

# Early Childhood Educators Matter

A RECRUITMENT AND RETENTION STRATEGY  
FOR THE EARLY CARE AND LEARNING SECTOR

## A NEW DAY FOR PROVIDERS

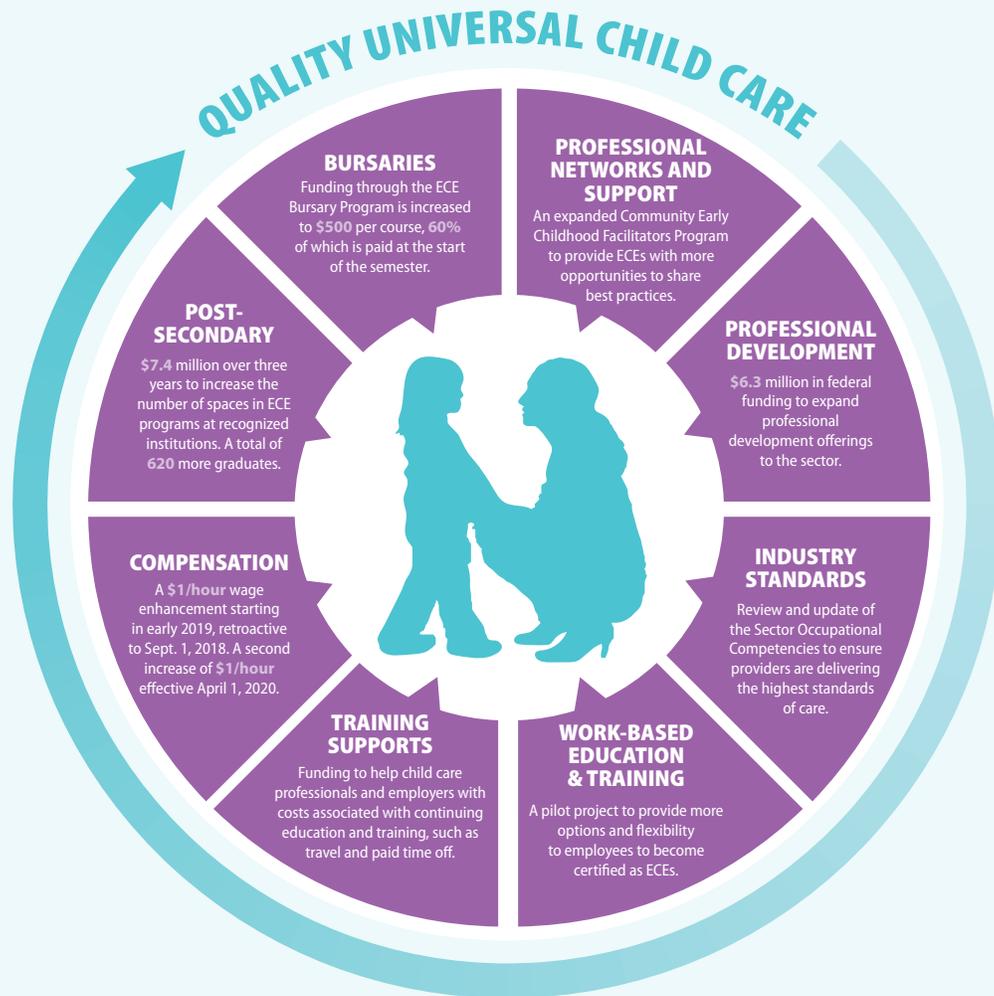
CHILDCARE BC



EARLY CHILDHOOD EDUCATORS OFFER **DEEP KNOWLEDGE, PASSION AND DEDICATION** TO HELP SET BC KIDS ON THE PATH TO FUTURE SUCCESS.



THESE PROFESSIONALS ARE THE **HEART OF QUALITY CHILD CARE** IN THIS PROVINCE AND THE GOVERNMENT OF BC IS COMMITTED TO INVESTING IN THEIR FUTURE.



TO LEARN MORE ABOUT GOVERNMENT'S RECRUITMENT AND RETENTION STRATEGY FOR THE SECTOR, PLEASE VISIT: [WWW.GOV.BC.CA/CHILDCARE/ECESTRATEGY](http://WWW.GOV.BC.CA/CHILDCARE/ECESTRATEGY)

# The Best Investment Early Childhood Education

**A NEW  
DAY FOR  
PROVIDERS**  
CHILDCARE BC



EARLY CHILDHOOD DEVELOPMENT IS THE BUILDING BLOCK OF A HEALTHY AND PROSPEROUS SOCIETY.

WHEN WE GIVE CHILDREN TODAY WHAT THEY NEED TO LEARN, DEVELOP AND THRIVE, THEY GIVE BACK TO SOCIETY IN THE FUTURE THROUGH A LIFETIME OF PRODUCTIVE CITIZENSHIP AND SUCCESS.



## WHAT WE KNOW



### BRAIN DEVELOPMENT

**85%** of brain development occurs before the age of 5. This means the quality of a child's experiences in the first few years of life is critical to their lifelong success.

### THE IMPORTANCE OF EARLY CHILDHOOD EDUCATORS

Early Childhood Educators play a vital role in shaping these early learning experiences but low wages and lack of supports are compromising the sector.

Investing in early care and learning professionals is vital to achieving a stable and diverse workforce that is capable of providing the high-quality child care that families need and deserve.



## WE ALL BENEFIT

### CHILDREN

An investment in the early years is an investment in our knowledge base. Quality early childhood programming promotes cognitive development, social competence and language acquisition, and increases the child's capacity to learn. Children do better at school, stay in school longer, have better health outcomes, and are less likely to experience poverty.



### SOCIETY

Quality early care and childhood education helps reduce social inequalities and the gaps in school readiness for children from different social and economic backgrounds.

For every **\$1 DOLLAR SPENT ON THE EARLY YEARS** almost **\$6 ARE RETURNED TO THE ECONOMY.**

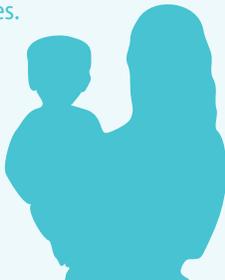
The Nobel-prize winning economist James Heckman argues investment in early childhood education brings greater returns than investments in any other stage of education.



### WOMEN AND FAMILIES

The availability of affordable, accessible and quality child care and childhood education allows parents to be employed, and/or better able to balance work and family responsibilities.

Women in particular stand to benefit as they carry a disproportionate responsibility of caring for children. And when they have access to quality child care, they and their families are less likely to experience poverty. This, in turn, helps alleviate housing and food insecurity and translates into improvements in health.



### OUR ECONOMY

Investing in early care and learning programs and professionals creates employment in that sector and helps to increase economic activity in the community.

More parents in the workforce contributes to higher GDP and a healthier economy.



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