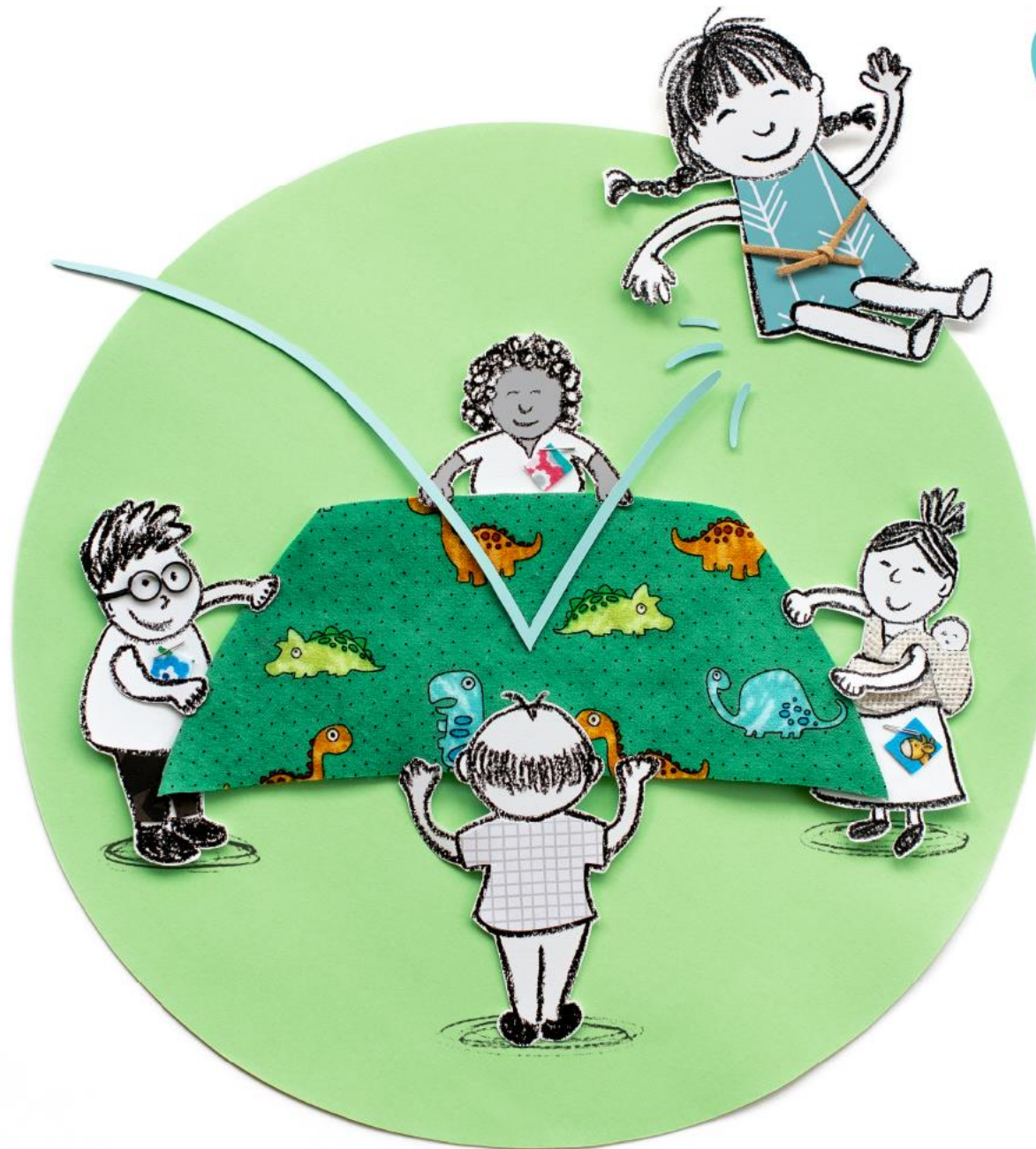


EARLY CHILDHOOD — WEEK —

7th edition
November 14–20, 2022
grandesemaine.com

Collectif
petite
enfance



What is Early Childhood Week?

