



MOUNTAINS OF OPPORTUNITY
CRANBROOK
Child Care Action Plan 2020



Submitted By



Diane McKean

Traudi Kelm

403-607-3133 / 403-818-9305

info@creativechildcareconsulting.ca

Acknowledgements

Creative Childcare Consulting (CCC) wishes to thank The City of Cranbrook, East Kootenay Child Care Resource and Referral (CCRR), and Community Connections for their in-kind contributions towards this project.

Creative Childcare Consulting would also like to thank the Early Childcare Educators (ECE) who attended meetings and opened their doors to us for tours, ECE community support organizations, and parents and businesses within the City of Cranbrook. Other organizations we received valuable assistance and input from include:

- City of Cranbrook
- CCRR
- Community Connections
- School District #5
- College of the Rockies
- Columbia Basin Trust
- Chamber of Commerce
- Aboriginal Early Years Coordinator: Ktunaxa Kinbasket Child and Family Services Society
- A'Q' Amnik Indigenous Licensed Group Child Care
- ECE's Supporting Each Other
- Rocky Mountain Behavior Analyst Consultant
- Little Acorns Preschool
- A'Q" Amnik Daycare
- Kids on Campus Children's Centre
- Boys and Girls Clubs
- Little Summit Daycare
- Helpful Hands Multiage Family Childcare Facility

We would like to send a special thank you to Tina Babuin City of Cranbrook, Chris Zettel City of Cranbrook, Rita Romeo CCRR for all of the additional support and resources they brought to this project.

Table of Contents

Acknowledgements.....	2
Executive Summary.....	4
Project Introduction.....	8
Methodology.....	9
Understanding Governments’ Role in Child Care.....	10
Types of Child Care, Required Ratio’s and Early Childhood Education Requirements in British Columbia	13
City of Cranbrook Overview.....	19
Making the Case for Licensed Child Care.....	21
Underserved Populations.....	25
Childcare in Cranbrook.....	29
City of Cranbrook Strategy for Child Care.....	30
One Voice, One Vision, One Community.....	32
Opportunities and Possibilities.....	34
About Creative Childcare Consulting.....	40
Appendix.....	42

Executive Summary

British Columbia is working towards addressing its many child care challenges. Child care operators find themselves navigating their way through a number of provincial and municipal requirements and regulations. They are struggling to recruit and retain educators, as well as create flexible care options for families that provide enough revenue to cover the high costs associated with operating.

The demand for licensed child care spaces in BC exceeds the existing supply, resulting in significant shortages across the province. The Ministry of Children and Family Development has provided \$2.85 million for the Community Child Care Planning Program. The program provides funding for local governments to research and develop community child care space creation action plans. Once the community research and assessment have been completed and an action plan created, the municipal government may choose to apply for further funding from the Community Child Care Space Creation Program. The Community Child Care Space Creation Program will award up to \$1 million to local governments creating new licensed child care spaces within their own facilities for children aged 0-5, with a focus on spaces for infants and toddlers. Both programs are administered under the Union of BC Municipalities.

The City of Cranbrook Community Childcare Spaces Project came about as a result of City Council accessing the Community Child Care Planning Program funding. The City of Cranbrook partnered with Creative Childcare Consulting, a child care consulting organization out of Calgary, Alberta and Victoria, BC, to conduct community consultations, assess the current needs for child care and develop recommendations and strategies to support the creation of child care spaces in Cranbrook.

Community engagement took place from September 16, 2019 to January 27, 2020. During that time Creative Childcare Consulting conducted face to face meetings, phone interviews, public engagement, an online survey, and toured six childcare program tours, engaging 468 participants across the city. These participants included but were not limited to parents, child care providers, First Nations, childcare support services, School District #5, College of the Rockies, city council and community members at large.

Throughout Public Engagement the community identified the following common key issues as barriers to accessing quality affordable child care spaces:

- There is a shortage of licensed child care spots available in Cranbrook, with the greatest need for services in the infant to age three and school age groups.
- While all areas of Cranbrook require child care, the community has identified several areas lacking in services such as Slaterville, Steeples, and Highlands school areas. A number of responses also included Gordon Terrace, downtown and the hospital as well as anywhere in the south.

- Parents with more than one child typically need to look for care for each individual child. The current child care programs typically do not have spaces available for all family members.
- A number of parents have no choice but to use unlicensed care. They simply cannot find licensed care. This patchwork of child care adds unnecessary stress on Cranbrook families.
- Parents struggle to find flexible and affordable child care options that meet the needs of part time or shiftwork care.
- Women returning to work after maternity leave are often faced with giving up their careers because they cannot find licensed child care.
- Hours of operation don't meet the working hours of parents. Child care that is only offered from 8-4 does not cover working parents' hours but they have no other choice. Parents want to see programs open at 6:30 am and stay open until 5:30 pm.
- There is a lack of support services for special needs children. Barriers make it difficult to access services once families qualify. Children must be attending a child care program before services start and there are no supports available for school age, leaving them isolated from peer activities after school.
- There are not enough child care educators to meet the regulatory ratio requirements of the child care centers currently operating.

Child care educators identified these key industry challenges as barriers to expanding or creating new child care spaces:

- Child care programs are struggling with recruitment and retention of qualified educators. As a result, families are put on long wait lists, turned away, or care for some children is ended because licensing requirements for child/staff ratios and staff qualifications cannot be met. The profession needs community support at multiple levels to help us grow this profession.
- ECEs feel undervalued as a professional body within the community. They do not feel valued for the important role they have in supporting healthy child development and Cranbrook's families.
- ECEs are leaving the industry because they simply do not make a living wage.
- Lack of potential locations for child care expansion.
- The licensing process is long and lengthy with many barriers at all levels of the process. There is no clear process to follow with the city, the bylaws are not child care friendly and licensing through the Health Authority often means that operators work with 2-3 different agents from Kelowna. At least two potential new operators have walked away from opening after navigating through this process.

- There are barriers to ECE education, ongoing professional development, and obtaining a qualifications designation. These processes are long and expensive and the wages simply don't support the requirements. Practicum hours are often unpaid.
- Many of the current ECEs are within 2-3 years of retirement age and are concerned that there are no recruitment or retention strategies in place to sustain the current market or support creating new child care spaces.

Stakeholders were asked, what their vision for quality child care in Cranbrook would be. Here are some common threads.

