

00007 7 CES



September 1, 2009

To Mayors and Councils,

We are writing to ask that you and your Council endorse a day of recognition for the many people who work providing care to children in your community. Last year a record number of municipalities proclaimed and celebrated this day of appreciation, and it was a great success.

The Ontario Coalition for Better Child Care (OCBCC), the Canadian Union of Public Employees (CUPE) and our other labour partners representing child care workers across Ontario are asking that Wednesday October 21, 2009 be proclaimed as **Child Care Worker & Early Childhood Educator Appreciation Day** in accordance with the attached resolution.

Many groups are recognized by way of Municipal Resolution. Such a day allows the community to recognize the work of various groups and to acknowledge the contributions they make in the lives of community members.

Many children, families and communities benefit from the work of child care workers. Child care also contributes to the economic life of communities. Research shows the many economic benefits accrued from affordable, accessible high quality child care. This benefit comes from the number of people employed in the child care industry and because the availability of child care allows parents to work and to contribute to the economic life of society.

Even if your Council does not issue official proclamations, there are many ways for your municipality to participate in and celebrate this special day. In this case, we ask your Council sponsor public announcements, display our posters and distribute pins. Many municipalities also organize events and contests for the day or have Councillors or the Mayor participate in events hosted by child care centres within the municipality. A list of ideas and examples is attached.

We hope that your proclamation of this day of appreciation, or your active support, will encourage and promote a day of community recognition for child care workers. Please fax the attached order to request posters and pins to help you raise awareness and celebrate.

Please advise us of your participation in this day of recognition so that we can acknowledge your community's role in celebrating child care workers across Ontario on October 21st. Please direct any correspondence on proclamations and/or celebration activities to the attention of Kathy Johnson, by mail: CUPE, 305 Milner Ave., Suite 800, Scarborough, ON M1B 3V4, or by fax: 416-292-2839.

Thank you for your consideration.

Yours sincerely,

A handwritten signature in dark ink, appearing to read "Sid Ryan".

Sid Ryan,
President, CUPE Ontario

A handwritten signature in dark ink, appearing to read "Tracy Saarikoski".

Tracy Saarikoski,
President, OCBCC

cc: CMSMs/DSSABs

us/cope491

Lucy Proclamation
Michelle
could you check about that
what did we do
305 Milner Ave, Suite 801
Scarborough, ON M1B 3V4
Phone: 416-299-9739 • Fax: 416-299-3480
Web: cupe.on.ca E-mail: cupeont@web.net

Last year

**9th Annual Child Care Worker
& Early Childhood Educator Appreciation Day
October 21, 2009**

What Your Community Can Do

The **Week of the Child** will be celebrated in communities across Canada from October 19 - 23, 2009. As a complement to this exciting week of events, we will be setting aside October 21, 2009 to celebrate **Child Care Worker & Early Childhood Educator Appreciation Day**.

Trained and knowledgeable child care staff is the most important element in quality child care. Studies show that child care providers play a key role in shaping children's social, physical, emotional and cognitive development.

This is a great opportunity for local Governments to recognize and show their appreciation by taking the lead in organizing Child Care Worker & Early Childhood Educator Appreciation Day.

To help you make the Day visible in your community here are some ways you can participate and examples from local Government sponsored events in previous years:

- ★ Support the resolution declaring October 21 Child Care Worker & Early Childhood Educator Appreciation Day.
- ★ Visit a child care centre and meet all the important people working hard to provide quality child care and early learning environments, and let them know how important they are in making child care work!
- ★ Distribute buttons and posters – call or e-mail us for your **FREE** materials or fax using the enclosed order form.

Examples of past local government celebrations:

- ★ Bought carnations for staff working in child care centres.
- ★ Hosted an appreciation dinner including a motivational guest speaker and also sponsored a full day workshop – all at no cost to front line staff.
- ★ Distributed buttons and posters to all child care centres and treated Child Care Workers and ECE staff to a healthy breakfast. Also displayed posters and promoted Child Care Worker and ECE Appreciation Day at centres during the Week of the Child.
- ★ Had each centre nominate one educator/child care worker to be added to a list of names that were read by the Mayor, along with the resolution.
- ★ Recognized each early childhood educator and child care worker with a long stemmed rose and a chocolate thank you bar. CMSM donated some funding and each individual program chipped in as well.

