

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.

2025 ambassadors

- **Tonino Esposito**, Full Professor, École de travail social, Université de Montréal; Scientific Director, Institut universitaire Jeunes en difficulté
- **Catherine Haeck**, Full Professor, Université du Québec à Montréal
- **Jean-Pierre Hotte**, Strategic and Clinical Management Consultant
- **Sabaa Khan**, Director General, Quebec/Atlantic Canada and Climate Governance, David Suzuki Foundation
- **Pierre Lavoie**, Co-Founder, Grand défi Pierre Lavoie
- **Lise Lemay**, Associate Professor, Département de didactique, Faculté des sciences de l'éducation, Université du Québec à Montréal; Scientific Director, Équipe de recherche Qualité des contextes éducatifs de la petite enfance
- **Johanne Morel**, MD, pediatrician, McGill University, Minnie's Hope and Saralikitaaq Social Pediatric Centres
- **Martin Munger**, Executive Director, Food Banks of Quebec
- **Samir Shaheen-Hussain**, pediatric emergency physician, associate professor, author, and social justice activist

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Communications Materials



Primary Message

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

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

The full set of key messages can be downloaded [here](#).



Data: Number of children aged five and under by region

There are 510,605* children aged five and under living in Quebec, which represents 6.6% of the population.

*Provisional figure for 2024

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



Data: Number of children aged five and under by region (continued)

- Bas-Saint-Laurent : 4.7 % of the total regional population, 9,604*
- Saguenay–Lac-Saint-Jean : 5.2 % of the total regional population, 14,853*
- Capitale-Nationale : 5.5 % of the total regional population, 44,538*
- Mauricie : 5.1 % of the total regional population, 14,678*
- Estrie : 5.3 % of the total regional population, 27,850*
- Montreal : 5.4 % of the total regional population, 119,111*
- Outaouais : 5.9 % of the total regional population, 25,410*
- Abitibi-Témiscamingue : 6.0 % of the total regional population, 9,008*
- Côte-Nord : 5.5 % of the total regional population, 4,923*

*Note: Figures for 2024 are provisional

Source: Statistics Canada , Annual Demographic Estimates, Subprovincial Areas, January 2025, adapted by the Institut de la statistique du Québec

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Data: Number of children aged five and under by region (continued)

- Nord-du-Québec : 10.6 % of the total regional population, 5,002*
- Gaspésie-Îles-de-la-Madeleine : 4.5 % of the total regional population, 4,176*
- Chaudière-Appalaches : 5.8 % of the total regional population, 26,402*
- Laval : 5.5 % of the total regional population, 25,256*
- Lanaudière : 6.1 % of the total regional population, 34,427*
- Laurentides : 5.8 % of the total regional population, 39,246*
- Montérégie : 6.0 % of the total regional population, 90,597*
- Centre-du-Québec : 5.9 % of the total regional population, 15,524*

*Note: Figures for 2024 are provisional

Source: Statistics Canada , Annual Demographic Estimates, Subprovincial Areas, January 2025, adapted by the Institut de la statistique du Québec

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Tools: Public Relations

Guide to Effective
Media Relations [here](#)

Sample Press
Release [here](#)

Sample Op-Ed
[here](#)

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Guide to Effective Media Relations

INTRODUCTION: THE REALITY OF TODAY'S MEDIA

For groups and organizations, the media are a channel to get their messages out to their target audiences. These messages may originate with the organizations, but the control over how they are spread lies strictly with the media. The media have a professional and ethical duty to remain impartial toward the organizations and the events they are covering. The role of journalists is to distribute information objectively and report on real facts, all while respecting tight deadlines and strict formatting requirements.

The media do not have enough room to include all the news that is happening in the world, or even just in Quebec. Announcements from groups and organizations must therefore compete with other events for their attention.

The media value of an announcement is shaped by several factors. The five **key elements** that determine whether a particular piece of news will be covered in the media are:

- Degree of freshness/novelty
- Meaning and connection with the target audience
- Public interest
- Dramatic or sensational nature of the announcement
- Fit with the editorial line of the chosen outlet

Journalists have a limited amount of space for every report.

