionals Rise Up Toronto
- Early Years Coalition Waterloo Region
- ECEs Unite Thunder Bay
- Halton Advocates for Quality Child Care
- ECE Power Ottawa





UNIVERSAL CHILD CARE IS POSSIBLE



Truth and Reconciliation



Truth and Reconciliation



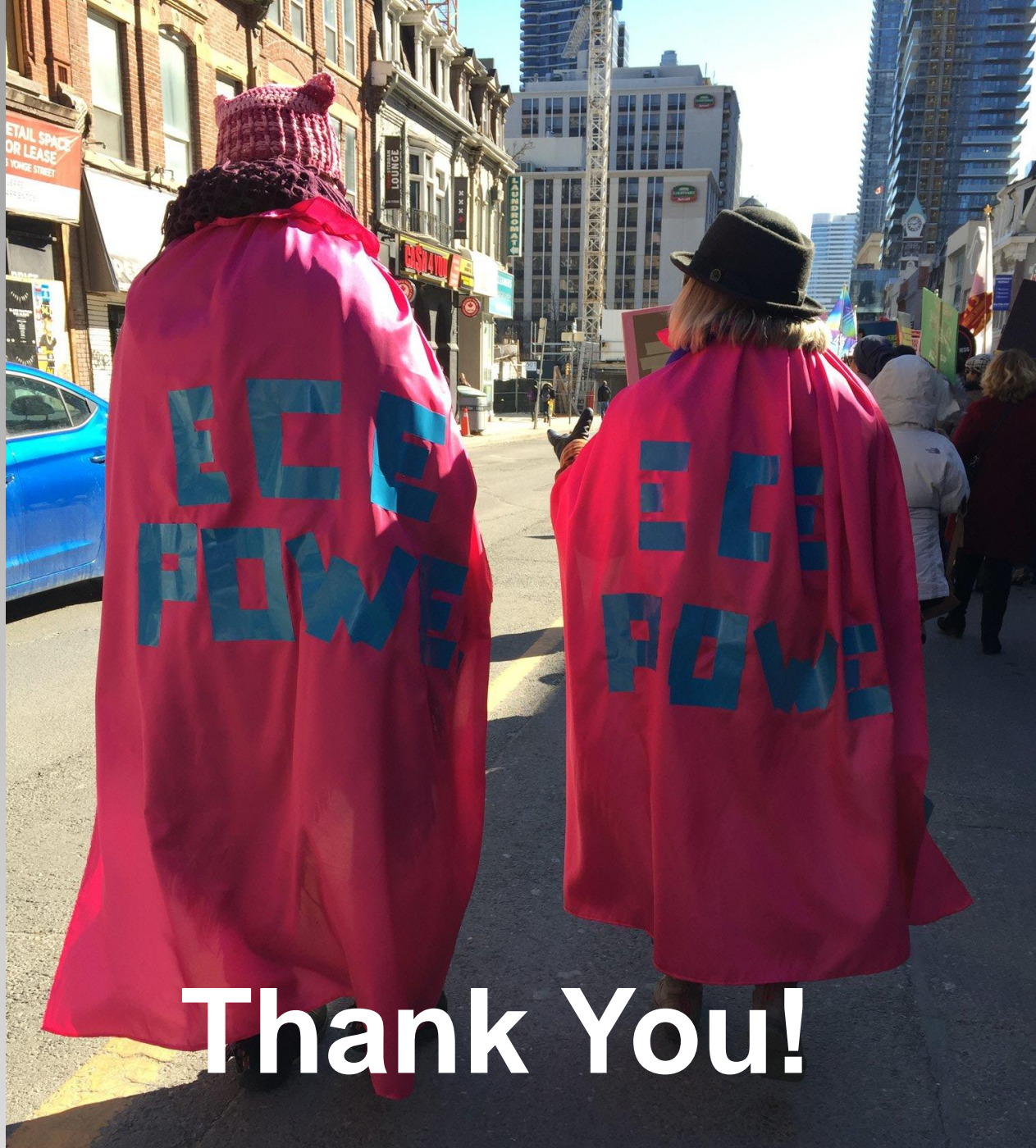
Campaign Wins!

- ✓ Trained over 100 ECEs
- ✓ Established 5 local Communities of Practice/Decent Work Teams
- ✓ Secured Workforce Strategy (2017)
- ✓ 2017 Week of Action/ ECE Appreciation Day
- ✓ Over 40 Organizations/employers have endorsed the Decent Work Charter
- ✓ 4,000 RECEs, responded to AECEO's Workforce Strategy Consultation Survey
- ✓ Delivered Workforce Strategy Recommendations to the Ontario Ministry of Education in November 2017
- ✓ Professional Pay for Professional Work Petition reaches 10,000 signatures!!
- ✓ Growing Together: Ontario's Early Years and Child Care Workforce Strategy
 - Establishing Fair Compensation (wage grid)
 - Improving Working Conditions
 - Enhancing Skills and Opportunities
 - Valuing Contributions
 - Increasing Recruitment

Lessons learned

- ECEs are incredibly passionate about their work
- Strong and consistent messaging is key!
- All ECEs CAN advocate
- ECEs advocate in different ways
- ECEs want and need training and mentorship to participate in advocacy
- Building a strong collective voice for all ECEs is an ongoing process
- Building an ECE led movement takes work and leadership
- When ECEs advocate with the AECEO we see more policy wins and shifts in the narrative
- Advocating for change empowers ECEs
- Not all ECEs are progressive





Thank You!

Questions?

