Quality child care

Educating the community on what it is and why it matters

Region of Waterloo
Why educating the community on quality is important

- Dispels myths about child care as "babysitting"
- To enhance understanding of what early learning is
- To help families to be able to make informed decisions
Quality Child Care Campaign

- Radio Ads
- Bus Shelter Ads
- Bus Back Ads
- Social Media clips
Quality child care campaign

What does quality child care look like?
Knowledgeable, caring educators who support your child’s learning.

What does quality child care look like?
Engaging and safe learning environments.

What does quality child care look like?
Positive relationships with children and their families.

What does quality child care look like?
Learning by experimenting and solving problems.

www.regionofwaterloo.ca/qualitychildcare

www.regionofwaterloo.ca/childcareandearlylearning

www.regionofwaterloo.ca/qualitychildcare

www.regionofwaterloo.ca/qualitychildcare
Quality child care campaign

1,000 views
14 shares
19 likes
Not having multiples of materials also teaches children to use patience and wait their turn, until a child is finished with a piece of material.

2:24 PM - 15 Nov 2018

Region of Waterloo @RegionWaterloo · 27 Nov 2018
Replying to @
Thanks ______________ Patience is an important skill and young children have opportunities in their daily lives to practice it. In early learning, having ample materials prevents frustration so that children can focus on building relationships and learning through play.
What do we see in this photograph?

1. A child is putting his hands into a cup that has paint in it.
2. A child is being given the freedom to use his hands to paint.
3. Having the freedom to use his hands can nurture this child's imagination and creativity, and strengthen his fine motor skills.
What do we see in this photograph?

1. A child is building with blocks.
2. A child is free to experiment with blocks.
3. A child is free to experiment with blocks in a way that encourages learning through problem solving.
Working together at your tables

1. Take some time to brainstorm other key messages you think we need to add that are examples of quality child care. (don't worry about wordsmithing!)

2. When you're done, we encourage you to brainstorm and write down other ideas you have for how we can educate the community on quality child care.
Next Steps

1. Information Sheet – posted to the Portal that will include:
   - Summary of ideas for quality messages
   - What we are asking you to submit
   - How to submit your photos and messaging
   - Consent Form for all photos where children can be identified

2. Goal = Post 2 clips /month
3. Quality Child Care Posters posted in your programs
4. Getting the Quality Child Care Banners out in the community
5. Review suggestions for other ways to educate the community on quality child care