- Radio report: less than 250 words
- TV report: 250 words
- TV sound bite: 10 seconds
- In-depth TV analysis (rare): 3 to 4 minutes
- Newspaper article: generally between 500 and 1,000 words
- Magazine article: generally less than 2,500 words

MEDIA RELATIONS PROCEDURES

A. Before you begin: Documentation

Start by making sure you have all the documentation you need to explain what Early Childhood Week is, including the documents that will be sent to the media:

- Key messages (for your use only)

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SAMPLE PRESS RELEASE

[Your organization's logo]

Press release
For immediate release

[CATCHY TITLE]

[Name of your organization] invites everyone in [Name of your region] to speak up on behalf of the youngest members of our society

[Municipality], November [date], 2025 – As part of the 10th annual Early Childhood Week, taking place from November 17 to 23, [name of your organization] will be joining in the movement to make early childhood development a true social priority. All week long, stakeholders from across Quebec will be coming together to give a voice to the province's 510,605 children aged five and under. In [name of your region], there are currently [number of children five and under in your region – see list below] babies, toddlers and preschoolers, all of whom deserve an equal chance to grow into confident, well-rounded adults. Unfortunately, however, too many children are missing out on this opportunity.

The theme for this year's event is 10 years of upward momentum, and the journey is only beginning! Together, let's empower every child to reach their highest potential. Through this lens, we will look back on a decade of mobilizing early childhood development stakeholders across Quebec and chart a way forward:

- What kind of progress has been made in [name of your region/city] in terms of advocating for young children over the past 10 years? What challenges have been encountered along the way?
o Use the facts and figures specific to your region, and describe the progress made and the obstacles overcome in your community.
- What are our ambitions for the coming decade in [name of your region/city]? Where will we focus our engagement efforts on behalf of children five and under?
o Use the facts and figures specific to your region, and describe any plans or initiatives in the works, anticipated outcomes and what you hope to achieve on behalf of young children.

[Insert a quote],¹ said [name and title of your organization's spokesperson].

¹ Figures for 2024 are provisional.
Source: Statistics Canada, Annual Demographic Estimates, Subprovincial Areas, January 2025, adapted by the Institut de la statistique du Québec.

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SAMPLE OP-ED

[Catchy title related to your message]

[Lede – It is always best to start an op-ed with a short and snappy sentence that grabs the reader's attention so they feel drawn to keep reading.]

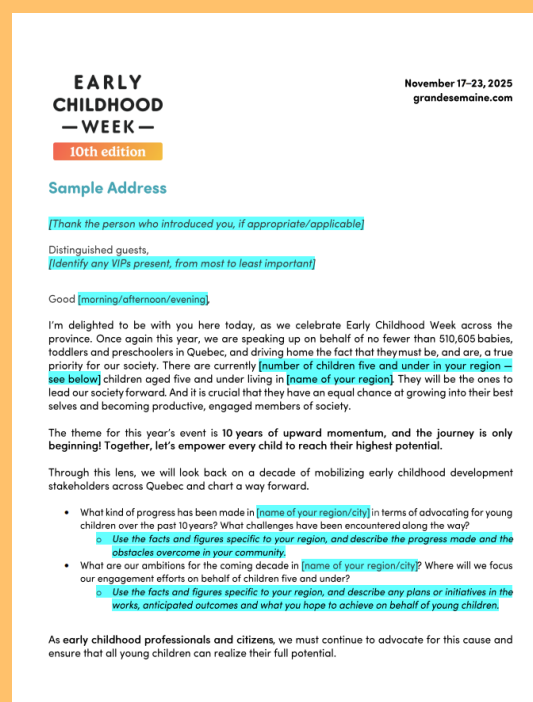
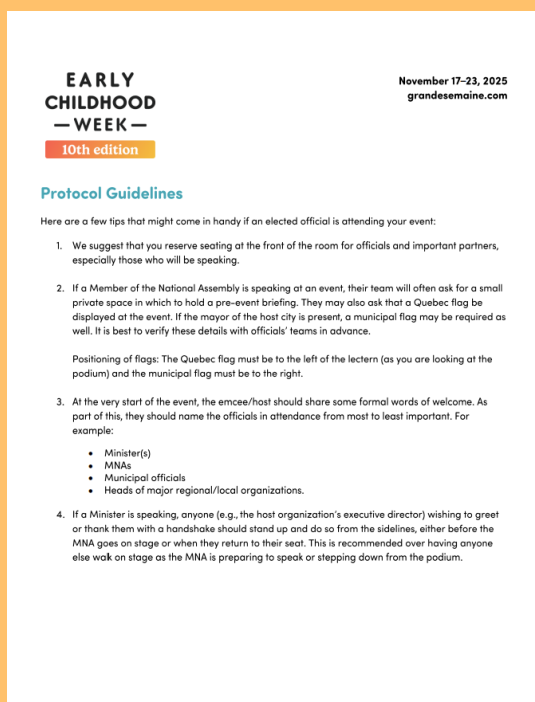
[Body of the letter – In this section, you need to convey the main point of your message. A few ideas are included below to inspire you, but it's best if you personalize the letter as much as possible and give it a local angle (statistics, impact on local organizations, etc.). We also encourage you to refer to the Key Messages document in completing this section. Highlight concrete examples of what you are doing or current initiatives in your area related to early childhood development. This is also where you need to connect the dots between this letter and Early Childhood Week.]

