A Call to Action

Make BC’s Young Children and Families a Priority

Release
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Lynell Anderson, CPA, CGA
Project Consultant
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:

- 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**