



ANNUAL REPORT

22-23



The CCCF acknowledges that the land on which we are located is the traditional unceded territory of the Algonquin Anishnaabeg People. CCCF affirms that we are all treaty people and are committed to truth and reconciliation.

The CCCF respects and supports that First Nations, Inuit and Metis nations may choose unique and culturally specific approaches and content as it pertains to Early Learning and Child Care and that The Truth and Reconciliation Commission has called on federal, provincial, territorial and Indigenous governments to develop culturally appropriate early childhood education programs for Indigenous families as a part of healing and reconciliation.

The Indigenous Early Learning and Child Care Framework Agreement is a historic and critical step in this direction.

In order to protect and enhance our children, to promote their safety and their healthy growth and development, we are committed to providing Canadians with the very best in early learning and child care knowledge and best practices.

Our tools are research and knowledge dissemination, the creation and nurturing of active networks.

Our strengths are:

- Our *national scope* giving us a unique, informed frame of reference;
- Our *national network* Affiliates from coast to coast to coast who give us strength, knowledge, perspective, and credibility; and
- Our *history* a legacy of excellence spanning over a quarter of a century that gives us a level of trust and credibility with Canadian institutions, individuals, and families.

Working in partnership with our Affiliates, we are committed to:

- The importance of quality early learning and child care as an essential Canadian value and a right worth protecting and enhancing;
- The importance of quality delivery of early learning and child care as crucial elements in the healthy development of our children;
- The importance of competent, well-educated professionals who deliver quality early learning and child care with passion and pride.

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Message from CCCF's Interim CEO and the Chair

Collaborating for Change

In a year marked by remarkable opportunities and triumph over challenges, we are pleased to present this joint report from the Interim CEO and Board Chair, reflecting on the 2022/2023 year for Canadian Child Care Federation and our commitment to collaborating for change.

Much of the first half of 2022-2023 revolved around the Canadian Child Care Federation (CCCF) working with our affiliates to navigate the newly signed provincial and territorial agreements and the transformative investments from the Government of Canada to support the Canada-wide Early Learning and Child Care Plan. CCCF actively supported the creation and mobilization of several provincial early learning and child care (ELCC) policy roadmaps, created to strengthen provincial policy and necessary steps for comprehensive system building. The CCCF with its provincial and territorial

affiliates collaborated to support and strengthen ELCC services across Canada and saw the need to support the ELCC workforce as a key component to quality services for children and their families.

Close to the end of our fiscal year, March 2023, we gathered in Ottawa for the first face-to-face meeting with CCCF affiliates since the pandemic. The meeting focused on the Canada-wide early learning and child care agreements and action plans, with an emphasis on strengthening the ELCC workforce – the key policy direction for the coming year. Key discussions centered on workforce strategies, including compensation and benefits to support those working in the sector now and with a look to the immediate future and finding solutions to address increasing demand for ECEs and providers as the Canada-wide system grows. Collectively it was determined that the key to our success in building a quality child care system in Canada is founded in the practice and pedagogy.

We were honored to have National Advisory Council of Early Learning and Child Care Chairperson, Don Giesbrecht meet with us to report and share current and future policy directions for ELCC in Canada and to understand the role and responsibilities of the National Advisory Council on Early Learning and Child Care. Don and Christopher Smith, from the Muttart Foundation, also shared their observations regarding progress to date over the last three years—and how the CCCF and its affiliates can support the work of the federal government in the implementation and development of the Canada-wide Child Care Plan

We left the meeting invigorated and collectively focused on maintaining and sustaining our national networks. The meeting offered us the opportunity to interface directly, analyzing the bilateral agreements, debrief on the impacts of Covid-19 Pandemic on children and families and strategize on how to strengthen the ELCC workforce. Over all, the three-day meeting provided everyone with deeper insight and understanding of the early learning and care policy in Canada.

