

EARLY CHILDHOOD — WEEK —

9th edition
November 18-24, 2024
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 514,747 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.



Why Is Early Childhood Week Necessary?

- Provide information on how young children are faring in our society.
- Raise awareness at every level of society about the benefits and outcomes of taking collective action in the early years of a child's life.
- Engage people at every level of society and emphasize the importance of early intervention.
- Shine the spotlight on achievements by various stakeholders in nurturing the development of babies, toddlers and preschoolers.
- Knock down silos and better connect with vulnerable families throughout the early childhood periods, from conception to age five.
- Put winning conditions in place to implement public policies and programs conducive to early childhood development and family well-being.

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Important Information

When: 9th year – November 18-24, 2024

World Children's Day – Wednesday, November 20

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)

X: [@CollectifPE](https://twitter.com/CollectifPE)

LinkedIn: [@Collectif petite enfance](https://www.linkedin.com/company/Collectifpetiteenfance)

Instagram: [@collectifpetiteenfance](https://www.instagram.com/collectifpetiteenfance)



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[#EarlyChildhoodWeek2024](#) [#MakeEarlyChildhoodAPriority](#)

Together, we can
level the playing field
for all young children.

Let's help them achieve
their full potential.



Central Theme

Every child, no matter where in the province they were born or where they are growing up, should have an equal opportunity to thrive and succeed.

In a society as rich as ours, we cannot allow geographic and socioeconomic disparities to negatively impact the future of our youngest citizens.

Detailed statistics can be found in the “Key Messages” document on the Early Childhood Week website at grandesemaine.com.

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What Kind of Solutions Can Be Put in Place?

Various measures can be taken to nurture children's development.

These include:

- Support for expectant parents to give every baby the best possible start
- High-quality, accessible educational childcare
- Collective measures to create a better family-work balance
- Accessible, family-friendly healthcare and social services
- Safe, suitable and affordable housing to grow up in
- Safe public spaces for play and learning
- Support for organizations that work in a preventive capacity with families from before birth through early childhood.

In keeping with a proportionate universalism approach, services must be adjusted to suit the degree of need of young children in, and the socioeconomic characteristics of, a given area.

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Call to Action

As **early childhood professionals and citizens**, we must continue to advocate for this cause.

- Our networks must strive to make services for young children and parents accessible to families throughout the province.

Additionally, **our governments and institutions** must invest in a better future by prioritizing early childhood in their decision-making. To ensure equality of opportunities for our youngest children, our leaders must develop comprehensive public policies that will lead to the implementation of a full range of services for children and their families, from pregnancy onward.

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Key Messages — General

1

Early Childhood Week aims to give a voice to the **514,747 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

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.

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Early Childhood Statistics

Number of children aged five and under living in Quebec: 514,747*

Percentage of the total provincial population: 5.8%

- Bas-Saint-Laurent: 4.8% of the population, 9,799*
- Saguenay-Lac-Saint-Jean: 5.4% of the population, 15,191*
- Capitale-Nationale: 5.6% of the population, 44,333*
- Mauricie: 5.1% of the population, 14,530*
- Estrie: 5.5% of the population, 28,219*
- Montréal: 5.7% of the population, 120,350*
- Outaouais: 6.1% of the population, 25,526*
- Abitibi-Témiscamingue: 6.2% of the population, 9,224*
- Côte-Nord: 5.7% of the population, 5,119*
- Nord-du-Québec: 10.9% of the population, 5,080*
- Gaspésie-Îles-de-la-Madeleine: 4.6% of the population, 4,231*
- Chaudière-Appalaches: 5.9% of the population, 26,418*
- Laval: 5.6% of the population, 25,200*
- Lanaudière: 6.3% of the population, 34,702*
- Laurentides: 6.0% of the population, 39,700*
- Montérégie: 6.1% of the population, 91,560*
- Centre-du-Québec: 6.0% of the population, 15,565*



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Join the Movement: Five 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 (Wednesday, November 20), to show your support for our littlest citizens.

2

Organize a children's craft activity

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

3

Raise awareness about Early Childhood Week on social media

See our sample posts and make them your own.

Join the Movement: Five Turnkey Ideas

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

4

Take part in the flag-raising ceremony in your community

Stand up for this important movement.

5

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

Help us create a chain of gratitude.