- A "Made in Cranbrook" child care model that recognizes the diverse needs of families and works in collaboration with families and the community to provide solutions for those needs. The model would also support healthy development for children, and recognize that child care is a business that must cover its operational costs.
- An engaged community of ECEs, businesses and families working together to achieve the goal of sustainable child care options for working families.
- Accessible quality care for every child who requires care with no wait lists.
- All family child care is licensed. Unlicensed child care is closed down or becomes licensed.
- Early Childhood Education is valued and recognized as a profession of choice that supports the healthy development of children.
- Child care educators are paid a living wage with the option of benefits.
- Community partnerships are built and come together to support the recruitment and retention efforts for more qualified educators within the City of Cranbrook.

The current issues and barriers around child care in Cranbrook contribute to a number of family stressors, affect family finances, healthy child development, and parental mental health. This is impacting parent's ability to be an active participant in the workforce, provide financial security for their families, and in some cases make the best child care choices to meet their family needs.

As one survey respondent said:

"We waited three years for a spot and even that was a miracle. Wait lists are literally five years long and are always full time only. This has had a huge impact on my family and we have considered leaving Cranbrook because of it."

The child care needs assessment process we undertook has identified barriers, solutions and a vision of what is needed within the community to develop and support a "Made in Cranbrook Child Care Model." While the recommended action plan is focussed on The City of Cranbrook to consider, there is also an opportunity to engage with other communities to work in partnership toward common goals.

We have created three pillars of focus to help address the areas of challenges that currently face Cranbrook. **“One Vision, One Voice, One Community.”** The common goals listed below are generalized and will be reflected on as we develop solutions.

One Vision: The one vision pillar requires community members to come together to tackle the development and building of a solid child care infrastructure that will support the immediate need to create spaces. We recommend that they focus on:

- Creating a child care action team that will develop a community child care vision statement that will be used for public references and for aligning the child care action plan to meet community needs.
- Working with all stakeholders to drive the creation of spaces while building a sustainable child care system.
- Creating priority spaces for infants and toddlers.
- Increasing public communication through easy access to information and links to resources for parents and operators on the City of Cranbrook website.
- Creating an awareness campaign addressing the benefits of licensed versus unlicensed child care choices.
- Consideration of opening a Child Care and Recreational Development position under one of the City of Cranbrook’s departments.
- Including real supports for child care in the city’s Economic Development Plan.
- Including child care in the Community Vibrancy Initiative by accessing the use of public spaces for child care programs or after school recreation programs for children age five to twelve.

One Voice: The one voice pillar will work as an advocacy group to identify key issues and barriers facing families and educators around child care. This group will be the voice of these issues to municipal, provincial and federal governments. We recommend that they focus on:

- Licensing and qualification challenges.
- Wages and benefits.
- Recruitment and retention strategies.
- Subsidy equality for parents.
- Education, professional development, and mentorship program challenges.
- Challenges to opening child care centers.

One Community: The one community pillar will come together and engage community organizations, local businesses and regional organizations to collaborate on opportunities that will better support the value of child care. The pillar will also support child care as a profession of choice, pool resources to help child care managers develop business skills and strategic

business plans to promote expansion of programs and services. We recommend that you focus on:

- Including child care in your downtown revitalization plan by supporting businesses to create and incorporate a downtown workplace child care model.
- Aligning the current child care assessment plan with the Regional Partnership Framework.
- Working with community business and child care supports organizations to develop and promote a “Healthy Child Development” campaign.

Project Introduction

The purpose of the Cranbrook Community Child Care Spaces Project is to:

- Provide the City of Cranbrook, its community stakeholders and its early child care educators some guidance in addressing Cranbrook’s child care needs.
- Identify strategic priorities and space creation targets for the City of Cranbrook.
- Provide a proposal for a short, medium-and long-term implementation strategy.

This document offers a variety of recommendations that are exactly that, recommendations. These recommendations become part of a working document that relies heavily on the overall vision of the City of Cranbrook, and support from city council to bring together community stakeholders who will form collaborative partnerships. It is based on research and extensive community consultation with targeted interest groups. The document is meant to inspire the City of Cranbrook to come together with stakeholders to tackle the many challenges facing child care within the city. For positive outcomes, stakeholders will need to endorse the recommendations, review and revise them as necessary, and commit to complete the volunteer work they have agreed to take on.

Quality, affordable, accessible child care delivered by qualified professional Early Child Care Educators (ECE) is a vital and critical part of a community’s infrastructure. Ensuring that Cranbrook has an adequately educated and flexible child care workforce provides the flexible child care support options families need to work shiftwork and part-time hours.

A comprehensive child care plan that meets the diverse needs of families in Cranbrook plays a key role in the economic development of the city. City council, City staff, businesses, community service organizations and families all play a role and all have a shared responsibility in supporting quality child care services.

Quality, accessible child care delivered by educated ECE professionals provides significant social benefits to the city. It reduces child developmental vulnerabilities, improves school readiness, reduces isolation by increasing social connections, builds resiliency skills and opens up

opportunities to support families with a variety of early intervention services if needed. (e.g. speech therapy, occupational therapy, behaviour supports).

Methodology

In order for Creative Childcare Consulting (CCC) to understand the current state of child care in Cranbrook we used data from the following websites, ministries and research documents.

- BC Ministry of Education
- BC Ministry of Child and Family Development
- BC Ministry of Health
- Government of Canada
- Canada Census 2011 & 2016
- BC Labor Market Outlook 2018-2028
- Interior Health Authority Child Care Map
- BC Community Health Profile
- Cranbrook Neighborhood Report
- Projection Report for Public School Head Count Enrolments: 2017/18
- P.E.O.P.L.E Demographic Forecasts
- East Kootenay Childcare Needs Assessment 2015

Creative Childcare Consulting also reviewed the past research paper, East Kootenay Childcare Challenges, by 45 Conversations. This provided some background context to the project.

We then engaged the community in fact finding meetings with key stakeholders such as:

- Cranbrook City Council and staff
- ECE Support Services groups
- ECE Professionals
- The business community
- We conducted phone interviews with those who were unable to meet with us
- We conducted an online survey for parents and the broader community.