- The 10th annual Early Childhood Week has officially begun. This is a golden 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.
- Currently, there are [number of children five and under in your region – see list below] children aged five and under in [name of your region]. They are our future. Sadly, too many of them lack access to the opportunities they need to grow up to become their best selves.
- The theme for this year's event is 10 years of upward momentum, and the journey is only beginning! Together, let's empower every child to reach their highest potential. It is a milestone worth celebrating, but it is also one that should get us all thinking as we look back on 10 years of mobilizing early childhood development stakeholders across Quebec and chart a way forward.
o Describe the progress made with regard to early childhood development and the challenges overcome in your community over the past 10 years.
o [Turning to the future, describe any specific plans or initiatives in the works, anticipated outcomes and what you hope to achieve on behalf of young children.]
- Early childhood experiences have a decisive impact on development. Any actions undertaken during this period will help establish the solid foundations that will guide them in adulthood. Parents play a critical role in this, but they are not alone. As early childhood professionals and citizens, we must

Tools: Government Relations

Protocol Guidelines
[here](#)

Sample Address
[here](#)



Tools: Social Media

Guide to Posting on Social Media [here](#)

Visuals for Social Media [here](#)

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Guide to Posting on Social Media

Spread the word about Early Childhood Week and what your organization is doing to acknowledge and celebrate this year's event by posting content about the topic on social media.

We have created a selection of official Early Childhood Week visuals that you can download and share with your social media followers to draw their attention to:

- World Children's Day on November 20
- The number of children aged five and under living in Quebec and in your specific region
- Your commitment to supporting early childhood development.

We have developed several visuals in line with the theme for this 10th annual Early Childhood Week:

