

EARLY CHILDHOOD — WEEK —

grandesemaine.com

6th edition

**November
15–21, 2021**



Collectif
petite
enfance

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What is Early Childhood Week?

Early Childhood Week is an opportunity for us as a society to stop for a moment and take a closer look at the 534,000 children 5 and under living in Quebec and think about we can do, together, to give them the best possible start in life. Today's toddlers are tomorrow's adults: let's make sure each and every one of them has an equal chance at realizing their full potential and growing into well-rounded, engaged adults.

Over the course of ECW, hundreds of activities will take place across the province to impress upon policy-makers and the public at large the key role young children will play in the future of our society. Details:
grandesemaine.com

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Important Information

When:	6th edition, November 15–21, 2021 World Children's Day, November 20
Why:	Make early childhood development a priority in Quebec
Who:	Collectif petite enfance, a group of 24 partners and allies
Website:	grandesemaine.com
Social media:	Facebook: @Collectifpetiteenfance Twitter: @CollectifPE LinkedIn: @Collectif petite enfance

#EarlyChildhoodWeek #Allinforallkids #CollectifPetiteEnfance #MakeEarlyChildhoodAPriority

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**Building a Quebec that
provides every child, from
before birth onward, with
the means to realize
their full potential**

2021 Theme: Prevention

**Together, we can make a
difference for young children
right from the start**

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Key Messages — General

1

Early Childhood Week aims to give a voice to the 534,000 children 5 and under in Quebec (close to 600,000 if you count all those who will be born in the coming months) in order to make early childhood development a true priority for our society.

2

Unfortunately, the same chances at succeeding in life are denied far too many children. About 1 out of every 4 children – or as many as 1 out of 3 in some communities – exhibits vulnerability in at least one sphere of development by the time they start kindergarten.

3

By taking action as early as possible, beginning at pregnancy, we can give each baby an equal chance and create the perfect conditions for every child to succeed.

Key Messages — General

4

Indigenous children need to be immersed in their culture and language, and given the opportunity to flourish as individuals and members of their families, communities and Nations. Respect for the ties that connect Inuit, Métis and First Nations children to their political and cultural communities is vital, not only in helping them fulfill their potential but also in fostering their overall well-being.

5

Individual public policies on their own are not enough. It is the sum of multiple cohesive policies based on a current, integrated vision that takes the child development continuum into account that has the best chance of ensuring equal opportunities for all young children living in Quebec.

Key Messages — Prevention

1

Prevention means eliminating or reducing risk factors that contribute to the likelihood of a problem developing, while strengthening individual and collective capacities to cope with stress and adversity.

2

Preventing abuse involves putting in place the individual, family, community, economic and social conditions conducive to healthy parent-child relationships so that, in the years from birth to kindergarten, as many children as possible can grow up in a family environment free of coercive control, violence, abuse or neglect.

3

To create caring communities for our babies, toddlers and preschoolers, we must take concrete action as a society, pooling together the capacities and convictions of various early childhood development stakeholders. It is through these collective efforts that we will be able to address their needs and rights.

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Key Messages — Prevention

4

To help ensure young children have access to the best possible living conditions and uphold our collective responsibility to protect the youngest members of our society, we need to break down the silos that separate us. The greater the difficulties faced by children and their families, the greater the barriers they must overcome. Dialogue and collaboration are more crucial than ever in these situations.

5

Five main types of preventive strategies:

- Enhance economic support for families
- Change social norms to promote parental support and foster positive parent practices
- Provide children with quality health care and education early in life
- Strengthen parental skills to promote children's development
- Reduce harm and prevent future risk in situations of abuse

Key Messages — COVID-19

1

The COVID-19 pandemic has not spared young children and their families. It has had major repercussions on the entire ecosystem surrounding them.

- The upheaval resulting from COVID-19 will have long-term effects on children.
- The consequences of the pandemic are worse for children who were already vulnerable.
- Not only has children's social interaction been limited, but the situation has had a decisive impact on several determinants of their well-being, including family income, access to affordable housing, parental practices and general levels of household stress.
- Lockdown restrictions and the cancellation of school and family activities have made the transition to kindergarten a difficult one.

