



**ELECTION**

## CHILD CARE IS AN <sup>^</sup> ISSUE PROVINCIAL ELECTION: MAY 12, 2009

### Make Child Care a **VISIBLE** Issue in **YOUR** riding

There are lots of fun, easy 'child care' ways to make child care an issue in your riding. Here's our Top 10 List to get you started.

1. Create a local **Flying Stroller Squad for Child Care**. For more – see the Flying Stroller Squad Info Sheet on the back.
2. Plan an event on **May 2 or 3** in your community. It's 10 days before the election, so invite local candidates and let them hear directly from families and caregivers about the child care crisis in your community.
3. Post our HELP WANTED Poster in a visible place. Download more posters from our website ([www.cccabc.bc.ca](http://www.cccabc.bc.ca)) and share them widely.
4. Keep writing those great letters to the editors of your community papers. As our website shows, BC advocates are great at this – so keep those letters coming.
5. Keep your radio dialled to the local talk shows and call in about child care whenever possible. This is a great activity for parents and grandparents too so provide them with station names, frequencies and phone numbers.
6. Invite candidates to visit your child care program. Help them see the important work you do. Think about inviting the families on your wait lists too.
7. Attend all-candidates meetings and ask Child Care questions. If there is a big crowd, it's important to get to the microphone line early and have 2 or 3 people ready with related but distinct questions.
8. If there are no all candidates meetings planned in your community, ask a few groups to help you host one on 'child care'. This takes a bit of work – so let us know if you are interested and we can send you more information.
9. Produce and post some YouTube clips on child care in BC and let's hope they 'go viral'. Please send them to us and we will help get the word out.

Connect with other child care supporters in your community at the local Teachers Association, the BCGEU, the Health Sciences Association, District Labour Council and Children First and Success by Six tables.

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#### COALITION OF CHILD CARE ADVOCATES OF BC

[www.cccabc.bc.ca](http://www.cccabc.bc.ca)

Working together for a community based, non-profit child care system that is high quality, affordable, accessible, publicly funded and accountable.

April 2009

*Authorized by the Coalition of Child Care Advocates of BC, 604-515-5439. Registration # EAS-2009-0024.*



# FLYING STROLLER SQUADS FOR CHILD CARE

By now, every politician, reporter and engaged voter knows about 'Soccer Moms'. When it's time to vote, soccer moms are seen as those mothers who are likely to put the needs of their children ahead of their own. They are now an identifiable voting block and politicians pay attention.

We know there is also a strong voting block of families who put child care at the top of their electoral decisions. But – we aren't visible – not even as an oversimplified stereotype.

This election – let's make the child care voting block visible and give the media a consistent image to use.

## FLYING CHILD CARE STROLLER SQUADS

The idea is simple and totally open to the wonderful creativity of the child care community.

- First – find 2 or 3 people who want to be part of your squad.
- Email us at [info@cccabc.bc.ca](mailto:info@cccabc.bc.ca) to tell us about the community where your 'Squad' will stroll and the name and contact info for at least one of you – so we can stay in touch.
- Decorate a few strollers with balloons and your wonderful home-made signs.
- Keep a list of local election events – especially any tour stops of provincial party leaders.
- Show up with your Stroller Squad at as many of these events as possible.
- Create your own events by walking along main streets to visit local candidates' offices.
- Have 1 or 2 people ready to talk to the media. Your message can be simple.
  - We are here because our community needs child care
  - We are looking for a candidate with a concrete plan to
    - Lower Parent Fees
    - Raise Caregivers' Wages
    - Build more community owned quality spaces
- Take pictures and send them (and other press coverage) to us to post on our Election Website – [info@cccabc.bc.ca](mailto:info@cccabc.bc.ca).
- Have fun! Imagine the growing impact of Flying Stroller Squads for child care in every BC riding.

*Bill 42 requires any group that spends money on 'election advertising' to register with Elections BC and report on their expenses. Stroller squads needn't cost you anything – but if you have any questions check with Elections BC ([www.elections.bc.ca](http://www.elections.bc.ca)).*