Moving forward, we remain committed to Canada's ELCC workforce. From our professional sector's perspective – the CCCF affiliates, the Saskatchewan and Alberta Leaders Caucus – we know that the workforce is the key to quality services for children and their families. We understand that quality, expansion and accessibility cannot happen without the proper and long awaited supports necessary. While each and every ELCC provincial/territorial ELCC agreement refers to the importance of the workforce, local actions specific to its recruitment, retention and education have only just begun.

There is at least some understanding that the success of the Canada-wide plan hinges on properly addressing fair wages and benefits and, more generally, creating a fulsome workforce strategy that will provide solutions to the complexity of establishing a well-educated and fairly-compensated ECE and provider sector. This must be, and will be, our continued focus of energy and advocacy as the Canada-wide plan continues its march forward.

Children and families deserve our very best.

Knowing how important this time is for Canada's ELCC sector, the CCCF initiated and created a strategic plan and shared it with our members. Its focus is on seizing the opportunity that the Canada-wide plan is providing. The plan through 2025 has THREE major priorities.

- Community Partnerships and Relationships. Partnerships with each province, territory with a purposeful focus on partnering with our indigenous communities.
- **Government Policy & Practice.** Participating, federally, provincially and, in some communities, municipally.
- Increase Organizational Capacity. To strengthen our ability to continue the good work we do.

Finally, as we do every year because it is so important to the CCCF as an organization, we recognize and thank the continued and significant commitment — financial and so much more— from our affiliates and partners across Canada. From Canada's provincial and territorial child care organizations, our Leaders Caucuses, the Universities, the research organizations, Muttart Foundation, Lawson Foundation and the Childcare Resource and Research Unit and Child Care Now, we are all united in our shared work and efforts to build a high-quality, evidence-based ELCC system for Canadian families. We could not be more proud of former CEO Don Giesbrecht's appointment as Chair of the National Advisory Council of Early Learning and Child Care. A big thank you to Don for all that he is contributing to our sector and, of course, congratulations on your appointment.

We so appreciate CCCF Board of Directors for their volunteerism, guidance, and governance during this transformative period for Canada's ELCC sector. And a big thanks to CCCF staff: Claire McLaughlin, Robin McMillan and Suzanne Schlechte. Thank you for your continued professionalism and commitment to the CCCF, its mission and work.

Interim CEO, CCCF

CCCF Board Chair

Marni Flaherty,

Taya Whitehead,



At a Glance Highlights of 2022-2023

As always, CCCF continues to engage more significantly and regularly via online platforms, working to build membership, enhancing ELCC practice/professionalism and supporting our affiliates.

Manitoba's Early Learning and Child Care Roadmap

The CCCF was a member of the MCCA's advisory committee and supported the creation of the Roadmap to a Quality Early Learning and Child Care System in Manitoba, along with Child Care Now the Child Care Coalition of Manitoba, the Muttart Foundation and with lead researcher Ms. Jane Beach.

Early Learning and Child Care Roadmaps in Alberta and Saskatchewan

The CCCF continued to support and promote the AB and SK ELCC Roadmaps to Quality ELCC Systems in each of those provinces. The roadmaps were created in 2021/2022 in partnership with the Muttart Foundation, Child Care Now, SECA (for the SK roadmap) and with the YMCA of Northern Alberta (for the AB roadmap). The roadmaps are essential to fully realize the opportunity on both policy and funding as a result of the historical and transformational Canada-wide ELCC plan.

Federal Government and Provincial Relations

Parliamentary Submission — Expert Advice on Bill C-35

In collaboration with affiliates, CCCF authored submission to inform the HUMA Committee's study on Bill C-35 — an Act respecting early learning and child care in Canada, emphasizing the importance of strengthening the child care workforce with a comprehensive strategy.

Connecting CCCF Affiliates with Minister of Families, Children and Social Development

With all provinces and territories signing ELCC agreements in 2021/2022 as a part of the Canada-wide child care plan, the CCCF augmented its correspondence and communications with Canada's federal government significantly.