Three public engagements were hosted which resulted in key information from:

18 ECE Support Services

15 ECE Professionals

11 Family and Community Members

Prior to the engagements we worked with the city to craft a news release informing people about the public engagement opportunities. This resulted in an interview with the Cranbrook Daily Townsman.

We toured six child care centres resulting in face-to-face conversations with an additional 12 ECEs.

We hosted an information gathering session for ECEs which resulted in approximately 30 more professionals having the opportunity to voice their vision, their challenges, and possible solutions for child care in Cranbrook. These meetings were broad discussions that identified essentially what's working well for Cranbrook, what are the challenges and what are possible solutions that would support families and the ECE profession. We also talked with two stakeholders who are exploring opening child care and out of school care programs within the city.

We ran an online parent survey from Nov 25 to Dec 6, 2019 and were pleased to have responses from 202 families. The survey information was sent out through the City of Cranbrook, posted on the city face book pages, ECE supporting each other face book page, CCRR to all child care centres and School District #5 posted it on their website. In addition, media releases were sent out which resulted in a radio interview.

Creative Childcare Consulting spent the next two months compiling and analyzing data which has informed this final report on recommendations for a "Made in Cranbrook" child care model.

Understanding Government's Role in Child Care

Federal Government

There is no national program or policy for child care or early childhood education. The federal government plays only a limited role in child care outside of some specific programs for Aboriginal, military and newcomer families.

However, a critical role that Ottawa does play is providing funding to the provinces for child care. The current Government of Canada is investing in early learning and child care to help Canadian children get the best start in life and have a fair chance to succeed. To better support Canadian families and communities, especially those most in need, Budget 2016 and Budget 2017 proposed federal investments totalling \$7.5 billion over 11 years to support and create more high-quality, affordable child care across the country. It is important to note that this is also an investment in the economic security of families. (Employment and Social Development) <https://www.canada.ca/en/employment-social-development/programs/early-learning-child-care.html>

The Government of Canada is providing provinces and territories with \$1.2 billion over three years to support early learning and child care programs consistent with the Multilateral Early Learning and Child Care Framework. The Early Learning and Child Care Bilateral Agreements between Ottawa and the provinces outline the unique priorities of each jurisdiction and guide the investment of funds.

Canada has designated the following maximum amounts to be paid in total to all provinces and territories under this initiative with a fixed base rate of \$2 million per year for each province and territory and the balance of the funding on a per capita basis for the period starting on April 1, 2017 and ending on March 31, 2020.

- a. \$399,669,692 for the Fiscal Year beginning on April 1, 2017
- b. \$399,347,695 for the Fiscal Year beginning on April 1, 2018
- c. \$399,347,695 for the Fiscal Year beginning on April 1, 2019

Subject to annual adjustment British Columbia's estimated share of the amounts will be:

Fiscal Year	Estimated amount to be paid to British Columbia* (subject to annual adjustment)
2017-2018	\$51,036,249
2018-2019	\$50,993,994
2019-2020	\$50,993,994

*Illustrative levels based on Canada's population projections

The federal government has committed that the annual allocation for all provinces and territories for the period 2020-21 to 2027-28 will be no less than the annual allocation of this current agreement. (Early Learning and Childcare Bilateral Agreements)

<https://www.canada.ca/en/early-learning-child-care-agreement/agreements-provinces-territories.html>)

In addition, Ottawa offers the Canada Child Benefit program to help support families with raising children under the age of eighteen. This tax-free benefit is paid on a monthly basis and renewed yearly based on your income tax from the past year. The province of BC's The B.C. Early Childhood Tax Benefit (BCECTB) is a tax-free monthly payment made to eligible families to help with the cost of raising young children under age six. Benefits from this program are combined with the federal [Canada Child Benefit](#) (CCB) into a single monthly payment.

Effective October 2020, the BCECTB will be replaced with a new [B.C. Child Opportunity Benefit](#) (BCCOB) to provide an enhanced monthly benefit to parents of children under 18. (BC Early Childhood tax benefit) <https://www2.gov.bc.ca/gov/content/family-social-supports/family-benefits/bc-early-childhood-tax-benefit>)

Province of British Columbia

Each province/territory has a program of regulated child care with its own Act and legislated requirements, regulations that cover standards and licensing and monitoring processes. The intent of licencing is to ensure the bare minimum of standards are in place to ensure safety of all children. Each province also has its own funding arrangements, and provides a number of child care options. The ChildCare BC plan has a goal of creating 22,000 new child care spaces by 2021. Ministry of Children and Family Development holds primary responsibility for child care in the province, so they will be a key player in the success of ChildCare BC. Such programs like the ChildCare Prototype Sites program, the ChildCare Fee Reduction Initiative, the Affordable Child Care Benefit, and the BC Early Childhood tax benefit.(ChildCare BC)

<https://www2.gov.bc.ca/gov/content/family-social-supports/caring-for-young-children/child-care-strategy>

British Columbia is the only province in Canada that has four ministries responsible for child care. These include the Ministry of Children and Family Development, The Ministry of Education, The Ministry of Health, and The Ministry of Advanced Education, Skills, and Training.

The Ministry of Health is responsible for licensing and monitoring for regulatory compliance of child care programs. Some licensing officers are trained in Early Child Care Education and some are generalists.

The Ministry of Children and Family Development is responsible for administering child care fee subsidies and funding for service providers, registering early childhood educators and funding local child care resource and referral programs.

The Ministry of Education plays a direct role in early years provisions such as StrongStart programs. Centres are administered by individual school districts and program facilitators are employed by the district and certified as early childhood educators.

The Ministry of Advanced Education, Skills, and Training administers funding and develops opportunities for continuing education and training for early childhood educators.

Municipalities

Local governments are the experts on their communities. While the responsibility for child care does not fall under their jurisdiction, there are a number of steps municipalities can take to support child care within their community. Local governments can play a key role in supporting the creation of spaces for child care centers and family day homes by ensuring provisions for child care are incorporated into the municipal planning process. They can also accommodate the creation of new child care spaces by amending bylaws to facilitate faster and easier processes for opening programs.

Section 11 of Cranbrook’s City Bylaws, entitled Social, Institutional & Community Considerations, has identified ways it can support child care in Cranbrook. These and other potential ways for support are listed below.