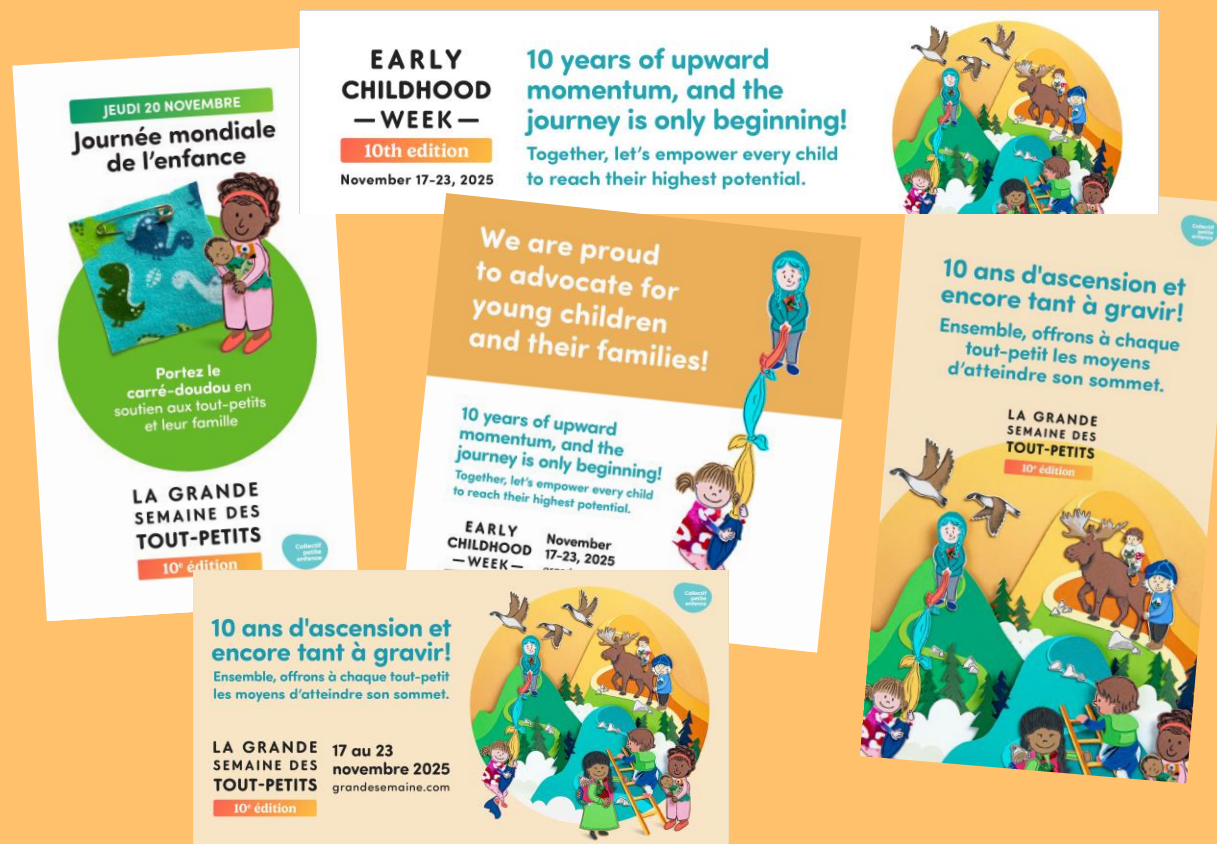
- Email signature banner
- Cover photo for Facebook and LinkedIn
- Banner for Facebook events
- Social media post template
- Social media story template.

In addition to using these visuals, we encourage you to:

- Post articles on topics related to your specific area of early childhood expertise
- Share your thoughts or news in connection with Early Childhood Week.

Tips for getting your content noticed:

- Tag @Collectif petite enfance.
- Use the hashtags #EarlyChildhoodWeek2025 #MakeEarlyChildhoodAPriority.
- Insert hyperlinks to the official website, an article on a relevant topic or other content of interest.
- Don't post more than once or twice a day.
- On Facebook, use Stories to make your content more engaging.
- Use a tone that is active and dynamic.



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Advocacy Materials



Join the Movement! 4 Turnkey Ideas

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



Flag-Raising Ceremonies

- **Where:** Communities across Quebec
- **When:** Monday, November 17
- **Why:** To reaffirm the commitment of our local elected officials to young children and their families



2024 official ceremony in Mercier-Hochelaga-Maisonneuve.
Photo: Louis-Étienne Doré.

Flag-Raising Ceremonies (cont'd)

- Participants: [These cities and towns](#) have already confirmed that they will be taking part in Early Childhood Week 2025 in various ways, including a flag-raising ceremony.
- Tips on how to approach a municipal administration and encourage them to participate can be found [here](#).



Rivière-des-Prairies-Pointe-aux-Trembles, 2024.



Varennes, 2024.

Event Calendar

Updated weekly [here](#).

Early Childhood Week Calendar

Official schedule for Early Childhood Week

Find out how you can help spread the word about Early Childhood Week through your social networks and simple turnkey activities!

17

MONDAY

18

19

20

21

22

23

NOVEMBER

First day of the Early Childhood Week 2025

Flag raising ceremonies across Quebec

Turnkey idea #1 : Reach out to your municipal administration and suggest they host an Early Childhood Week flag-raising ceremony

Grand rassemblement montréalais pour les tout-petits for Early Childhood Week - Art as a means of fulfilling the needs of young children - Réseau réussite Montréal

› To register: <https://www.eventbrite.ca/e/billets-grand-rassemblement-montrealais-pour-les-tout-petits-1716741553199>

Public consultation with 4 and-5 year-olds - COSMOSS

› To register: <https://forms.office.com/pages/responsepage.aspx?id=J1rSDPILP0OtWNNBjYbYBCktkHk76M1HpWxErDn>

Thank You to Our Partners!



...and the Regional Early Childhood Steering Committees

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