



Manitoba Child Care
Association

CLEARING THE PATH FOR QUALITY CHILD CARE

A STRONG FUTURE
FOR MANITOBA'S
FAMILIES STARTS
HERE.





ACCESSIBILITY

FROM MCCA'S RECENT SURVEY WITH
PROBE RESEARCH:

- WAIT LISTS ARE LONG AND PARENTS STRUGGLE TO FIND SPACES
- AVERAGE WAITLIST TIMES ARE 17 MONTHS
- MORE THAN $\frac{1}{4}$ PARENTS TURN DOWN A JOB OR EDUCATION OPPORTUNITY BECAUSE OF PROBLEMS FINDING CHILD CARE
- THERE IS ONLY A LICENSED CHILD CARE SPACE FOR 20% OF MANITOBA CHILDREN AGED 0-12 YEARS OLD





WHAT BUSINESS LEADERS ARE SAYING ABOUT CHILD CARE AND BARRIERS:

- 78% OF BUSINESS LEADERS SAY CHILD CARE IS A SERIOUS ISSUE FOR THEM
- ABOUT ¼ OF THEM SAY EMPLOYEES MISSING WORK BECAUSE OF CHILD CARE IS A BIG PROBLEM
- 20% SAY THEY OFTEN DEAL WITH STAFF RETURNING LATE FROM???
- DOES THE ECONOMIC HORSE PULL THE SOCIAL CART OR VICE VERSA?



AFFORDABILITY

**CHILD CARE IS NOTICEABLY MORE AFFORDABLE IN
MANITOBA**

70% OF FAMILIES AGREE THAT \$10/DAY IS WORKING

**HOWEVER, \$10/DAY DOES NOT GUARANTEE A SPACE FOR
EVERY CHILD**

**PREDICTABLE, ADEQUATE
FUNDING = QUALITY CHILD CARE**

**FACILITIES ARE ABLE TO BUDGET AND PREPARE FOR THE
FUTURE**

SUSTAINABLE CHILD CARE FOR ALL MANITOBANS

DEVELOP AND INVEST INTO THEIR PROGRAMS

MAINTAIN HIGH QUALITY LEARNING ENVIRONMENTS

PLAN FOR LONG-TERM STAFF DEVELOPMENT

RETAIN AND ATTRACT EDUCATORS

**HAVE LESS TURN OVER AND CONSISTENT CARE FOR
FAMILIES THAT THEY CAN TRUST**



**A publicly funded
sector would embed
child care as an
available public good.**

Not a privilege.

**This leads to stronger
children, families and
communities across
Manitoba.**



Team Reflection Questions

- What does “quality child care” mean in our daily practice, not just in policy language?
- What are simple ways we have already been advocating for quality without even labeling it as “advocacy”?
- What resources do we have in our community that could help us become stronger advocates for quality?



Play with Purpose

Navigating Barriers of Quality

Barrier Breakthrough Relay

Prepare cards with common barriers.

Divide into two or three teams. Each team draws a barrier card and has two minutes to brainstorm a quick action step or advocacy response, then “pass the baton” to the next team.

The Elevator Pitch

As a team, get in small groups and create a 30 second elevator pitch on why quality child care matters, and then swap pitches with another person.

Goal: This helps build comfort and quality about barriers, while also hearing different perspectives of others.

Use your pitches when talking to parents, board members and the community.



Inviting Children's Voices

How can we shift from having only “adult conversations” about something so important to children; to actually including their voices in meaningful ways? Through play, of course. Below are some developmentally appropriate ways to invite children into the conversation. Feel free to adapt to whatever way would meet the needs of your group of children.

Navigating Barriers of Quality

Infants

Offer infants two options and honour their selection. This helps build early decision-making.

Encourage pointing, gesturing, or simple words to indicate like/dislikes and then immediately so they learn how communication works.

Toddlers

Introduce a talking stick and ask different questions about what children like, or what they are unhappy about. Ask children what could help make it better.

Preschoolers & School Ageds

Have children draw or write out messages on post cards and deliver them to parents or educators. Have them share their thoughts or feelings in a message. When possible, respond to the postcards with a response so children see that their voice is valuable.

Create signs with pictures, or stickers that share what they care about. Parade around the classroom or hallway.

Create an idea wall in your program with sticky notes where children can share what they think is working and what needs fixing.

Create a card game where children need to match “what I care about” and “why it matters” cards to pair. This will help children learn to explain their ideas clearly.

Document your quality journey through pictures, learning stories and picture displays.

LET'S STAY CONNECTED



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