- Location Considerations
- Shared-Use Facilities
- Inter-Agency Cooperation
- Advocating to senior government on the community’s child care needs.
- Consider Child Care Options
- Securing purpose-built child care centers from developers through the development process.
- Supporting child care as a profession through public information sessions and job fairs, supporting a website, promoting provincial information on available funding for parents and the difference between licensed and unlicensed child care
- Public information sharing on the importance of quality child care and the benefits of quality programs on healthy child development.
- Linking child care programs to business partners in the community to further develop sound business practices, to the benefit of both parties.
- Becoming actively involved in dealing with non-licensed child care programs who do not hold a business license (approval of a business license can be contingent on being a licensed, monitored program or family day home)

For more detailed information on the City of Cranbrook’s direct goals refer to City Bylaws; Section 11; pages eleven (11) and twelve (12).

Local governments can also play an important role by providing a variety of recreation programs that can support the complex needs of parents and complement child care programs. Local governments also play a key role in ensuring public transportation needs are met in all areas of the city but particularly in underserved areas that require extra support. Transit subsidies can be made available to lower income levels, or as an incentive to ride share within communities and businesses.

Types of Child Care, Required Ratio’s and Early Childhood Education Requirements in British Columbia

<p>Registered License-Not-Required (LNR)</p>	<p>2 children or a sibling group, other than the care provider's own children.</p> <p>Ages: From birth to (and including) age 12</p>
---	--

	<ul style="list-style-type: none"> • Maximum group size: Only two children or a sibling group who are not related to them. • Staff-to-child ratio: 1 responsible adult per 2 children (or sibling group) per premises. • Staff qualifications: A responsible adult must be 19 years of age or older and able to provide care and mature guidance to children. They must also have 20 hours of child care-related training, relevant work experience, a valid first aid certificate and a clear criminal record check <p>Setting: In the child care provider's own home</p>
<p>Licensed Family Child Care (LFCC)</p>	<p>7 children including the care provider's own children under the age of 12. No more than: 3 children younger than 48 months old and, of those 3, no more than one child younger than 12 months old <u>or</u> 4 children younger than 48 months old and, of those 4, no more than 2 children younger than 24 months old.</p>
<p>Licensed Group Child Care Under 3 years</p>	<p>Ages: From birth to 36 months</p> <p>Maximum group size: 12 children</p> <p>Child-to-staff ratio:</p> <ul style="list-style-type: none"> • 1 to 4 children: 1 Infant Toddler Educator • 5 to 8 children: 1 Infant Toddler Educator and 1 Early Childhood Educator • 9 to 12 children: 1 Infant Toddler Educator, 1 Early Childhood Educator and 1 Early Childhood Educator Assistant <p>Staff qualifications:</p> <ul style="list-style-type: none"> • Infant Toddler Educator Certificate (approximately 1300 hours of training) • Early Childhood Educator Certificate (approximately 900 hours of training) • Early Childhood Educator Assistant Certificate (completed one early childhood education course)

	<p>Setting: A community-based facility or centre</p>
<p>Licensed Group Child Care From 30 months to school age</p>	<p>Ages: From 30 months to school age (Kindergarten)</p> <p>Maximum group size: 25 children</p> <p>Child-to-staff ratio:</p> <ul style="list-style-type: none"> • 1 to 8 children: 1 Early Childhood Educator • 9 to 16 children: 1 Early Childhood Educator and 1 Early Childhood Educator Assistant • 17 to 25 children: 1 Early Childhood Educator and 2 Early Childhood Educator Assistants <p>Staff qualifications:</p> <ul style="list-style-type: none"> • Early Childhood Educator Certificate (approximately 900 hours of training) • Early Childhood Educator Assistant Certificate (completed one early childhood education course) <p>Setting: A community-based facility or centre</p>
<p>School Age Child Care Kindergarten and up</p>	<p>Ages: School age (Kindergarten and up)</p> <p>Maximum group size: 24 children from Kindergarten and Grade 1 OR 30 children from Grade 2 and older with no Kindergarten or Grade 1 children present</p> <p>Staff-to-child ratio:</p> <ul style="list-style-type: none"> • 1 responsible adult for each 12 children from Kindergarten and Grade 1 • 1 responsible adult for each 15 children from Grade 2 and older <p>Staff qualifications: Responsible adults must be 19 years of age or older and able to provide care and mature guidance to children. Must also have 20 hours of child care-related training, relevant work experience, a valid first aid certificate and a clear criminal record check</p>

	Setting: A community-based facility or centre
Multi-Age Child Care	<p>Ages: From birth to 12 years old</p> <p>Maximum group size: 8 children</p> <p>Staff-to-child ratio: 1 Early Childhood Educator for 8 children</p> <p>Staff qualifications: Early Childhood Educator Certificate (approximately 900 hours of training)</p> <p>Setting: A community-based facility or centre</p>
In Home Multi-Age Child Care	<p>Ages: From birth to 12 years old</p> <p>Maximum group size: 8 children</p> <p>Staff-to-child ratio: 1 Early Childhood Educator (who is also the licensee) for 8 children</p> <p>Staff qualifications: Early Childhood Educator Certificate (approximately 900 hours of training)</p> <p>Setting: In the child care provider's own home</p>
Family Child Care	<p>Ages: From birth to 12 years old</p> <p>Maximum group size: 7 children</p> <p>Staff-to-child ratio: 1 responsible adult (who is also the licensee) for 7 children</p> <p>Staff qualifications: Must be 19 years of age or older and able to provide care and mature guidance to children. Must also have 20 hours of child care-related training, relevant work experience, a valid first aid certificate and a clear criminal record check</p> <p>Setting: In the child care provider's own home</p>
Preschool 30 months to school age	<p>Preschools typically operate on the school-year (September to June). Most preschool programs run from one to four hours a day (some programs can run longer).</p>

