

# EARLY CHILDHOOD — WEEK —

November 15–21, 2021  
grandesemaine.com

As we celebrate Early Childhood Week for the sixth year in a row, the Collectif petite enfance has developed four turnkey ideas just for you. Everything has been thought out, planned and prepared to make your life easier.

You can choose one, several or all of the following ideas, depending on your needs, the resources you have at your disposal and the amount of time you have to spend.

## IDEA #1 – SEND A LETTER TO YOUR MNA

On the Early Childhood Week (ECW) website, there is an app you can use to send a letter to your MNA to let them know how important early childhood development is to you and to society as a whole. All it takes is a few minutes and a few clicks! ([link](#)).

### MONDAY, NOVEMBER 15

#### Step 1:

Go to [grandesemaine.com](http://grandesemaine.com) and enter the requested information, including your postal code. There's nothing more to it!

#### Step 2:

Why not go one step further and invite your friends, members and/or associates to send a letter as well.

#### *Facebook – Twitter – LinkedIn*

As we celebrate Early Childhood Week, please help give a voice to the youngest members of society. With just a few clicks, you can send a letter to your provincial MNA and let them know it is urgent that we take action to protect our babies, toddlers and preschoolers, and improve their quality of life. ([link](#))

I signed the letter. Won't you? #MakeEarlyChildhoodAPriority

#### *Email – Newsletter*

Join us!

As we celebrate Early Childhood Week, **(name of your organization, your name, or "I" or "we")** invites you to send a letter to your MNA to stress the importance of taking action to protect our babies, toddlers and preschoolers, and improve their quality of life.

It's easy: in just a few clicks, your letter will be sent straight to your provincial representative! ([link](#)) We all have an important role to play in building caring communities that look out for, and look after, our babies, toddlers and preschoolers and their families.

Thank you!

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## *Text Message*

We as a society simply cannot ignore the growing number of cases of child abuse that continue to make media headlines.

So join me in sending a letter to your MNA right now and get them to do something about it!

It's easy: in just a few clicks, your letter will be sent straight to your provincial representative! Go to [\(link\)](#) and enter your postal code.

We all have an important role to play in building caring communities that look out for, and look after, our babies, toddlers and preschoolers and their families.

## **IDEA #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. [Download your copy](#) and print out as many as you'd like!

Deliver the completed posters to your mayor and/or MNA, along with a letter of support (see Appendix 1 and 2 for a sample letter).

You can also:

- Invite children's parents to join in.
- Let your social media followers know what the results of your efforts are by posting pictures, drawings and more.
- Turn it into a contest and choose a winning picture from all the children's submissions.

Appendix 1 – Letter to Your Mayor

Appendix 2 – Letter to Your MNA

## **IDEA #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.

There are several options available to you:

- You can order your blankie squares [here](#) and hand them out.
- Make your own blankie square and invite others to do the same.
- Encourage people to post blankie square selfies on social media, using the hashtag #MakeEarlyChildhoodAPriority.

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For many of you — libraries, family centres, etc. — World Children’s Day is a busy one. Which means it’s also a great opportunity to get the word out!

## IDEA #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.

There will be more content added as the event draws nearer, but here are a few suggestions to get the ball rolling.

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

### MONDAY, NOVEMBER 15

#### *Sample Post #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.

[\(Include the visual of the ECW 2021\)](#)

#### *Sample Post #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.

[\(Include the visual of the ECW 2021\)](#)

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## TUESDAY, NOVEMBER 16

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. ([link](#))

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

## WEDNESDAY, NOVEMBER 17 AND/OR THURSDAY, NOVEMBER 18 AND/OR FRIDAY, NOVEMBER 19

### *Sample Post #1*

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!

(put the link – [Visual for different type of organization – Be proud to support families and early childhood development!](#))

### *Sample Post #2*

(Partner's name) is proud to bring you (activity name) during this year's Early Childhood Week.

(description of the activity)

Please join us!

You can register here (insert link)

For information about ECW, go to [www.grandesemaine.com](http://www.grandesemaine.com).

### *Sample Post #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](http://www.grandesemaine.com) / #EarlyChildhoodWeek #MakeEarlyChildhoodAPriority

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## **Sample Post #4**

Early Childhood Week aims to give a voice to the 534,000 children 5 and under in Quebec in order to make early childhood development a true priority for our society. There are [\(number of children aged 0 to 5 in your region\)](#) kids this age living right here in [\(your region\)](#) —that’s [\(percentage\)](#) of our total population. They will be the ones to lead us into the future.