Early Childhood Week is an opportunity for us as a society to stop for a moment and turn the spotlight on the 512,000 children aged five 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 they all have an equal chance at realizing their full potential and becoming productive, engaged members of society.

Over the course of Early Childhood Week, hundreds of activities will take place across the province to impress upon policy-makers and the public at large the decisive role young children will play in our collective future.

Details: grandesemaine.com

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Important Information

- When:** 7th edition — Monday, Nov. 14, to Sunday, Nov. 20
World Children's Day — Sunday, Nov. 20
- Why:** To make early childhood development a priority in Quebec
- Who:** Collectif petite enfance, a group of 24 partners and allies, representing thousands of early childhood development advocates
- Website:** grandesemaine.com
- Social:**
- | | |
|----------|---------------------------|
| Facebook | @Collectifpetiteenfance |
| Twitter | @CollectifPE |
| LinkedIn | @Collectif petite enfance |

[#earlychildhoodweek](#) [#allinforallkids](#) [#CollectifPetiteEnfance](#) [#MakeEarlyChildhoodAPriority](#)

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**Building a Quebec that
provides all children, from
before birth onward, with the
means to blossom into their
best selves and grow into
confident, well-rounded adults.**

2022 Theme: The Rights of Young Children

Because children are more vulnerable than adults.

Because children cannot vote or exercise any political or economic influence.

Because the healthy development of the next generation is vital to the future of our society.

It is our collective duty to ensure that the rights of all young children are upheld.

**EARLY
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Bouncing Back Together!

Because our kids have rights, too.

**EARLY
CHILDHOOD
— WEEK —**

Sunday, November 20

WORLD CHILDREN'S DAY



**EARLY
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Key Messages — General

1

Early Childhood Week aims to give a voice to the 512,000 children aged five and under in Quebec and make early childhood development a true priority for our society.

2

Too many children are missing out on the opportunity to achieve their full potential. One in four — sometimes even one in three — 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 put the conditions in place for every child to succeed.

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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.

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Key Messages — General

6

The following top the list of priorities aimed at making sure efforts to improve children's well-being are invested wisely:

- **Ensure an adequate standard of living:** Provide access to affordable housing, healthy food in sufficient supply and a balance between family, work and studies, achieved through financial support proportionate to families' needs.
- **Work together:** Break down silos by building bridges between the various stakeholders and aligning our advocacy efforts with those of policy-makers.
- **Take action as early as possible:** Safeguard the health, well-being and development of all children, and ensure the best possible conditions and access to support are available to all parents, from pregnancy onward.
- **Focus on services at the community level:** Support locally delivered services and existing community networks so that they can work in an upstream capacity and serve as a catalyst for prevention.

**EARLY
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Key Messages — Young Children's Rights

1

All children — regardless of their gender, parents, origin, culture, birthplace, living situation, language, religion, or mental or physical health — deserve to be treated fairly and equitably. It is our collective duty to ensure that the rights of all young children are upheld.

2

The events of the past few years have exacerbated numerous societal issues that have a direct impact on young children. These include inflation, environmental concerns, the dwindling availability of services and the lack of affordable housing. Now, more than ever, it is critical that we make early childhood development a true social priority. Our children deserve no less. Safeguarding their rights is a shared responsibility.

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Key Messages — Young Children's Rights

3

Babies, toddlers and preschoolers are entitled to:

- Receive a quality education
- Receive the best possible health care
- Be fed and clothed and have a safe place to live
- Be raised by adults who do what is best for them
- Have their rights protected by the government
- Play, rest and relax
- Use their own language, religion and culture with other members of their community.