	<p>Ages: From 2.5 years (30 months) to school age (Kindergarten)</p> <p>Maximum group size: 20 children</p> <p>Child-to-staff ratio:</p> <ul style="list-style-type: none"> • 1 to 10 children: 1 Early Childhood Educator • 11 to 20 children: 1 Early Childhood Educator and 1 Early Childhood Educator Assistant <p>Staff qualifications:</p> <ul style="list-style-type: none"> • Early Childhood Educator Certificate (approximately 900 hours of training) • Early Childhood Educator Assistant Certificate (completed one early childhood education course) <p>Setting: A community-based facility or centre</p>
<p>Occasional Care</p>	<p>This is drop-in child care that can be for a maximum of 8 hours a day and no more than 40 hours per calendar month.</p> <p>Ages: 18 months old and up</p> <p>Maximum group size: 16 children (if children under 36 months are present) OR 20 children (if no children under 36 months are present)</p> <p>Staff to child ratio:</p> <ul style="list-style-type: none"> • 1 responsible adult for every 4 children (if children under 36 months are present) • 1 responsible adult for every 8 children (if no children under 36 months are present) <p>Staff qualifications: Must be 19 years of age or older and able to provide care and mature guidance to children. Must also have 20 hours of child care-related training, relevant work experience, a valid first aid certificate and a clear criminal record check</p>

	Setting: A community-based facility or centre
<p>In Child's Own Home</p> <p>This unlicensed care is when parents arrange for child care at home – like a nanny or a baby-sitter.</p>	<p>Children from other families cannot be included in this care. The care provider cannot be a relative who lives in the home.</p> <p>It is not legally required to monitor this care. No specific qualifications are required for the child care provider. This means the child care provider may lack formal child care training or experience.</p> <p>Parents or guardians must decide how to screen and hire the child care provider who becomes their employee. Under this arrangement, the employer needs to:</p> <ul style="list-style-type: none"> • Make regular payments to Employment Insurance and Canada Pension Plan • Register the employment situation with Revenue Canada and WorkSafeBC

The provision of care to three or more children who are not related to the care provider and are not a sibling group requires a **Community Care Facilities Licence** see: [Community Care Facilities Licensing](https://www2.gov.bc.ca/gov/content/family-social-supports/caring-for-young-children/how-to-access-child-care/licensed-unlicensed-child-care). If a person or facility providing child care is *not* in compliance with these Child Care Regulations, they are operating **illegally**. For more information go to Child Care BC <https://www2.gov.bc.ca/gov/content/family-social-supports/caring-for-young-children/how-to-access-child-care/licensed-unlicensed-child-care>

Early Learning Educators have a number of Education options in BC. Certification is approved by the BC ECE Registry and once ECEs are approved they receive a license to practice. ECEs must renew their license as required by their qualifications.

ECEs have identified the cost of education requirements versus entry level wages of between \$14.00-\$16.00 as a barrier. One of the biggest challenges is the 500 hours of unpaid practicum time. To maintain the length of time it takes to receive a license to practice has also been identified as a barrier to both ECEs and child care programs. This process can sometimes take up to three months which can create some challenges with hiring to meet ratio qualifications requirements.

City of Cranbrook Overview

Cranbrook is a thriving community in the Rocky Mountains. It is the 18th largest city in British Columbia and has boasting rights for having the most hours of sunshine in BC. Cranbrook is a railway town, mill town, a commercial centre and offers many golf courses and natural outdoor experiences for the more adventurous.

Population overview (2016 Canada Census and BC Community Health Profile Report)

Cranbrook's population has remained relatively consistent with a population rate change of 9.7% from 2006-2016 (BC Community Health Profile Report). The population growth rate is expected to remain steady at a 3% increase from 2017-2037 while BC's population growth rate is expected to reach 22% over the same period.

In 2016 the population was 19,254 of which 9,420 were men and 9,830 were women.

16.3% of the population was age 0-14

63% was age 15-64

20.5% was 65 & older

2.9% was 85 & older

The average age in Cranbrook is 42.9

Household income overview

The average household income in Cranbrook is \$82,859.00 (2016 Canada Census) compared to the BC average of \$90,354.00. Under employment or unemployment can lead to elevated stress levels for families which in turn can affect mental health, physical health, and unintentional developmental difficulties for children.

Private home income groups in 2015 ages 15 and up (2016 Canada Census)

Income threshold	Number of men	Number of women
10,000-19,000	650	880
20,000-29,000	485	780
30,000-39,000	505	710
40,000-49,000	405	555
50,000-59,000	405	365

Low income status affects all communities. In Cranbrook 11.3% of this population are men and 13.7% are women. There are 1,170 children age 0-5; 3,735 children age 0-17 and 3,655 adults age 18-64 who are considered to be living in low status households.

The labour force replacement ratio is 0.72 which is below the ratio of 1.0. This is an indicator that the area is currently unable to maintain the current labour force with local replacement workers. (2016 Canada Census). The Labour Force Replacement Ratio is a measure of the ratio of the number of people aged zero to 14 in 2016 who will be entering the workforce to the working population aged 50 to 64 who will be leaving the workforce in the next 15 years. A ratio of 1.0 means the child and retiree populations are the same. The higher the ratio, the greater the young people there are relative to potential retirees. A ratio of less than 1.0 means an area is unable to maintain the current labour force with local replacement workers. The ratio is calculated using the Census 2016 data.

“I was six months pregnant when I put my name on every waitlist in town. I am worried when I go back to work in 10 months that I won’t be able to find child care and will have to give up my job or beg some friends to take care of my child. Most places in town told me they had about a two year wait list.”

The above quote echoes the many comments that parents made on the child care survey. Quality, accessible and affordable childcare options are a critical issue for women and families in the workforce. As the population in Cranbrook ages, the city will need to develop services that support the current population to return to work, minimize stress loads on parents who are currently working and strategies to entice new families to move to Cranbrook. Child care services are as important as school services, housing, job markets and health care when couples are beginning families or looking at making a move to or from a community.

One of the important impacts on the economy in the short-to-medium term occurs via the mothers’ labour supply effect. More children participating in child care means that more parents, particularly mothers, are available to join the workforce. This topic has been the subject of considerable research and it is generally found that lower child care fees and greater access lead to a significant increase in the number of women working. Notably, it is generally found that lone parents and those with lower incomes tend to benefit more from a child care price reduction than women with a partner. Therefore, the labour supply effect will have a direct positive impact on income inequality and poverty reduction. (Socio-Economic Impact Analysis of the \$10 a Day Child Care Plan for British Columbia)

<https://www.ecebc.ca/resources/pdf/10aDay%20C4SE%20Report.pdf>

Survey Result

Are the child care fees you pay reasonable?

Answered: 170 **Skipped:** 32
Yes 53.53% (91) **No:** 46.47% (79)

Do you access provincial subsidy?

