



Report To:	Manitoulin-Sudbury District Services Board
From:	Donna Moroso, Director of Integrated Social Services Lori Clark , Children's Program Supervisor
Date:	November 27, 2014
Re:	Licensed Child Care Marketing Strategy - Issue Report

Recommendation:

That the Board support a district wide licensed child care marketing strategy.

Background:

The province of Ontario has introduced the Child Care Modernization Act which will replace the Day Nurseries Act once acclaimed. The legislation would strengthen oversight of the province's unlicensed child care sector, while increasing access to licensed child care options for families. In addition, it would allow the province to immediately shut down a child care provider when a child's safety is at risk.

Historically child care operators have been responsible for child care marketing in their community with the financial support of the Manitoulin-Sudbury District Services Board. The marketing efforts by the individual child care providers were well thought out but for the most part did not increase the number of parents and children using licensed child care. Child Care providers have indicated that a DSB wide marketing strategy would be beneficial in promoting licensed child care to parents.

Child Care providers have indicated they are seeking the leadership of the Manitoulin-Sudbury District Services Board to support the development of a district wide licensed child care marketing strategy. The goal of a district wide strategy is to increase parental knowledge of licensed child care and increase enrolment in licensed child care programs.

Update:

The DSB staff will be meeting with the child care providers to develop strategies to meet the needs of providers as a whole and the unique needs within each of our communities.

The Marketing Strategy will focus on the benefits of licensed child care while providing education to parents that will focus on safety and high-quality programs that contribute to healthy child development and well-being. The overall strategy will ensure parents are aware of the licensed child care options in their community as well as providing information on child care subsidies for parents who may require financial assistance.

At a local community level an individual marketing plan will be developed for each child care centre to ensure parents are aware of their services with a goal to increase enrollment.

Summary

DSB Staff will work closely with the child care providers to develop a DSB wide marketing strategy and assist with the development of a marketing plan for each Child Care Centre. It is anticipated that marketing will begin in the first quarter of 2015, once marketing plans are finalized.