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012

Early Childhood Statistics

Number of children aged five and under in Quebec: 511,722 or 5.9% of the provincial population

- Bas-Saint-Laurent: 5.1% of the population, close to 10,100
- Saguenay–Lac-Saint-Jean: 5.5% of the population, close to 15,500
- Capitale-Nationale: 5.6% of the population, close to 43,000
- Mauricie: 5.3% of the population, close to 14,650
- Estrie: 5.6% of the population, close to 28,000
- Montreal: 6.0% of the population close to 121,000
- Outaouais: 6.2% of the population, close to 25,200
- Abitibi-Témiscamingue: 6.4% of the population, close to 9,500
- Côte-Nord: 5.9% of the population, close to 5,400
- Nord-du-Québec: 10.7% of the population, close to 5,050
- Gaspésie–Îles-de-la-Madeleine: 4.6% of the population, more than 4,200
- Chaudière-Appalaches: 5.9% of the population, close to 26,100
- Laval: 5.8% of the population, close to 25,900
- Lanaudière: 6.4% of the population, close to 34,100
- Laurentides: 6.8% of the population, close to 38,800
- Montérégie: 6.2% of the population, close to 90,800
- Centre-du-Québec: 6.0% of the population, close to 15,300

**EARLY
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— WEEK —**

Join the Movement

5 Turnkey Ideas

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

1

Shine the spotlight on someone in your community who is making a difference for young children

On Monday, November 14, let's create a chain of gratitude!

2

Send a letter to your provincial and/or municipal representatives

With just a few clicks, you can let your elected officials know they need to make early childhood development a priority now.

3

Use our colour-in posters to organize a special activity

Each poster represents one of the rights that young children in our society should be able to enjoy

Join the Movement

5 Turnkey Ideas

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

4

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.

5

Raise awareness about Early Childhood Week on social media

There are lots of ways to get people thinking, talking and posting about this important issue!

#MakeEarlyChildhoodAPriority

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

Web Visuals for You to Use

Generic campaign visuals for Facebook, Twitter and LinkedIn



Bouncing Back Together!
Because our kids have rights, too.



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Web Visuals for You to Use

Theme-based campaign visuals for Facebook, Twitter and LinkedIn

Our business
is proud to support
families and
early childhood
development!



**EARLY
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**Bouncing Back
Together!**
Because our kids have right, too.

7th edition • November 14–20, 2022

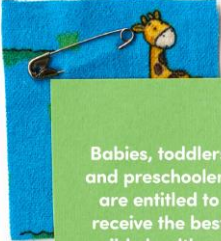
Our town
is proud to support
families and
early childhood
development!



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CHILDHOOD
—WEEK—**
• FIRST NATIONS •

**Bouncing Back
Together!**
Because our kids have right, too.


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Babies, toddlers
and preschoolers
are entitled to
receive the best
possible health care.

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Consult children's rights:
grandesemaine.com



LAVAL

CLOSE TO

25 900

CHILDREN AGED
5 AND UNDER

5,8%

OF THE POPULATION

Provisional data for 2021, IQO

**EARLY
CHILDHOOD
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**Bouncing Back
Together!**
Because our kids have right, too.

7th edition • November 14–20, 2022

Sunday, November 20
World Children's Day


Collectif
petite
enfance

Wear your
blankie square
in support of
young children
and their families



**EARLY
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—WEEK—**
• FIRST NATIONS •

grandesemaine.com



Babies, toddlers
and preschoolers
are entitled to use
their own language,
religion and culture
with other members
of their community.

Consult children's rights:
grandesemaine.com

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• FIRST NATIONS •

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Spread the Word on Social Media

Day 1 of Early Childhood Week

Sample 1

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

Join us in "Bouncing Back Together"! Because our kids have rights, too.

#MakeEarlyChildhoodAPriority

Sample 2

We would like to take a moment to express our gratitude to [@NAME] for his/her/their tireless efforts and incredible contributions toward [SUBJECT]. Thank you, [NAME], for everything you do to #MakeEarlyChildhoodAPriority.

Through your support for young children and the families who love them, you are helping to build a better and stronger community.

Spread the Word on Social Media

While Early Childhood Week is underway...

Sample 1

Get involved with 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 mayor and/or MNA and let them know that the time to make life better and safer for our children is now.

Together, let's #MakeEarlyChildhoodAPriority across Quebec. Because a stronger community tomorrow depends on how and what we invest in our children today.

Sample 2

Early Childhood Week aims to give a voice to the 512,000 children aged five and under in Quebec in order to #MakeEarlyChildhoodAPriority 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 have an equal chance at realizing their full potential.

