

EARLY CHILDHOOD — WEEK —

8th edition
November 20-26, 2023
grandesemaine.com



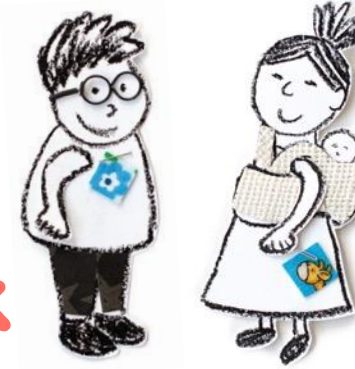
Collectif
petite
enfance

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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 turn the spotlight on the 509,000 children aged five and under living in Quebec and think about what 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.

For more details, go to grandesemaine.com.

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Why Does Early Childhood Week Matter?

- Provides information on how young children are faring in our society.
- Raises public awareness about the benefits and outcomes of taking collective action in the early years of a child's life.
- Engages people at every level of society and emphasizes the importance of early intervention.
- Shines the spotlight on achievements by various stakeholders in nurturing the development of babies, toddlers and preschoolers.
- Knocks down silos and encourages connection with vulnerable families during the formative years from conception to age five.
- Puts winning conditions in place to implement public policies and programs conducive to early childhood development and family well-being.

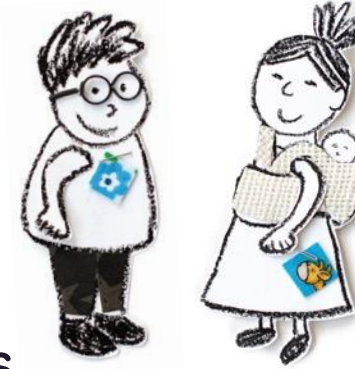
**Building a Quebec that
provides all children, from
before birth onward, with the
means to blossom into their
best selves and grow into
confident, well-rounded adults.**

Important Information

- When:** 8th year — November 20–26, 2023
World Children’s Day — Monday, November 20
- Why:** To make early childhood development a priority in Quebec
- Who:** Collectif petite enfance, a group of 23 partners and allies, representing thousands of early childhood development advocates
- Website:** grandesemaine.com
- Social:**
- Facebook: [@Collectifpetiteenfance](https://www.facebook.com/Collectifpetiteenfance)
 - Twitter: [@CollectifPE](https://twitter.com/CollectifPE)
 - LinkedIn: [@Collectif petite enfance](https://www.linkedin.com/company/Collectifpetiteenfance)
 - Instagram: [@collectifpetiteenfance](https://www.instagram.com/collectifpetiteenfance)



Theme for 2023: 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.

By understanding their needs and looking out for their best interests, we can rise together to champion these rights and make our world a better place.



**Rising together
to champion young
children's rights!**

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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

These include inflation, environmental concerns, the dwindling availability of services, the lack of affordable housing and the growing poverty gap for families. Now, more than ever, it is critical that we make early childhood development a true social priority. We all have a role to play in protecting the rights of young children.

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
- Have their rights protected by the government

And they also have a right to:

- Be raised by a loving family, with the support of a caring community
- Use their own language, religion and culture with other members of their community
- Be protected from discrimination in all its forms

For more information: <https://collectifpetiteenfance.com/en/communication-tools/>
(under "Communications kit")

Key Messages — General

1

Early Childhood Week aims to give a voice to the over 509,000 children aged five and under in Quebec and make early childhood development a true priority for our society.

2

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

3

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 fulfil their potential but also in fostering their overall well-being.

4

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

Key Messages — General

5

Too many children are missing out on the opportunity to achieve their full potential.

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.

For more information: <https://collectifpetiteenfance.com/en/communication-tools/>
(under "Communications kit")

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Early Childhood Statistics

Number of children aged 5 and under in Quebec: 509,188 or 5.9% of the provincial population

- Bas-Saint-Laurent: 5.0% of the population, close to 10,000
- Saguenay–Lac-Saint-Jean: 5.4% of the population, close to 15,400
- Capitale-Nationale: 5.6% of the population, more than 43,100
- Mauricie: 5.2% of the population, more than 14,700
- Estrie: 5.5% of the population, close to 28,200
- Montreal: 5.8% of the population, close to 117,900
- Outaouais: 6.1% of the population, close to 24,900
- Abitibi-Témiscamingue: 6.3% of the population, more than 9,400
- Côte-Nord: 5.8% of the population, close to 5,300
- Nord-du-Québec: 10.8% of the population, close to 5,100
- Gaspésie–Îles-de-la-Madeleine: 4.6% of the population, close to 4,300
- Chaudière-Appalaches: 5.9% of the population, more than 26,300
- Laval: 5.7% of the population, more than 25,300
- Lanaudière: 6.3% of the population, more than 34,400
- Laurentides: 6.0% of the population, close to 39,300
- Montérégie: 6.1% of the population, more than 90,400
- Centre-du-Québec: 5.9% of the population, close to 15,400

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Join the Movement

5 Turnkey Ideas

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

1

Wear a blankie square

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

2

Send a letter to your provincial and/or municipal representatives in three easy steps

3

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

Help us create a chain of gratitude!