Answered: 183 **Skipped:** 19
Yes: 24.59% (45) **No:** 75.41% (138)

Making the Case for Licensed Child Care

Early childhood development is the solid foundation to a healthy, vibrant community. New research out of the US claims that for every \$1 spent on the early years \$6 is returned to the community. Quality ECE programs help reduce social inequalities and help bridge the gap to school readiness.

Quality early childhood programming with a variety of experiences is one of the support systems to healthy development and increases a child's social competencies and capacity to learn. Research demonstrates that children with rich opportunities in the early years stay in school longer, have better health outcomes and are less likely to experience living in poverty. Eighty-five per cent of brain development happens in the first five years of life. This means that quality experiences in the early years is critical to their lifelong learning.

The early years of life are critical in the development and future well-being of the child and continuum of learning. During this period, experiences influence children's rapid brain development. These experiences create the foundation for supporting competencies, including but not limited to the ability to regulate emotions and enjoy positive interactions with others. These foundational skills in turn impact learning, behaviour and health today and in the future; this is particularly true for children who are vulnerable. The evidence is clear that there are positive relationships between quality early learning and child care, especially for less advantaged children, and parental labour market participation, especially for women, and child developmental outcomes.

The Early Development Instrument (EDI) is one indicator of healthy development. It measures children in kindergarten in 5 core developmental areas that are good predictors of adult health. EDIs were performed from 2013-2016 (*British Columbia Health Profile*), and 33% of Cranbrook's children had one or more vulnerable areas. The average in BC is 32%. Here are the vulnerabilities percentages for Cranbrook.

Emotional: 20%
Social: 13%
Cognitive: 9%

Physical: 18%
Communication: 9%

A vibrant workforce of well-trained professionals with the appropriate education can support healthy development in the above key areas. Licensed programs are monitored to ensure that all ECEs meet qualification expectations, security clearances and that health and safety expectations are in place.

Cranbrook's parents are currently making the difficult choice of not re-entering the workforce or putting their children in unlicensed, unmonitored child care simply because Cranbrook does not have enough spaces, nor does it have the ECE workforce to support the spaces it already has. Cranbrook operators have had to close some child care programs simply because they

cannot recruit educators that are trained in child development. Other programs are making the difficult choice of terminating care because they cannot meet the intent of the regulations.

Results from parent surveys:

Does your family currently use childcare in Cranbrook? Answered: 202 Skipped: 0

Yes: 53.9% (109) No: 46.04% (93)

If you answered No, are you looking for care? Answered: 175 Skipped:28

Yes: 54.60% (95) No: 45.40% (79)

If you answered yes, what type of childcare do you use? Answered: 119 Skipped: 83

Group child care under 3	12	10.8%
Group child care 2.5 years to school age	31	26.05%
Group child care school age	25	21.01%
Multi age childcare	6	5.04%
In Home multi aged child care	2	1.68%
Family child care	19	15.97%
Preschool-2.5 years to school age	26	21.85%
Registered not required	8	6.72%
In child's home care	11	9.24%
Unlicensed care	33	27.73%

Are you on a wait list?

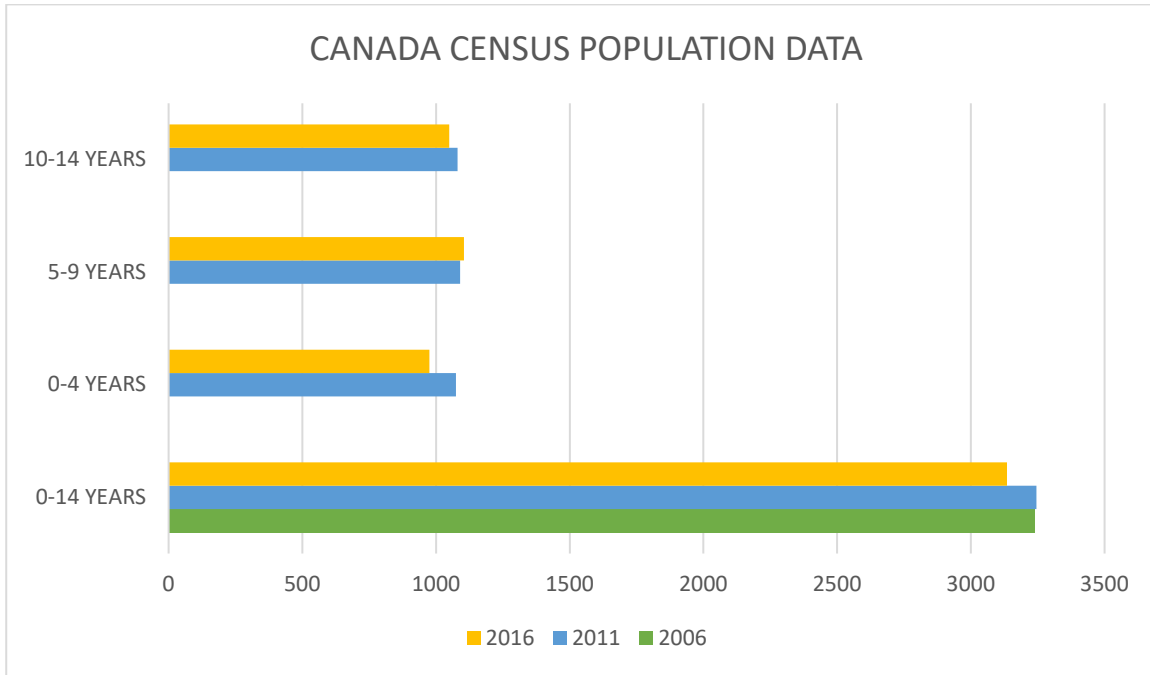
Answered: 188 Skipped: 14
Yes: 53.96% (109) No: 46.04% (93)

“I did not go back to work after my 1-year maternity leave. Finding a daycare for a 1 year old in a qualified legal setting was something I could not find. I had two friends who went through 3-day homes in less than 2 years. Subsidized rates at registered facilities are fair. Family dayhomes that cannot get subsidy are \$600.00-\$900.00 a month the bottom of the scale is usually an illegal number of kids at some point in the day and the higher is not affordable.”

