

EARLY CHILDHOOD — WEEK —

November 20–26, 2023
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Flag-Raising Ceremonies in Cities and Towns Across Quebec

The Collectif petite enfance and Espace MUNI have contacted municipalities across the province to encourage them to express their support for our littlest citizens on Monday, November 20 (World Children’s Day) by raising the Early Childhood Week flag at their city or town hall.

Flags were mailed out to municipal administrations in advance of the event, along with easy-to-follow instructions about planning the ceremony, reaching out to the media and contacting MNAs, early childhood stakeholders and other organizations.

Among the mayors who have already pledged to take part: Sylvie Beauregard of Cowansville, Gabriel Belzile of Saint-Clément, Stéphane Boyer of Laval, Jean-René Carrière of Saint-André-Avellin, Martin Damphousse de Varennes, Yves Dubé of La Sarre, Catherine Fournier of Longueuil, Bruno Marchand of Quebec City, Julie Pressé of Fortierville, Mathieu Traversy of Terrebonne and Caroline Bourgeois, Borough of Rivière-des-Prairies–Pointe-aux-Trembles in Montreal.

Would you like to help organize or take part in a flag-raising ceremony in your community?

Are you with a daycare, childcare centre (CPE), family centre (maison de la famille), community organization or otherwise involved in early childhood development?

Here’s how we suggest you proceed:

- Check with **your municipality** to determine their interest in participating. (See the provincial directory for full contact information for each municipal administration: <https://www.quebecmunicipal.qc.ca/index.asp?module=repertoires>.)
- Suggest that an **event** be held and an invitation extended to parents, families and children.
- In the days and weeks leading up to the event, organize an **activity to create paper flags for Early Childhood Week**. (See <https://collectifpetiteenfance.com/en/communication-tools/>, under “Material for activities with children.”)
- When attending the ceremony, be sure to wear your blankie square, which has been the symbol of Early Childhood Week for several years now.
- Promote the event on social media. You can use pictures of your group working on their activity sheets or raising the Early Childhood Week flag, or upload the official campaign visuals from <https://collectifpetiteenfance.com/en/communication-tools/> (under “Social media”). Don’t forget the hashtags #earlychildhoodweek #allinforallkids #CollectifPetiteEnfance and #MakeEarlyChildhoodAPriority.

Sample post

As we celebrate World Children’s Day, [Name of your organization] is pleased to be joining organizations across Quebec in advocating for the rights of young children. We are proud of [the City/Town of XXX] for raising the Early Childhood Week flag in a show of support for our littlest citizens and their families.
#earlychildhoodweek #MakeEarlyChildhoodAPriority