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

Calendar (updated weekly [here](#))

Monday, Nov 11	Tuesday, Nov 12	Wednesday, Nov 13	Thursday, Nov 14	Friday, Nov 15	Saturday, Nov 16	Sunday, Nov 17
Political tour - Social: Number of children 5 and under per region	Newsletter: Turnkey actions + province-wide activities	Social: Turnkey action (blankie square) - Early Childhood Week kickoff event, Campus Longueuil To be attended by the Quebec Minister of Families - Presentation by the Early Childhood Observatory: <i>Dans quels environnements grandissent les tout-petits du Québec?</i>	Social: Post about the kickoff event	Social: Post about the chain of gratitude - 15th anniversary of the MAE (Child-Friendly Cities) initiative in Quebec , presented by Espace MUNI		

Calendar (updated weekly [here](#))

Monday, Nov 18	Tuesday, Nov 19	Wednesday, Nov 20	Thursday, Nov 21	Friday, Nov 22	Saturday, Nov 23	Sunday, Nov 24
<p>Social: Op-ed + flag-raising ceremony</p> <p>-</p> <p>Publication of op-ed with 50 signatures</p> <p>-</p> <p>Quebec-wide flag-raising ceremony: Official event in Mercier-Hochelaga-Maisonneuve</p> <p>To be attended by the Quebec Minister of Families</p> <p>-</p> <p>Grand rassemblement montréalais pour les tout-petits organized by Réseau réussite Montréal</p> <p>-</p> <p>What you can do:</p> <ul style="list-style-type: none"> • Wear your blankie square • Organize a craft activity to make Early Childhood Week flags 	<p>Social: Chain of gratitude</p> <p>What you can do:</p> <ul style="list-style-type: none"> • Help create a chain of gratitude 	<p>Social: World Children's Day</p> <p>-</p> <p>World Children's Day</p> <p>-</p> <p>Morning dedicated to actively involving children in public decision-making processes, followed by a networking luncheon organized by Concertation Montréal</p> <p>-</p> <p>Walk in support of First Nations, hosted by CSSSPNQL</p> <p>-</p> <p>What you can do:</p> <ul style="list-style-type: none"> • Wear your blankie square 	<p>Social: Webinar</p> <p>-</p> <p>La (Très) Grande matinée des tout-petits 2024 hosted by Grandissons tous ensemble (Capitale-Nationale)</p> <p>-</p> <p>Webinar with Tonino Esposito, hosted by the Collectif petite enfance</p> <p>-</p> <p>What you can:</p> <ul style="list-style-type: none"> • Organize a craft activity to make Early Childhood Week paper boats and pennant banners 	<p>Social: Data related to this year's theme</p> <p>-</p> <p>What you can do:</p> <ul style="list-style-type: none"> • Raise awareness about Early Childhood Week on social media 	<p>Social: Turnkey actions</p> <p>-</p> <p>What you can do:</p> <ul style="list-style-type: none"> • Wear your blankie square 	<p>Social: Thanks to all participants</p> <p>-</p> <p>What you can do:</p> <ul style="list-style-type: none"> • Organize a craft activity to make Early Childhood Week paper boats and pennant banners

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Spread the Word on Social Media

Sample 1

[@Name of Your Organization] is pleased to be joining organizations across Quebec in advocating for the rights of young children, in conjunction with @Collectif petite enfance. 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.

#MakeEarlyChildhoodAPriority
#EarlyChildhoodWeek2024



Sample 2

Early Childhood Week aims to give a voice to the 514,747 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.

#MakeEarlyChildhoodAPriority
#EarlyChildhoodWeek2024



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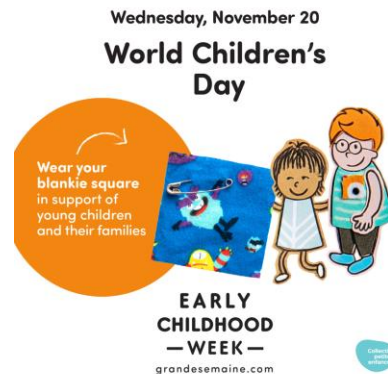
Spread the Word on Social Media

Sample 3

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

Help us #MakeEarlyChildhoodAPriority!

#EarlyChildhoodWeek2024

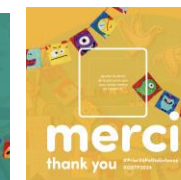
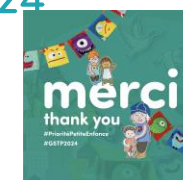


Sample 4

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!

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Ambassadors

- **Nancy Audet**, journalist, author, presenter 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
- **Lesley Hill**, former Commissioner, Special Commission on the Rights of the Child and Youth Protection
- **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
- **Mamadou Mouctar Sow**, public health researcher and scientific collaborator at the School of Public Health of the Université Libre de Bruxelles
- **Derek Montour**, Executive Director, Kahnawà:ke Shakotia'takehnhas Community Services

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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
- 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

- Alima Perinatal Social Nutrition Centre
- Alliance des communautés culturelles pour l'égalité dans la santé et les services sociaux
- Association pour la santé publique du Québec
- La Maison Bleue

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The future of Quebec
is in the hands of our
littlest citizens.

Happy Early Childhood Week!



Save the date!

**Early Childhood
Week 10th edition:
November 17–23,
2025**

