



A Call to Action

Make BC's Young Children and Families a Priority

Release

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Building Advocacy Consensus, Informed by Evidence:

- Ongoing research, analysis & advocacy
- Fragmented non-system
- Many sub-sectors, services, programs, organizations
- Divisive policy and funding decisions

Building Advocacy Consensus, Informed by Evidence:

- Framework for Action (2003, 2008)
- Review process (2013)
- ECD RT discussions (2013/2014)
- ECD Advisory Committee
- First Call, June 2014
- Release, March 2015

The Advocacy Consensus:

- **Communities** – leadership, working hard to respond to needs. **Valued & necessary, not sufficient.**
- **Governments** – some need acknowledged but response to date = small \$, ad hoc delivery. **Not sufficient.**

The Advocacy Consensus:

Why?

- Poverty, inequality, vulnerability high
- Child care not available, affordable, consistent quality
- Wait lists ongoing
- Overall, needs & rights of young children in Aboriginal families & communities not addressed
- Visible, concrete solutions elsewhere

The Advocacy Consensus Call to Action

- **+++ policy & investments** required
- address **scale & scope**
- socioeconomic realities facing **most** families with young children today
- particularly those with **additional barriers**

Call to Action

What's Needed?

- Public awareness → build demand for political will needed for change
- Leadership & advocacy from business & broader community sectors
- Research & evidence now so compelling & widely available that key influencers cannot/should not ignore



Call to Action

What's Needed?

- **Everyone** to incorporate need for action into public commentary & recommendations to government
- Federal & provincial governments to **step up, invest and scale up**
- **Public priority → Political priority**