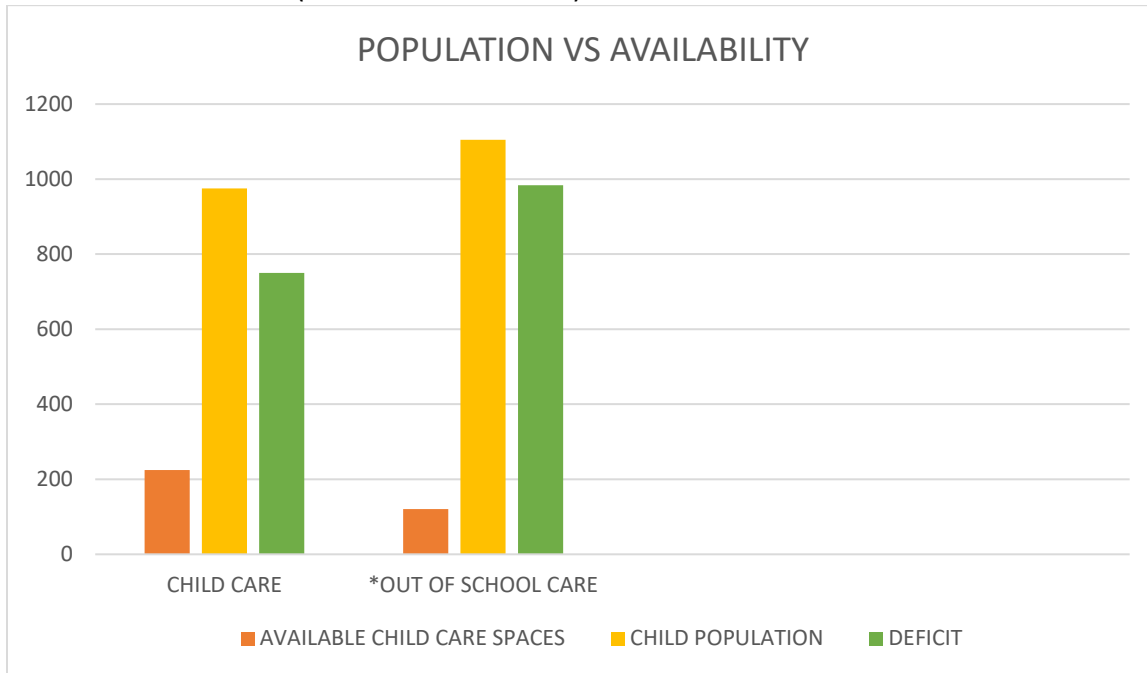
How many hours of child care do you need a week? Answered: 184 Skipped: 18

Part-time: 39.13 % (72) Full-time: 49.46% (91) Shift work: 11.41% (21)

Current scope of child care based on 2016 Canada Census Report



(2016 Canada Census)



* OCS numbers do not include children 10-12 years; specific data unavailable

Children, Birth – age 4: 975

Children, age 5-9: 1105 (2016 Canada Census)

Cranbrook currently has 19 licensed child care programs which provides 407 licensed child care spaces and 6 Licensed Not Required spaces equalling a total of 413 licensed spaces for children in Cranbrook.

There are:

- **52** Group Child Care spaces for children **birth to 36** months.
- **125** Group Child Care spaces for children **30 months-school age**
- **125** Group Child Care spaces for **school age children**
- **60** Preschool spaces for **age 2.5 – school age (operate 4 hours a day)**

We were not able to track the ages of children attending family child care, multi age care, in home multi age care and licensed not required. These programs have 51 spaces. They are all full to capacity.

Cranbrook parents are needing to make the difficult choice of leaving their infants, the most vulnerable citizens of Cranbrook, in unlicensed care or hope that relatives are available to help with child care. Cranbrook only offers 52 spaces that can accommodate infants and have anywhere from a 2-5 year wait list. Some locations are no longer adding to the wait lists. ECEs must have a designated Infant Toddler certification which requires 5 years of education. Recruitment of qualified Educators was identified as the number 1 reason more baby spaces were not offered. The second reason was finding the appropriate space that met licensing requirements and city by-laws.

There are 125 spaces available for children 30 months to school age. While child care programs try hard to juggle child attendance hours, matching part time needs between families to accommodate their needs while ensuring financial stability for these child care businesses is very difficult. There are limited spaces available for this age group, but only because qualified educators are not available. In some situations, parents have been given notice that care will be ending because programs cannot meet the required ratios.

Preschool is an option for parents who require part time care or who can patch work together a child care plan. There are 60 spots available that offer care for up to 4 hours a day anywhere from 2-5 days a week. Working parents using preschool work to patchwork care while children are not in preschool. This typically falls on retired grandparents, friends, other family members or unlicensed childcare.

There are 288 licensed child care spaces to meet the needs of 975 children age birth to four, leaving potentially 687 children without the option of care.

School age children are most vulnerable to take part in risky business during what is referred to by researchers as “The Critical Hours of Care.” These tweens are driven by peers and a desire to belong and are most at risk for teen pregnancy, drug and alcohol use,

gang recruitment and cyber concerns. Cranbrook has 125 licensed spaces for 1105 school age children, age 5-9 leaving 908 school agers without a choice of after school activities.

Underserved Populations

“I have a medically complex child. Finding child care that will accept a child that requires extra precautions is challenging.”

Navigating space in child care for a typically developing child is difficult but if you have a child that needs extra supports it becomes an even bigger challenge. Supported child care services are available to the community but are difficult to access.

- Children need to be accepted and attending a child care program before services are approved. Recommend: Once an assessment has been completed, funding should follow the child. In an ideal situation, Special Needs Educators could also move environments with the child, ensuring transitions to new services are supported and that the child/family has continuity of services and care.
- ECEs require a designation as a Special Needs Educator which is 5 years plus an additional course, therefore making this a specialized field of education.
- There are no inclusive supports available for school age children. This has a huge impact on social emotional development, given that school age children learn from being integrated with their peers. Solution: More funding should be made available to support school age children during this critical time of development.

