

# TURNKEY IDEA #1



## IN ADVANCE OF EARLY CHILDHOOD WEEK

### **REACH OUT TO YOUR MUNICIPAL ADMINISTRATION AND SUGGEST THEY HOST AN EARLY CHILDHOOD WEEK FLAG-RAISING CEREMONY**

The Collectif petite enfance and Espace MUNI have already written to all the municipalities across Quebec and asked them to be a part of Early Childhood Week. On Monday, November 17, we hope to see as many communities as possible raise the official event flag at their city or town hall.

A step-by-step list of instructions has been mailed out to them to help them plan a simple yet meaningful ceremony.

We've already heard back from a number of mayors, who gave us an enthusiastic yes, but our ultimate goal is to have every community in the province join in.

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Here's how you can help make this third consecutive flag-raising ceremony the biggest one yet:

- Check the list of municipalities that have already confirmed their participation in ECW in various ways, including possibly by holding a flag-raising ceremony [here](#). It will be updated every Monday at 10 a.m. as further confirmations roll in.
- If your city or town is not on the list, why not help us change that? You can reach out directly to your municipal administration and ask them if they'd consider taking part. You can find your local contact information [here](#), and you can download a sample email [here](#), under "Communication to municipal elected officials".

Once it's confirmed that an official ceremony will take place in your community, you can plan on being there:

- If you want to take a group of children with you, be sure to have a closer look at our Turnkey Idea #3 beforehand to have them prepare paper flags they can bring with them.
- A few days before the event, make your fabric blankie square (Turnkey Idea #2). This is the official symbol of Early Childhood Week. Pin it on your lapel and wear it with pride!

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- Promote the event on social media by posting pictures of children making their paper flags or blankie squares in the lead-up to the event. You can also upload the official campaign visuals (available to download [here](#), under “Social media”). Remember to tag us (@collectifpetiteenfance) and use the official event hashtags (#EarlyChildhoodWeek2025 #MakeEarlyChildhoodAPriority).

### Sample post :

[@Name of Your Organization] is pleased to be attending the official Early Childhood Week flag-raising ceremony, led by @collectifpetiteenfance.

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.  
#EarlyChildhoodWeek2025  
#MakeEarlyChildhoodAPriority

# TURNKEY IDEA #2



## MAKE AND WEAR A BLANKIE SQUARE

The blankie square has been the official symbol of support for Early Childhood Week for the past few years. It is meant to represent the wearer's commitment to young children and was designed specifically to be easy to make and budget-friendly.

### Make your own blankie square!



Cut a square out of some unused fabric, similar to that used for a baby blanket.



Pin it over your heart with a safety pin, and wear it with pride!

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You are encouraged to wear your blankie square throughout Early Childhood Week and especially on **World Children's Day** on **Thursday, November 20**.

Once your blankie square is proudly pinned to your lapel, next to your heart, why not take a selfie and post it to social media. Remember to tag us (@collectifpetiteenfance) and use the official event hashtags (#EarlyChildhoodWeek2025 #MakeEarlyChildhoodAPriority).

Be sure to spread the word to get everybody talking about this important social movement.

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# TURNKEY IDEA #3



## ORGANIZE A CHILDREN'S CRAFT ACTIVITY

Here's a fun cut-and-colour activity that you can do with a group of children to celebrate Early Childhood Week!

Use the activity sheets we've prepared (download [here](#) under "Turnkey actions and material for activities with children") to decorate paper flags or colour in pictures of mountaintops and forest animals. Make as many copies as you need.

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Then, if you'd like, get out your art supplies and let your creativity run wild! We would love to see what kind of artwork might emerge. Post the results to your social media pages with the @collectifpetiteenfance tag.

You may also want to:

- Invite people you know — children's families, early childhood educators, etc. – to take part in the activity.
- Hang up your finished artwork to create an eye-catching display for everyone to see and enjoy.
- Deliver the finished product to your city or town hall to emphasize the importance of Early Childhood Week.
- Or even turn the activity into a fun contest!

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# TURNKEY

## IDEA #4



### RAISE AWARENESS ABOUT EARLY CHILDHOOD WEEK ON SOCIAL MEDIA

The goal of Early Childhood Week is to elevate the issues affecting young children in public conversations and priorities, and to make decision-makers and society at large more aware of the importance of investing in our littlest citizens today, for a better tomorrow.

The theme for 2025 is **“10 years of upward momentum, and the journey is just beginning! Together, let’s empower every child to reach their highest potential.”** It will allow us to look back on everything we have done in the last decade to mobilize early childhood development stakeholders across Quebec and chart a way forward.

- What kind of progress have we made in terms of advocating for young children over the past 10 years? What challenges have we encountered?
- What are our ambitions for the coming decade? Where will we focus our engagement efforts on behalf of children five and under?

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We would love to hear from you. Your insights are invaluable. Let us know what you think about the early childhood development landscape and how it has changed since 2015. And don't forget to share your hopes and dreams with us for the future.

We've also developed a series of visuals in several formats that you can download and post. Look for them [here](#) under "Social media".

