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educators of BC

MEDIA RELEASE

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May 2012 is Child Care Month: Early Childhood Educators Matter to BC's economy

Vancouver – As BC prepares to recognize May as Child Care Month, Canada continues to rank last for investing in quality child care services for children under the age of six, while families are burdened by paying monthly child care expenses that are often their second highest expense after housing.

In response to the current crisis in child care, ECEBC has released “ECEs Go Viral”, a project from the ECEBC Cowichan Leadership group to inform the broader community of the important role early childhood educators play in early care and learning, at www.youtube.com/channel/UCZ1fnqAP5KyZhRK9U1mnn6Q/feed. “In my 20-year career I have seen too many quality licensed Early Childhood Educators leave the field due the lack of respect for their work, low wages and benefits,” said Emily Mliczko, Executive Director of the Early Childhood Educators of BC. “After five years of being in the field half of our qualified professionals leave.” ECEBC has actively taken the initiative to support early child educators throughout the province. ECEBC’s Leadership Initiative was designed to support ECEs to take their values and practices outside the walls of their programs and into the broader community.

“The current system simply does not support families with high quality, accessible and affordable funding for childcare in this province,” said Mliczko. Licensed child care facilities serve over 95,000 children daily in BC, proving to be the largest support for our province’s young children and families. ECEBC has partnered with the Coalition of Child Care Advocates of BC to develop a made in BC plan that recommends \$10/day care and free for families that earn under \$40,000 annually. A Community Plan for a Public System of Integrated Early Care and Learning can be found at http://www.ecebc.ca/news/integrated_project.html

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