Join the Movement

5 Turnkey Ideas

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

4

Organize a children's craft activity

- Make an Early Childhood Week flag.
- Make a DIY paper airplane and pennant banners.

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. See our event calendar and page 20 of this guide for more information.

For more information: <https://collectifpetiteenfance.com/en/communication-tools/>
(under "Turnkey actions and material for activities with children")

New This Year!

Flag-Raising Ceremonies in Cities and Towns Across Quebec

Interested in organizing or taking part in a flag-raising ceremony in your community?

#1

Check with your municipality to determine their interest in participating.

#2

Suggest that a ceremony be organized.

#3

In the lead-up to the event, arrange an activity to create paper flags for Early Childhood Week.

#4

Wear your blankie square to the event.

#5

Promote the flag-raising on social media.

For more information: <https://collectifpetiteenfance.com/en/communication-tools/>
(under “Turnkey actions and material for activities with children”)

Mon., Nov. 13	Tues., Nov. 14	Wed., Nov. 15	Thurs., Nov. 16	Fri., Nov. 17	Sat., Nov. 18	Sun., Nov. 19
Political tour			Early Childhood Week kickoff event, Maison Alcan, Montreal			
Mon., Nov. 20	Tues., Nov. 21	Wed., Nov. 22	Thurs., Nov. 23	Fri., Nov. 24	Sat., Nov. 25	Sun., Nov. 26
World Children's Day Op-ed, with 50 signatures - Quebec-wide flag-raising ceremony Official event in Varennes - What you can do: <ul style="list-style-type: none"> • Wear your blankie square • Click and send a letter to your elected representatives • Hold a DIY craft activity to make paper flags 	Announcement of indicator results across Quebec – Early Childhood Observatory - Webinar on fatherhood in early childhood – RVP - What you can do: <ul style="list-style-type: none"> • Help create a chain of gratitude 	Rally in Montreal – Réseau réussite Montréal - Journées petite enfance famille (November 22-24) – RCAAQ - What you can do: <ul style="list-style-type: none"> • Hold a DIY craft activity to make paper airplanes and pennants • Click and send a letter to your elected representatives 	Webinar: Presentation of research findings on needs for flexible childcare services– AHGCQ - Launch of reference framework: “Se concerter pour mettre en place des communautés bienveillantes pour les tout-petit.e.s et leur famille” – RICPEM - What you can do: <ul style="list-style-type: none"> • Help create a chain of gratitude 	Launch of the MAE community of practice – Espace MUNI - What you can do: <ul style="list-style-type: none"> • Spread the word about Early Childhood Week on social media • Wear your blankie square 	What you can do: <ul style="list-style-type: none"> • Help create a chain of gratitude • Hold a DIY craft activity to make paper airplanes and pennants 	What you can do: <ul style="list-style-type: none"> • Spread the word about Early Childhood Week on social media • Click and send a letter to your elected representatives

Events to Watch For

Hundreds of local activities across Quebec

Reginal and national events:

**Nov
16**

Montreal launch of Early Childhood Week – Report on the status of young children’s rights in Quebec – hosted by the Collectif petite enfance

Attendance by the Quebec Minister of Families

**Nov
20**

Early Childhood Week starts / World Children’s Day

Flag-raising ceremonies in cities and towns across Quebec, organized by the Collectif petite enfance and Espace MUNI

Official event in Varennes – **Attendance by Quebec government representatives**

Events to Watch For

**Nov
21**

Members of the National Assembly will all be wearing a blankie square (a first for Early Childhood Week!)

Announcement of indicator results across Quebec, organized by the Early Childhood Observatory

Les pères et la périnatalité webinar, organized by the Regroupement pour la valorisation de la paternité

**Nov
22**

Early childhood rally in Montreal, organized by Réseau réussite Montréal

Journées petite enfance famille (November 22-24), organized by the Regroupement des centres d'amitié autochtones du Québec

Events to Watch For

Nov
23

Launch of the reference framework entitled “*Se concerter pour mettre en place des communautés bienveillantes pour les tout-petit.e.s et leur famille,*” by the Regroupement des instances de concertation en petite enfance de Montréal

Webinar entitled “*Dévoilement des résultats de la recherche sur les besoins de flexibilité en matière de services de garde à l’enfance*”, hosted by the Association des haltes-garderies communautaires du Québec

Nov
24

Launch of the Municipalité amie des enfants (MAE) community of practice, organized by Espace MUNI and the Ministère de la Famille

Announcement of indicator results for young children in Indigenous communities, organized by the FNQLHSSC (TBC)

Spread the Word on Social Media

Sample 1

It's World Children's Day today! Wear your blankie square with pride to show your support for our littlest citizens.