Let’s make sure they get an equal chance to realize their full potential. They deserve nothing less.

[\(put the link Visual](#) – Number of children aged 5 and under for each region of Quebec)

## **Sample Post #5**

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 young children a true priority for our society. **#MakeEarlyChildhoodAPriority**

[\(put the link](#) – [Visual](#) for World Children’s Day)

## **SATURDAY, NOVEMBER 20**

Let’s all wear our blankie squares today to show our support for young children as we celebrate World Children’s Day.

[\(put the link](#) – [Visual](#) for World Children’s Day)

## **APPENDIX 1 – LETTER TO YOU MAYOR**

**Subject: Please step up for our kids!**

**Dear Mayor (Family name):**

There are more than 534,000 children aged five and under living in Quebec right now. They are our greatest resource and our most cherished treasure. Our future is contingent on their being given a

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happy and healthy upbringing. We can no longer turn a blind eye to the unstable and unfavourable environment too many of them are growing up in.

One in four kindergarten-age children (or as many as one in three 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.

Early childhood development is an issue that matters a great deal to me, **both personally and in my capacity as [an educator OR another role]**. The experts on the Special Commission on the Rights of the Child and Youth Protection have themselves stressed the urgency of taking action to protect young children and improve their living conditions. We all have an essential role to play in building caring communities that look out for, and look after, our babies, toddlers and preschoolers and their families. **And that is precisely the reason why I am reaching out to you today. Because you have the power to make a real difference.**

A number of initiatives to improve these circumstances are already underway, and your backing would go a long way in building momentum. You can support individuals and community organizations working to help children five and under, advocate for family-friendly public policies and more, with the ultimate goal of driving home the importance of making this segment of the population a true social priority.

There are so many realistic, concrete solutions we can explore:

- Make more affordable housing options available to families
- Open up more safe public spaces for play and learning
- Provide activities specifically designed for families
- Implement efforts to improve access to high-quality educational childcare.

As a local government representative, and as a human being, you are undoubtedly sensitive to this plight. But you know as well as I do that it takes tangible, sustained and concerted action if we are to effect actual change in this regard. Together, we — me, you and your fellow elected officials, along with every community across the province — have the capacity and the responsibility to do something about this situation NOW. We need to put preventive measures into place that have a direct impact on the lives of our young children.

I urge you to join this province-wide movement and outpouring of support for our littlest citizens.

Yours sincerely,

**[Letter writer's full name, plus title and organization if applicable]**

Encl.: A few drawings created for you earlier today by the children at **(organization name)**!

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## APPENDIX 2 – LETTER TO YOUR MNA

**Subject: Please step up for our youngest Quebecers!**

Dear Mr./Ms. (Family name of your MNA):

There are more than 534,000 children aged five and under living in Quebec right now. They are our greatest resource and our most cherished treasure. Our future is contingent on their being given a happy and healthy upbringing. We can no longer turn a blind eye to the unstable and unfavourable environment too many of them are growing up in.

One in four kindergarten-age children (or as many as one in three 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.

Early childhood development is an issue that matters a great deal to me, both personally and in my capacity as [an educator OR another role]. The experts on the Special Commission on the Rights of the Child and Youth Protection have themselves stressed the urgency of taking action to protect young children and improve their living conditions. We all have an essential role to play in building caring communities that look out for, and look after, our babies, toddlers and preschoolers and their families. **And that is precisely the reason why I am reaching out to you today. Because you have the power to make a real difference.**

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There are so many realistic, concrete solutions we can explore as a society:

- Provide additional support for expecting and new parents
- Increase access to high-quality educational childcare and family-friendly healthcare and social services
- Make more affordable housing options available to families
- Implement measures to improve family-work balance
- Open up more safe public spaces for play and learning.

As a provincial government representative, and as a human being, you are undoubtedly sensitive to this plight. But you know as well as I do that it takes tangible, sustained and concerted action if we are to

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I urge you to join this province-wide movement and outpouring of support for our littlest citizens.

Yours sincerely,

[Letter writer's full name, plus title and organization if applicable]

Encl.: A few drawings created for you earlier today by the children at (organization name)!