2

It is said that it takes a village to raise a child. But the pandemic has separated children from this very village, and the resulting impact on their well-being is all too real.

3

To foster early childhood development amid the pandemic, especially in circumstances of increased vulnerability, it is crucial to maintain a focus on key protection factors.

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Statistics

Number of Children 5 and Under

Number of children 5 and under in Quebec: 534,939 or 6.4% of the provincial population

- Bas-Saint-Laurent: 5.5% of the population, 11,095
- Saguenay–Lac-Saint-Jean: 5.9% of the population, 16,446
- Capitale-Nationale: 6.2% of the population, 45,418
- Mauricie: 5.5% of the population, 14,656
- Estrie: 6.1% of the population, 19,840
- Montreal: 6.7% of the population, 134,098
- Outaouais: 6.7% of the population, 26,022
- Abitibi-Témiscamingue: 6.8% of the population, 10,044
- Côte-Nord: 6.2% of the population, 5,926
- Nord-du-Québec: 10.7% of the population, 4,815
- Gaspésie–Îles-de-la-Madeleine: 4.7% of the population, 4,291
- Chaudière-Appalaches: 6.5% of the population, 27,549
- Laval: 6.5% of the population, 27,719
- Lanaudière: 6.7% of the population, 33,631
- Laurentides: 6.2% of the population, 37,460
- Montérégie: 6.5% of the population, 100,426
- Centre-du-Québec: 6.4% of the population, 15,503

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Join the Movement

4 Turnkey Ideas

Everything has been thought out, planned and prepared to make your life easier!

1

Send a letter to your MNA

Use the application on the ECW website to send a letter to your provincial representative in just a few clicks.

2

Use the colour-in poster to organize a special activity

Get a group of children together to colour in this year's ECW posters and deliver them to your mayor and/or MNA.



3

Wear your blankie square with pride

Wear your blankie square throughout Early Childhood Week, and especially on World Children's Day (November 20), to show your support for our littlest citizens.

Join the Movement

4 Turnkey Ideas

Everything has been thought out, planned and prepared to make your life easier!

4

Raise awareness about Early Childhood Week on social media

A social media calendar with suggested posts and visuals has been prepared for you to help raise the visibility of ECW all week long.

Feel free to make any changes you'd like and post however many messages you see fit, on whatever particular days suit you.

For a detailed description of the 4 Turnkey Ideas, go to the Communication Tools section of grandesemaine.com.

https://collectifpetiteenfance.com/media/1699/ecw2021-actionscleenmain_partenaires_pdf.pdf

Web Visuals You Can Use

Generic campaign visuals for Facebook, Twitter and LinkedIn — grandesemaine.com



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Web Visuals You Can Use

Theme-based campaign visuals for Facebook — grandesemaine.com



Sample Social Media Posts

Day 1 of Early Childhood Week

Sample 1

Early Childhood Week starts now!

In May 2021, the Laurent Commission issued a series of recommendations that are the inspiration behind this year's focus on prevention and on creating caring communities to protect young children.

Together, we can make a difference for young children right from the start. Let's be the caring communities we want to see for them.

Sample 2

It's Early Childhood Week! Time for Quebecers to come together to ensure that every child has an equal chance to realize their potential.

Together, we can support the development of our babies, toddlers and preschoolers. Let's be the caring communities we want to see for them.

Sample Social Media Posts

While ECW is underway...

Sample 1

Join us as we celebrate Early Childhood Week, and show how much you care about the youngest members of our society. With just a few clicks, you can write to your MNA and let them know that the time to act to protect children and improve their quality of life is NOW.

Supporting the development of our kids, from the womb through until kindergarten, is vital. Let's be the caring communities we want to see for them. #MakeEarlyChildhoodAPriority

Sample 2

Children's experiences from 0 to 5 have a decisive impact on their development. Parents play a critical role in this, naturally, but they are not alone. As citizens, employers and elected officials, we all have something to contribute. #EarlyChildhoodWeek is the perfect opportunity to step up for our kids!

#MakeEarlyChildhoodAPriority!

