




Caring At Work Campaign
A community based
development
project sponsored by

 Child Care Connections
100-1200 Tower Road
Halifax, Nova Scotia
B3H 4K6

Caring At Work Campaign

Update - August 2004

This spring, Child Care Connection Nova Scotia (CCCNS) began work on the Caring At Work Campaign 2004, a project with the end goal of taking action and implementing new strategies to achieve the child care sector's collective vision for the future. Throughout March and April, CCCNS traveled throughout the province, hosting the **Speaking Out Discussion Series**, which helped to uncover the main needs and priorities of the child care sector in Nova Scotia.

The Priorities

Despite geographic differences, it became obvious that, throughout Nova Scotia, those in the child care sector, want and need the same things. The priorities expressed by participants in the series were:

- **Developing a strong professional infrastructure** (i.e. strong, representative association, standards of practice and code of ethics)
- **Building relationships and working together within the sector** (i.e. opportunities to get together, communication between programs and centres, building trust and a strong unified voice).
- **Obtaining increased and sustained government funding**
- **Alleviating retention and recruitment problems** (i.e. problem caused by low wages and negative public perception among other things).
- **Increasing awareness within and outside the sector** (i.e. education of the sector, the government and the general public about the importance of quality care and the people who provide it).

The Targets

To make these priorities a reality, the child care sector in Nova Scotia must speak to, and work with, two important target groups:

- **Policy Makers and "Influencers"**: Includes politicians, bureaucrats, community leaders, business leaders and other organizations and individuals in our community that have an interest quality child care. We must encourage these people to influence public policy regarding child care, and to advocate for a system that supports quality child care in our society.
- **Members of the Sector**: Includes all individuals working within the child care sector. It is important to let everyone in the sector know about the priorities and to encourage and empower all members of the sector to work together, to advocate for, and to influence policy regarding child care.


The Strategies

In partnership with others in the child care sector, CCCNS has developed and been working on three main strategies, aimed at reaching the targets and meeting the sector's priorities. They include:

- **Vote Child Care Campaign**: Encouraging all eligible voters to vote, and to consider the issue of child care when doing so.
- **Information Awareness Campaign**: Informing those inside and outside the child care sector about the priorities and needs, and how we can achieve our goals.
- **Child Care Awareness Campaign**: Educating those inside and outside the sector about the importance of quality child care and those who provide it.



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Strategy Progress

Vote Child Care Campaign:

<i>Priorities Involved</i>	<i>Progress Made</i>	<i>Next Steps</i>
<p>This campaign gives the sector the tools to work together toward a common goal, and makes sector priorities platform issues. Therefore, this campaign tackles all priorities.</p>	<p>During the weeks leading up to the recent federal election:</p> <ul style="list-style-type: none"> • "Vote Child Care" buttons and stickers were printed and were distributed to many interested parties during events and meetings. • Materials stating each federal party's platform on child care, and reasons why child care is an important issue, were developed and distributed. • Pins and stickers were distributed by members of the sector to communities across NS, and to policy makers and "influencers". 	<ul style="list-style-type: none"> • When an election is called, CCCNS will be ready with buttons, stickers and posters. • CCCNS will meet with party caucuses and ask what the platform on child care is. This information will be shared with the sector, to share with other voters.

Information Awareness Campaign:

<i>Priorities Involved</i>	<i>Progress Made</i>	<i>Next Steps</i>
<p>This campaign is centred on informing sector, policy maker and influencer groups about priorities of the sector and the infrastructure the sector needs. Therefore, all priorities are involved.</p>	<ul style="list-style-type: none"> • CCCNS developed a statement about what the sector needs: <i>"The Nova Scotia child care sector wants a comprehensive infrastructure that supports quality child care, that is implemented and sustained through a partnership between the sector and government."</i> • Presentations on the sector priorities and how we can develop this infrastructure were made the sector in Halifax and Kentville, the Round Table on Women's Economic Development, the Circle Time group & members of the Provincial Liberal Caucus. Plans to meet with the NDP Caucus are in the works. 	<ul style="list-style-type: none"> • More presentations to sector and policy makers and influencers will be made in the coming year. • CCCNS Conference 2005 will incorporate several workshops & activities that address the priorities (i.e. recruitment & retention, infrastructure, building relationships and increasing awareness. • The Fall Connections Journal will focus on recruitment & retention, • Upcoming administration and mentoring workshops will also focus on priorities.

Child Care Awareness Campaign:

<i>Priorities Involved</i>	<i>Progress Made</i>	<i>Next Steps</i>
<p>Aimed at raising awareness about the importance of quality child care in our society, this campaign <i>indirectly</i> tackles each priority. However, the following priorities are involved more directly:</p> <ul style="list-style-type: none"> • Building Relationships • Increased Awareness 	<ul style="list-style-type: none"> • Child Care Awareness Days activities took place across the province, and more are planned throughout the year. These events promote the importance of quality child care inside and outside the sector, and give the sector an opportunity to build relationships and work together. • On June 22nd, over 100 business and community leaders attended the "Path to Prosperity" business luncheon. The event helped to raise the profile of the child care sector, and to emphasize the profound impact quality child care has on society as a whole. 	<ul style="list-style-type: none"> • Caring At Work Awards help to build relationships and to promote the value of quality child care and those who provide it. • 1st Annual Holiday Party will give the sector an opportunity to come together and build relationships & to celebrate quality child care. • CCCNS Conference 2005 will include workshops, sessions and activities focusing on increasing awareness and building relationships.

For more information on the Caring At Work Campaign, and all activities, please contact Child Care Connection Nova Scotia at (902) 423-8199 (HRM) or at 1-800-565-8199 (Atlantic Canada)