ELCC meetings between the Minister of Families, Children and Social Development Karina Gould and her parliamentary and department's staff and Economic and Social Development Canada were held with our CCCF Affiliates across Canada to engage our sector in the policy direction with a focus on developing a child care workforce strategy. Research, surveys, open letters and op-eds continued to keep the important conversation going on ELCC in Canada.

Membership, Engagement, Projects and Initiatives

This past year CCCF focused on helping our ELCC community to navigate the role out of the transformative Canada-wide child care plan. We also supported quality practice and knowledge in ELCC with our webinars, our ongoing online outdoor play course and new content posted to our website.

To strengthen our network and engage the sector, CCCF:

- Hosted and convened meetings and webinars with our affiliates about the Canada-wide plan
- Met with our national partners and other child care stakeholders—Child Care Now, the CRRU, the Ontario Coalition for Better Child Care, the AECEO
- Met with Ministers, MPs, MLAs about the Canada-wide child care plan and next steps

Alberta and Saskatchewan Early Learning Leadership Caucus'

With funding provided by the Muttart Foundation, CCCF has continued to work with its leaders' caucus in both Alberta and Saskatchewan, connecting public policy to practice. "The Roadmap to a Quality Early Learning and Child Care System" report, developed collaboratively for each province has been a focus for the caucuses. Building on the strong vision within the report. The Roadmap is intended to engage stakeholders, community groups and policy makers in meaningful discussions about the essential elements of a quality early learning and child care system for their provinces. With the support and involvement of the CCCF, these groups of Alberta and Saskatchewan ELCC leaders are focused on the future of early learning and child care policy, particularly the workforce in their provinces. They recognize that a strong, well supported early learning and child care workforce is essential given the Canada-wide child care plan in the respective provincial agreements.

CCCF Conferences, Meetings and Consultations:

- Alberta Virtual Round Table Guide on Workforce Development
- Umbrella Family and Child Centres of Hamilton—Engagement and support for Umbrella's Strategic Planning.
- Manitoba Child Care Association's Annual Conference, held in Winnipeg.
- Today's Family, from Hamilton, on the Canada-wide child care plan.

- GRIT—Advisory Committee for its Connecting Canada project
- Advice on creating a provincial child care association in New Brunswick
- ECEBC/Province of BC: Sector Labour Market Partnerships project—Early Care and Learning

Recruitment and Retention Strategy

- Meeting with Minister Gould and MB stakeholders in Winnipeg.
- Joined Paula Walshe and Celine Govern on their ECE Quality Ireland Podcast.
- PolicyWise for Children & Families on Culturally Responsive Child Care
- Advisory Committee for the Measuring Early Childhood Outside initiative and survey.
- Advisory Committee for Children's Inclusion Support Services at Andrew Fleck Children's Services
- Advisory Committee for Engage at Every Age project on Intergenerational Programs with Andrew Fleck Child Care Services

CCCF Strategic Plan

Seizing on the opportunity and importance of the Canada-wide child care plan—for both the sector and the CCCF — the CCCF contracted with SME Strategy Consulting Inc. to support the creation of a new strategic plan for the organization. The strategy sessions started in late winter/early spring 2022 and the final plan/report was shared with affiliates, members and partners in fall of 2022. CCCF's three strategic priorities are: Community Partnerships and Relationships — Government Policy and Practice — Increase Oganizational Capacity.

Professional Development Opportunities for CCCF Members and Early Learning Professionals

CCCF partnered with leading content experts on trending topics in early learning to provide the following webinars for the sector this past year. Over 2,000 participants from across Canada participated in these online professional development opportunities.

