

EARLY CHILDHOOD — WEEK —

10th edition

November 17-23, 2025

grandesemaine.com



Collectif
petite
enfance

Overview

- Dates: Monday, November 17, to Sunday, November 23, 2025
- Organizers: Collectif petite enfance, a group of 23 partners and allies representing thousands of early childhood development stakeholders across Quebec
- Website: grandesemaine.com
- Social media:
 - Facebook and Instagram: @Collectifpetiteenfance
 - LinkedIn: @Collectif petite enfance
 - #EarlyChildhoodWeek2025
#MakeEarlyChildhoodAPriority



Introduction

The week of November 17 to 23, 2025, will mark the 10th edition of Early Childhood Week, which aims 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.

Primary Message

**10 years of upward momentum,
and the journey is only beginning!**

**Together, let's empower every child
to reach their highest potential.**



Primary Message (cont'd)

The theme for 2025 allows us to look back on 10 years of mobilizing early childhood development stakeholders across Quebec and chart a way forward:

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



Secondary Messages

1

Early Childhood Week aims to give a voice to the 510,605 children aged five and under* in Quebec and make early childhood development a true priority for our society.

*Provisional figure for 2024

Source : Population estimates, January 2025 series, adapted by the Institut de la statistique du Québec

2

Early Childhood Week is an opportunity to stop for a moment, turn the spotlight on early childhood development in Quebec and think about what we can do, together, to help young children realize their full potential.

3

Today's toddlers are tomorrow's adults. Let's make sure they all have an equal chance at growing into their best selves and becoming productive, engaged members of society.

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Secondary Messages (cont'd)

4

Let's make this 10th edition of Early Childhood Week one to remember:

- Order your official promotional items
- Host or attend an activity in your community
- Reach out to your municipal administration to suggest they host an Early Childhood Week flag-raising ceremony
- Post information about Early Childhood Week on social media and engage with the official event content
- Take advantage of our turnkey ideas to show your support for Early Childhood Week
- Spread the word about Early Childhood Week wherever you can

See grandesemaine.com for further details.

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Sample Posts Leading Up to Early Childhood Week

Sample Post #1:

The 10th annual Early Childhood Week, an initiative championed by @Collectifpetiteenfance, will be here before we know it!

A milestone like this is a golden opportunity to look back on what we've accomplished and set goals for the future. It's a chance to ask ourselves two important questions:

- Where have we made progress on behalf of Quebec's littlest citizens in the past decade, and what have our biggest challenges been?
- What are our ambitions as early childhood development advocates for the coming decade?

[You can add a personal touch at the end (e.g., We want to hear from you!)]

Sample Post #2:

The 10th annual Early Childhood Week, an initiative led by @Collectifpetiteenfance, is set to take place in November.

We at [your organization] encourage you to play an active role in this much-anticipated annual event. Join us in showing how committed you are to children five and under, and the families who love them.

Learn more about the activities taking place in your community, official flag-raising ceremonies, online communications tools, free promotional materials and more at grandesemaine.com.

Together, let's make this 10th edition the most memorable one yet!

Sample Posts During Early Childhood Week

Sample Post #1:

The 10th annual Early Childhood Week, an initiative led by @Collectifpetiteenfance, is officially underway!

The theme of this year's event has been chosen to guide us all in looking back at the past decade of early childhood development advocacy in Quebec and inspire us as we turn our eyes to the future.

For us here at [your organization], the last 10 years have meant [your thoughts here].

Going forward, we have our sights set on [your thoughts here].

What about you?

Sample Post #2:

It's here: the 10th edition of Early Childhood Week, presented by @Collectifpetiteenfance, is on now!

We at [your organization] are proud to play an active part in the week-long lineup of activities by [information about how you will be marking Early Childhood Week].

We invite you to join us! Go to grandesemaine.com to find out more about activities in your community, official flag-raising ceremonies, online communications tools, free promotional materials and more.

Together, let's make this 10th edition the most memorable one yet!