Spread the Word on Social Media

While Early Childhood Week is underway...

Sample 3

All children — regardless of their gender, parents, origin, culture, birthplace, living situation, language, religion, or mental or physical health — deserve to be treated fairly and equitably.

It is our collective duty to ensure that the rights of all our babies, toddlers and preschoolers are upheld.

#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. 14–20), especially on World Children’s Day (Nov. 20), to show you embrace the cause and to help #MakeEarlyChildhoodAPriority across our entire society.

(Post with the World Children’s Day visual)

Events to Watch For

Hundreds of local activities across Quebec

Reginal and national events:

Nov.
9

Speaking up and speaking out for children's rights as a means of preventing and redressing social inequalities / Launch of Early Childhood Week, organized by the Collectif petite enfance

Nov.
14

Chain of gratitude on social media: Shine the spotlight on someone in your community who is making a difference for young children, led by the Collectif petite enfance

Webinar: "Nouveau cadre de référence du suivi Olo : pour de saines habitudes alimentaires chez nos tout-petits dans les 1000 premiers jours de vie," presented by Fondation Olo

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Events to Watch For

Nov.
15

Presentation of the Early Childhood Observatory's survey results, "Développement des tout-petits : quelles sont les attentes des Québécois à l'égard du gouvernement? "

Nov.
16

Launch of the Trouve-livre project by the Quebec Public Library Association

La grande matinée des tout-petits, led by the CIUSSS de la Capitale-Nationale

Nov.
17

Webinar: "The Vulnerability of English-Speaking Families: Exploring the Impacts of Language as an Barrier on Access to Care," presented by the Community Health and Social Services Network (CHSSN)

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Mon., Nov. 7	Tues., Nov. 8	Wed., Nov. 9	Thurs., Nov. 10	Fri., Nov. 11	Sat., Nov. 12	Sun., Nov. 13
<p>Political tour: Joël Arseaul – Parti Québécois</p> <p>Elisabeth Prass – Liberal Party</p>		<p>Early Childhood Week op-ed, 50 signatures</p> <p>Political tour: Sol Zanetti – Québec solidaire</p> <p>Early Childhood Week launch: Suzanne Roy, Quebec Minister of Families, to speak</p>				
Mon., Nov. 14	Tues., Nov. 15	Wed., Nov. 16	Thurs., Nov. 17	Fri., Nov. 18	Sat., Nov. 19	Sun., Nov. 20
<p>Op-ed by Unicef, Collectif petite enfance & Espace MUNI (MAE)</p> <p>Suzanne Roy – CAQ</p> <p>Brigitte Garceau – Liberal Party</p> <p>Webinar – New guidelines, Fondation Olo</p>	<p>Early Childhood Observatory survey findings</p>	<p>Launch of the Trouve-livre project, QPLA/ABPQ</p> <p>Workshop/panel on early literacy development, Réseau réussite Montréal</p>	<p>Op-ed, CHSSN & Collectif petite enfance, Montreal Gazette</p> <p>La grande matinée tout-petits, CIUSSS de la Capitale-Nationale</p> <p>Webinar: Vulnerability of English-speaking families – CHSSN</p>			<p>World Children’s Day</p> <p>Op-ed, FNQLHSSC & Collectif petite enfance</p>

Ambassadors

- **Nancy Audet**, journalist, author and speaker
- **Kim Boutin**, Olympic medalist, short track speed skating
- **Sylvana Côté**, Professor, School of Public Health, Université de Montreal, Researcher, CHU Ste-Justine and Director, Observatory for Children's Education and Health
- **Martine Desjardins**, President, Comité de suivi de la Commission spéciale sur les droits des enfants et la protection de la jeunesse
- **Gabrielle Fontaine**, actress
- **André Lebon**, Former Vice-President, Special Commission on the Rights of the Child and Youth Protection

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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 Alliance of Community Social Pediatrics*
- *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

**EARLY
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Our babies, toddlers and preschoolers are our greatest resource and our most cherished treasure.

**Happy Early
Childhood Week!**