- Rethinking Nap Time (Western University Sleep Lab)
- Uncovering Problem Solving through Outdoor Play (Let's Talk Science)
- Providing Healthy Sustainable Environments for Children (Canadian Partnership for Children's Health & Environment)
- Building Communities of Practice and Circles of Support
- Thrive Outside (Child & Nature Alliance of Canada)
- Getting Preschoolers Active (Western University- Child Health & Physical Activity Lab)
- Getting Outside in Urban Settings (Child & Nature Alliance of Canada)
- Exceptionalities Outdoors (Child & Nature Alliance of Canada)
- Discovering Literacy While Exploring Outdoors (Let's Talk Science)



CCCF has continued to offer intake sessions of the **Online Outdoor Play Training Course** for practitioners across the country. The 12- module online course, researched and developed by Drs. Beverlie Dietze and Diane Kashin as well as educators Joanne Keilty and Cheryl Hatton at Lethbridge College in Alberta and Erin Holmes at Northern College in Ontario continues to be hosted by the Canadian Child Care Federation. The course was offered three times and had 265 participants in total.

Healthy and Sustainable Child Care Environments: A Vision for Canada

In partnership with the Canadian Partnership for Children's Health & Environment (CPCHE), CCCF co-created a Vision for healthy and sustainable ELCC programs across Canada. Launched in April of 2022, it is founded on the understanding that all children have a right to healthy learning environment and that every child has the right to breathe clean air, consume safe food, have access to safe drinking water, and be protected from exposure to toxic chemicals, pollutants, radiation and other hazards in their indoor and outdoor environments.

The Burnout Crisis: A Call to Invest in ECE and Child and Youth Workers

The CCCF in partnership with BGC Canada, Canadian Mental Health Association, and YWCA authored and promoted this brief in the emerging areas of concern for Early Childhood Educators (ECEs) and Child and Youth Workers specific to the impacts of COVID-19.

Partners in Early Learning

Through innovative partnerships, CCCF continued to bring new and exciting learning opportunities and resources to the Early Learning and Child Care (ELCC) community. This year our Partners included:

- The Child & Nature Alliance of Canada (CNAC)
- Canadian Partnership for Children's Health & Environment (CPCHE)
- Let's Talk Science
- Storypark
- Wintergreen
- Hatley
- Play Canada
- Canadian Children's Literacy Foundation
- Western University, Sleep Laboratory
- Western University, Child Health & Physical Activity Lab

Enable, Engage, Empower: Online Family Child Care Training Project

CCCF has completed the first year of a 3-year Family Child Care Online Training Program, funded by the Government of Canada's Early Learning and Child Care – Innovation Program.

The format for the revised training material and course has been established using the familiar 3 level concept of the former CCCF Family Child Care Training Program.

This year saw the development of the Level 2 online modules by a team of leading, family child care experts, editors and our project team.

Level 1 - Intro E book	Level 2 - Online Course	Level 3 - Webinars
Available in both official languages and also has been translated into Punjabi, Tagalog and Cantonese	10 module, self paced, online course.	Further online professional development via a selection of CCCF developed webinars.



CCCF Communications

CCCF began a social media campaign from discussions at the national CCCF Ottawa meeting in February 2023 to raise the value of the Early Childhood Educator and engage the ECE community to inspire pride and vocalize their value and recognition. With contributions and support from our affiliates and partner organization, CCCF is creating and crafting social media video shorts, messages and memes of ECEs sharing inspiring stories of their work in the field. CCCF continues to use this messaging and very relevant visuals in its social media.

Website and Editorial

Our website team continues to expand CCCF's editorial and child care resource offerings with original CCCF created and designed content, as well as rich content from partners in child care and early learning. Academics, front line ECEs and policy makers can find child care information more than ever. The web team is populating the website through data driven design making articles and resources more accessible and searchable for the ECEs and our child care sector members.

Media

CCCF continued to be a sought-after expert voice about the Canada-wide plan. The CCCF was interviewed by both local and national media, including the Globe and Mail, CBC, National Post, CTV, Toronto Star, Global News, CJOB, CBC News, John Deer Furrow Magazine and the Winnipeg Free Press.

