



**MEDIA RELEASE:** As Parliament passes historic child care legislation, families and educators hold Day of Action to say “Child Care is Worth More”; call for better pay, better quality, better access.

For Immediate Release. June 20, 2023

On the heels of the passage of Canada’s national child care legislation Monday, child care advocates in Ontario are calling attention to the challenges facing Canada’s road to \$10-a-day child care.

On **Tuesday June 20, 2023** communities around Ontario are holding a Worth More Day of Action to bring attention to the need to improve access to the Canada-Wide Early Learning and Child Care system by solving the child care workforce shortage with decent work and pay.

“We’ve promised families affordability, but that means little if they can’t access a space at all. Right now child care programs are limiting their enrolment because they cannot staff,” said Carolyn Ferns, of the Ontario Coalition for Better Child Care.

Organizers of the Worth More Day of Action will be making child care visible in their communities, from public rallies and marches to actions at local child care centres. Events are being organized in communities across Ontario including London, Ottawa, Peterborough, Toronto, Sudbury, and Wawa.

As part of the day, the Ontario Coalition for Better Child Care has launched two new petitions: one for families on waitlists and one for families lucky to have a space. Both call on the federal and provincial governments to work together to expand access to child care by solving the workforce crisis and funding more spaces.

“To solve the workforce crisis, we need a real workforce strategy including a salary scale starting at \$30 per hour for Registered Early Childhood Educators and \$25 per hour for non-RECE staff,” said Alana Powell of the Association of Early Childhood Educators Ontario.

The AECEO and OCBCC have also called for a child care workforce strategy to include: benefits and pensions; paid sick days; professional development time; and paid programming time.

“ECEs and child care workers are worth more. Families on waitlists are worth more. Families needing subsidy are worth more. We need our governments working together to ensure we meet the promise of \$10-a-day child care for all.”

**Media Contacts:**

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## LOCAL DAY OF ACTION PUBLIC EVENTS

### LONDON

What: Worth More Day event with families

When: Tuesday, June 20th at 5pm-6pm!

Where: Wortley Village on The Green, 165 Elmwood Road, London, ON

Local contact: Jessica Phillips, Early Years Advocates London, 519-452-4430 x 2055

### PETERBOROUGH

What: Dots for Spots Rally in the Park

When: Tuesday June 20th, 2023, 5pm-7pm

Where: Beavermead Park, 2011 Ashburnham Dr, Peterborough, ON K9L 1P8

Local contact: Sheila Olan Maclean, co-CEO, Compass Early Learning and Care:  
705-927-7336.

### SUDBURY

What: Pick-up, Cool-Down, Speak-Out event with families

When: Tuesday, June 20th, 2023, 4pm-5:30pm

Where: Discovery Early Learning & Care, 2603 Falconbridge Road, Garson, ON

Local contact: Tracy Saarikoski, Executive Director, Discovery Early Learning & Care: 705  
690 3684.

### TORONTO

What: Pick-Up, Cool-Down, Speak-Out event with families

When: Tuesday, June 20th, 2023, 4pm-6pm

Where: The Neighbourhood Group Bellevue Child Care Centre, 91 Bellevue Ave., Toronto

Local contact: Carolyn Ferns, Policy Coordinator, Ontario Coalition for Better Child Care,  
647-218-1275