This is just a short list of activities - there are many things you can do to recognize and celebrate the valuable role child care workers play in the lives of children, families and communities. Please contact the Ontario Coalition for Better Child Care (416-538-0628 x2/toll-free 1-800-594-7514 x2, or email at andrea@childcareontario.org) for further information, posters, buttons and certificates of appreciation.

9th Annual Child Care Worker & Early Childhood Educator Appreciation Day

October 21, 2009

Resolution

Whereas thirty six years of research confirms the benefits of high quality child care for young children's intellectual, emotional, social and physical development and later life outcomes; and

Whereas child care promotes the well-being of children and responds to the needs of parents, child care workers and the broader community by supporting quality of life so that citizens can fully participate in and contribute to the economic and social life of their community; and

Whereas recent studies clearly show trained and knowledgeable Early Childhood Educators and child care workers are the most important element in quality child care, and further that good wages and working conditions are associated with higher job satisfaction and morale, lower staff turnover all of which predict higher quality care

Therefore Be It Resolved that October 21, 2009 be designated the 9th annual "Child Care Worker & Early Childhood Educator Appreciation Day" in recognition of the influence, dedication and commitment of child care workers to children, their families and quality of life of the community.



**Child Care Worker and Early Childhood
Educator Appreciation Day
October 21, 2009**

Theme "Proud to Work in Early Learning and Child Care"

Materials Request Form

Quantities are limited so please order only what you need!

Please send the following items:

#Buttons_____ #Posters_____

A template Certificate of Appreciation will be automatically sent with each request.

Name:_____ Tel.# _____

Organization (if applicable): _____

Address: _____

City:_____ Prov. _____ Postal Code: _____

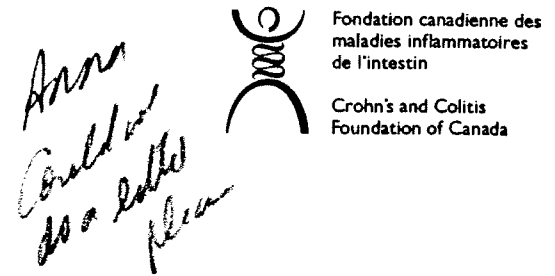
Email Address: _____

Return this form by October 9 to:

Fax: 416-538-6737

Mail: OCBCC, 489 College St., Suite 206, Toronto, ON M6G 1A5

E-Mail: info@childcareontario.org



August 27, 2009

Mayor Frank Scarpitti
101 Town Centre boulevard
Markham, ON
L3R 9W3

SEP - 2 2009

Dear Mayor Frank Scarpitti:

November 2009 is Crohn's and Colitis Awareness Month for Canada and the Crohn's Colitis Foundation of Canada (CCFC). Officially designated by the federal Minister of Health in 2006, Crohn's and Colitis Month is a call to action to advance public understanding of the urgency of finding a cure for Crohn's disease and ulcerative colitis, commonly referred to as inflammatory bowel disease (IBD).

The CCFC Burden of Inflammatory Bowel Disease (IBD) in Canada Report reveals that the total cost of IBD in Canada was more than \$1.8 billion in 2008. This cost included \$753 million in direct medical expenses such as hospitalization, surgery and prescription drug therapy and over \$1 billion in indirect expenses such as short term work absences, caregiver expenses and productivity losses from premature deaths.

Canada has among the highest rates of Crohn's and ulcerative colitis in the world and throughout the month of November, the CCFC will be celebrating the courage of some 200,000 men, women and children living with these two debilitating diseases, hoping to encourage Canadians to help make finding a cure for IBD a priority. Currently, there is no cure, no cause and little public understanding of the pain and chronic suffering that IBD patients cope with on a daily basis.

We hope to gain the support of community leaders from coast-to-coast to help educate and encourage Canadian participation during the month of November. We would be most honoured if you, as a leader in the community, would provide a letter of support for the local and national based initiatives and, if possible, continue our efforts to proclaim November as Crohn's and Colitis Awareness Month.

Please be sure to visit www.getgutsymonth.com to learn more about the personal stories and the public events in your community.

We thank you in advance for your consideration. We will follow up with your office in the next few weeks. In the meantime, if you have any questions, please do not hesitate to call me at (416) 366-7735 ext. 259.

Thank you for your consideration.

Kind Regards,

Ive Balins
Strategic Objectives
184 Front St. East, 4th Floor
Toronto, ON
M5A 4N3
ibalins@strategicobjectives.com