Help us

#MakeEarlyChildhoodAPriority!

#earlychildhoodweek



Sample 2

Join us in celebrating Early Childhood Week and take a moment to step up for our kids!

Click and send a letter to your municipal and/or provincial representative to let them know that the time to fight for the rights of young children is now.

Let's provide every child in Quebec, from before birth onward, with the means to realize their full potential.

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Spread the Word on Social Media

Sample 3

Today, we would like to thank
[[@NAME](#)] for his/her/their tireless
efforts and incredible contributions
toward [[SUBJECT](#)]. Thank you,
[[@NAME](#)] for everything you did this
past year to ensure children and
families had access to the services
they needed.

You are changing the lives of people
right here in our community, and we
are so grateful!

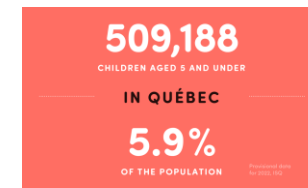


[#earlychildhoodweek](#)
[#MakeEarlyChildhoodAPriority](#)

Sample 4

Early Childhood Week aims to give a
voice to the 509,000 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.

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Spread the Word on Social Media

Sample 5

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.

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Visuals for each of the rights available here: :
<https://collectifpetiteenfance.com/en/communication-tools/> (under “Social media”)

Sample 6

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
- Have their rights protected by the government

And they also have a right to:

- Be raised by a loving family, with the support of a caring community
- Use their own language, religion and culture with other members of their community
- Be protected from discrimination in all its forms

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Web Visuals for You to Use

Generic campaign visuals for social media

<https://collectifpetiteenfance.com/outils-de-communication/#gstp>

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Web Visuals for You to Use

Theme-based campaign visuals for social media

<https://collectifpetiteenfance.com/outils-de-communication/#gstp>

509,188

CHILDREN AGED 5 AND UNDER

IN QUÉBEC

5.9%

OF THE POPULATION

Provisional data for 2022, ISQ

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CHILDREN AGED 5 AND UNDER

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Provisional data for 2022, ISQ

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**Babies, toddlers and
preschoolers are entitled to
receive a quality education**



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Learn more about all rights:
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**Babies, toddlers and
preschoolers are entitled
to receive the best
possible health care**



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**Babies, toddlers and
preschoolers are entitled to
have their rights protected
by the government**



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Monday, November 20
**World Children's
Day**

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**We are proud to
advocate for young
children and
their families!**



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**Babies, toddlers and
preschoolers are entitled
to be fed and clothed and
have a safe place to live**



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**Babies, toddlers and
preschoolers have a right
to use their own language,
religion and culture with
other members of their
community**



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**Babies, toddlers and
preschoolers have a right
to be protected from
discrimination in all
its forms**



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**Babies, toddlers and
preschoolers have a right
to be raised by a loving
family, with the support
of a caring community**



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Monday, November 20
**World Children's
Day**



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

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Learn more about all rights:
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Ambassadors

- **Jean-François Archambault**, General Director and Founder, La Tablée des Chefs
- **Nancy Audet**, journalist, presenter, author and speaker
- **Kim Boutin**, Olympic medalist, short track speed skating
- **Sylvana Côté**, Professor, School of Public Health, Université de Montreal; Researcher, CHU Sainte-Justine; and Director, Observatory for Children's Education and Health
- **Stéphanie Deslauriers**, psychoeducator, author and lecturer
- **Gabrielle Fontaine ("Passe-Carreau")**, actress
- **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, and consultant
- **Mathieu Léonard**, public speaker, boxer and former high school dropout
- **Derek Montour**, Executive director, Kahnawà:ke Shakotia'takehnhas Community Services

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Partners

- Alliance québécoise de la pédiatrie sociale en communauté
- Association d'éducation préscolaire du Québec
- Association des bibliothèques publiques du Québec
- Association des haltes-garderies communautaires du Québec
- Association québécoise des centres de la petite enfance
- Commission de la santé et des services sociaux des Premières Nations du Québec et du Labrador
- Conseil québécois des services éducatifs à la petite enfance
- Espace MUNI
- Fédération québécoise des organismes communautaires Famille
- Fondation Marie-Vincent
- Fondation Olo
- Instances régionales de concertation en petite enfance
- Ordre des optométristes du Québec
- Regroupement des centres d'amitié autochtones du Québec
- Regroupement pour la Valorisation de la Paternité
- Réseau communautaire de santé et de services sociaux (CHSSN)
- 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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**The future of Quebec is in
the hands of our littlest
citizens.**

**Happy Early
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