For our Family Child Care Online Training program, CCCF created a new group page, <u>Canadian Home/Family Child Care Providers</u> with already 571 members in the home child care community across Canada. It's a community of professionals caring, supporting and connecting. It was launched to recognize and support the unique work of family child care providers and provide them a place to network, ask questions and share their knowledge.

Our Facebook group has **9,500** members and our Facebook page has **2,000** followers. We grew nearly 1000 this year engaging with ECEs and Providers to access our resources, understand the Canada-wide child care plan, answer questions on how the plan is rolling out in their province and support the idea of creating a workforce strategy.

Our **Twitter** account now has **3716 followers** — a 125 increase from the previous year.

LinkedIn Accounts has over 260 followers.

CCCF extended its social media reach with its **Instagram** account and 220 followers as well as a YouTube channel that is growing and reaching our younger ECE population with posts promoting our resources, courses, videos, webinars and motivating engagement graphics to engage our ECES across Canada

CCCF also has its **CCCF /Meta Page** and offering members-only access discounts and benefits on this page—all part of our expanding membership engagement strategy.

CCCF Membership

We now have 10,100 Members and growing across Canada.



Structure and Personnel and Funding

Governance Structure

Membership → Board of Directors (minimum 5, maximum 9) Elected from the CCCF Membership

Builders

The following leaders in early learning and child care have helped to build the Federation:

Sandra Griffin (1987-1989)

Karen Chandler (1989-1991)

Joanne Morris (1991-1993)

Cathy McCormack (1993-1995)

Gail Szautner (1995-1996)

Karen Charlton (1996-1998)

Sandra Beckman (1998-2000)

Trudy Norton (2000-2001)

Marg Rodrigues (2001-2004)

Gina Gasparrini (2004-2005)

Don Giesbrecht (2005-2013)

April Kalyniuk (2013-2015)

Marni Flaherty (2015-Present)

CCCF Board of Directors 2022-2023

Taya Whitehead (BC), Chair Christie Scarlett (Alberta), Treasurer Angie Stevenson (Saskatchewan), Director Cathy Ramos (Nova Scotia), Director Charlene Gray (BC), Director Lea Blust (Alberta), Director April Kalyniuk (Manitoba), Director Mandy MacNevin-Reynolds (PEI), Director

Member Council 2022-2023

Alberta Family Child Care Association, Cheryl Crowther

Association of Early Childhood Educators of Alberta, Laura Pratt

Association of Early Childhood Educators of Newfoundland and Labrador, Meredith Loveys

BC Aboriginal Child Care Society, Karen Isaac

BC Family Child Care Association, Rena LaBerge

Early Childhood Care and Education New Brunswick, Vacant

Early Childhood Development Association of Prince Edward Island, Jennifer Nangreaves

Early Childhood Educators of British Columbia, Violet Jessen

Home Child Care Association of Ontario, Brenda Ferguson

Manitoba Child Care Association, Caryn LaFlèche

Association of Early Childhood Educators of Nova Scotia, Terri Roberts

Saskatchewan Early Childhood Association, Georgia Siourounis

Personnel 2022-2023

Interim CEO: Marni Flaherty

Media and Communications Strategist/Editor: Claire McLaughlin Innovator - Projects, Programs and Partnerships: Robin McMillan

Project Engagement Officer: Suzanne Schlechte

2022-2023 Funders

CCCF Affiliates

Muttart Foundation

Andrew Fleck Children's Services-In Kind

Project Funders/Partners

Government of Canada—Employment and Social Development

Government of Canada—Health Canada

Muttart Foundation

Lawson Foundation

Canadian Partnership for for Children's Health and the Environment

Child and Nature Alliance of Canada

Child Health and Physical Activity Laboratory at Western University

Dr. Diane Kashin

Let's Talk Science

Wintergreen

Storypark

BCG Canada

Canadian Mental Health Association

CCCF Thanks the following for their continued support and collaboration.





Canadian Children's Literacy Foundation Fondation pour l'alphabétisation des enfants canadiens

























Affiliate Members 2022-2023

















Helping PEI families make the early years count