(Use the appropriate visual) Our organization/business/town/city is proud to support families and early childhood development)

Sample Social Media Posts

While ECW is underway...

Sample 3

1 in 4 kindergarten-age children (or as many as 1 in 3 in low-income communities) is vulnerable in at least one sphere of development. This can put them at a disadvantage at school and have repercussions throughout their whole life. But there are ways to nip this in the bud. Find out how:

www.grandesemaine.com

#EarlyChildhoodWeek

#MakeEarlyChildhoodAPriority

Sample 4

Are you familiar with the “blankie square”? It’s the symbol of the Quebec-wide movement to support early childhood development. Wear it proudly during **#EarlyChildhoodWeek** (Nov. 15–21), especially on World Children’s Day (Nov. 20), to show you embrace the cause and to make **#MakeEarlyChildhoodAPriority** for our society.

(Use the World Children’s Day visual)

Events Worth Following

Hundreds of local activities across Quebec

Regional and national events:

Nov
16

Update to the 2017 Portrait “Comment se portent les tout-petits québécois?” presented by the Early Childhood Observatory

Lunch-and-learn: “Du cerveau à la bienveillance, mieux comprendre pour mieux intervenir” organized by the Groupe de travail petite enfance Chaudière-Appalaches

Webinar: “Changer les règles du jeu : passer à l’action et offrir la ville aux tout-petits” presented by Espace MUNI with the collaboration of the Centre d’écologie urbaine de Montréal

Virtual get-together: “Agir tôt, de manière concertée dès l’avis de grossesse” organized by COSMOSS Bas-St-Laurent

Events Worth Following

Nov
17

Virtual get-together: “La bienveillance pour nos jeunes familles” organized by COSMOSS Bas-St-Laurent

La TRÈS Grande matinée des tout-petits, an initiative of the Concertation régionale Grandissons tous ensemble

Nov
18

Virtual get-together: “La paternité dès la grossesse” organized by COSMOSS Bas-St-Laurent

Report by the Université de Montréal: Attention! Enfants en mouvement AEM, presented by Plateau Lanaudois (regional roundtable)

Nov
19

Lunch-and-learn: “Les ingrédients d’une parentalité saine... ou comment retrouver son cœur d’enfant!” organized by the Groupe de travail petite enfance Chaudière-Appalaches

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6th Early Childhood Week Ambassadors

- **Martine Desjardins**, General Manager, Fédération professionnelle des journalistes du Québec
- **Gabrielle Fontaine**, Actress
- **Pierre Fortin**, Emeritus Professor of Economics, UQAM
- **Catherine Haeck**, Full professor, Economics, University of Québec in Montréal, Director, CIQSS-UQAM-INRS laboratory, Co-director, Observatoire pour l'éducation et la santé des enfants, CHU Ste-Justine
- **Michel Leblanc**, President and Chief Executive Officer, Chamber of Commerce of Metropolitan Montreal
- **André Lebon**, Former Vice-President, Special Commission on the Rights of the Child and Youth Protection

Partners

- Association d'éducation préscolaire du Québec
- Association des haltes-garderies communautaires du Québec
- Association québécoise des centres de la petite enfance
- Community Health and Social Services Network
- Conseil québécois des services éducatifs à la petite enfance
- Espace MUNI
- Fédération québécoise des organismes communautaires Famille
- First Nations of Quebec and Labrador Health and Social Services Commission
- Fondation Olo
- Lucie and André Chagnon Foundation (Naître et grandir / Early Childhood Observatory)
- Marie-Vincent Foundation
- Ordre des optométristes du Québec
- Quebec Public Library Association
- Regional Early Childhood Steering Committees
- Regroupement des centres d'amitié autochtones du Québec
- Regroupement pour la Valorisation de la Paternité
- Réseau des Centres de Ressources Périnatales du Québec
- Réseau pour un Québec Famille
- Réseau québécois pour la réussite éducative

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Expert Allies

- Alliance des communautés culturelles pour l'égalité dans la santé et les services sociaux
- Association pour la santé publique du Québec
- La Maison Bleue
- Montreal Diet Dispensary

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Happy Early Childhood Week!

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