Community Resources

Community Connections offers the following programs, supports and services to the Cranbrook Community

Bellies to Babies & Family Resource Programs

Phone: 250.489.5011

email: bellies2babies1@ccssebc.com

Better at Home

Phone: 250.426.2943

email: betterathome@ccssebc.com

CCS Kitchen

Phone: 778.517.5447

email: kitchenmanager@ccssebc.com

Farm Kitchen

Phone: 778.517.5447

email: kitchenmanager@ccssebc.com

Food Literacy

Phone: 778.517.5447

email: kitchenmanager@ccssebc.com

Farm Recovery

Phone: 778.517.5447

email: kitchenmanager@ccssebc.com

Community Action Program for Children

Cranbrook Phone: 250.421.8096

email: capccranb@gmail.com

Cranbrook Women's Resource Centre

Phone: 250.426.2912

email: cbkwrc@ccssebc.com

Homeless Outreach and Homelessness Prevention Program

Phone: 778.517.5355

Homeless Outreach email: HOP@ccssebc.com

Homeless Prevention email: HPP@ccssebc.com

Just 4 Kids After School Care

Phone: 250.421.0537

email: j4k@ccssebc.com

Legal Service Society

email: ekcp@ccssebc.com

Traveling Advocate Program

Phone: 250.426.4293 or Toll Free: 1.877.298.2211

email: ekadvocate@ccssebc.com

Kootenay Child Development Center Location

16 12th Avenue N, Cranbrook, BC V1C 3V7
across from Safeway

Early Years Services – Family Navigation

Phone: 250.426.2542

email: ekids1st@ccssebc.com

East Kootenay Child Care Resource & Referral

Phone: 250.426.5677 or Toll Free: 1.800.661.2445

email: ekccrr@ccssebc.com

East Kootenay Infant Development Program

Phone: 250.426.2543 or Toll Free: 1.877.999.2543

email: idp.cbk1@ccssebc.com

East Kootenay Supported Child Development

Phone: 250.426.4043 or Toll Free: 1.866.426.4043

email: ekscd.coordinator@ccssebc.com

Kimberley Family Navigator

Call, text or email:

Kimberley Phone: 250.432.5931

email: capckimberley@ccssebc.com

Infant Development Program (IDP)

is a home based family centered program that supports families to encourage their child's optimal level of development. Our target population is birth to 3 years of age for those children born with a developmental disability, or who are delayed in one or more developmental areas, or who are at risk for developmental delay.

Supported Child Development Program (SCD)

provides a range of support services for children birth to 5 years of age who attend a licensed or registered child care program and require extra support because they have a developmental delay or disability.

Ktunaxa Nation Council

1007 Baker Street, Cranbrook: [1-888-489-4563](tel:1-888-489-4563)

Aboriginal Early Years Program
Aboriginal Patient Navigator
Community Health Services
Operation Street Angel

School District # 5

940 Industrial Road #1, Cranbrook, BC, V1C 4C6 | [250.426.4201](tel:250.426.4201)
Strong Start Program

Ready, Set, Learn

CCRR Cranbrook

#20B 12 Avenue North Cranbrook BC)

For Child Care Referral Support and/or Information please call: 250-426-5677

For Families

Consultations

- Child Care Facility Referrals
- Information on Selecting Quality Child Care
- Toy/Resource Library
- Access to Workshops
- Affordable Child Care Benefit Plan information/Support
- Craft Supplies
- EKCCRR Quarterly Newsletter

For Child Care Providers

- Professional Development, Networking and Training Sessions
- Support Visits
- Referrals
- Affordable Child Care Benefit Plan information/Support
- Newsletter
- Consultation
- Toy/Resource/Equipment Library
- Craft Supplies

CBAL: Columbia Basin Literacy Program

19A 9th Avenue South: 250-420-7596

Family Literacy Programs

Settlement services: help with community information, citizenship, language training, and more.

Chamber of Commerce

2279 Cranbrook St N, Cranbrook, BC V1C 3T3: [\(250\) 426-5914](tel:250.426.5914)

Offers a variety of business supports and leadership training opportunities.

Child Care in Cranbrook

Child Care licensing approval for how many children a facility is licensed for and how many of each age group can be in a room is determined by many factors, such as meeting developmental needs, staff to child ratios and maximum group size, to environments which includes indoor and outdoor space measurement requirements. Licensing is in place to ensure the bare minimal standards of safety for children who are not in the care of their parents, families, or guardians.

Licensed Child Care Services in Cranbrook (As of Nov, 2019)

Program Name	Program Type	Ages Served	Licensed Capacity
LITTLE ACORNS PRESCHOOL	Preschool	3-school age	20
A'Q'AMNIK DAYCARE	Group Child Care	Birth-36m 30m-School Age	8 16
TEDDY'S FRIENDS FAMILY DAYCARE	Family Child Care		7
CRANBROOK BOYS AND GIRLS CLUB	Group Child Care	Birth – 36m 30m-School Age	12 25
AGAPE DAYCARE	Family Child Care		7
LITTLE SUMMIT DAYCARE	Group Child Care	Birth-36m 30m-School Age	12 20
KIDS ON CAMPUS CHILDREN'S CENTRE	Group Child Care	Birth-36m 30m-School Age	8 32
YOUTH WISE ECOCENTRE	Group Child Care School Age	5-12	28
JUST 4 KIDS	Group Child Care School Age	5-12	28
PRIME TIME	Group Child Care School Age	5-12	20
YOUNG PARENTS EDUCATION PROGRAM DAY CARE	Group Child Care	Birth-36m 36m-School Age	12 12
ST. MARY'S AFTER SCHOOL PROGRAM	Group Child Care Group Child Care	30m-School Age 5-12	20 25
THE KID'S CLUB AFTER SCHOOL PROGRAM	Group Child Care School Age	5-12	24
CRANBROOK MONTESSORI SCHOOL	Preschool	30m-School Age	20
KOOTENAY CHRISTIAN ACADEMY PRESCHOOL	Preschool	30m-School Age	20

TOTS SPOTS	Group		8
PRECIOUS TIME CHILD CARE	In Home Multi Age		8
HELPING HANDS	In Home Multi Age		8
FITS AND GIGGLES	Family Child Care		7
Total Number of Licensed Spaces			407 +6 LNR = 413

Licensed Not Required: <small>These are In Home Providers with only 2 spaces allowed: Creating 6 spaces</small>	3 Total	6
--	---------	---

City of Cranbrook Strategy for Child Care

A comprehensive Child Care Strategy plan must not only determine how many spaces are required but how many in each category will be required in the future. So, as children grow the child care space creation needs to grow with the children. The BC Sub-Provincial Populations Project (P.E.O.P.L.E.) forecast population predictions. We have used this data to align with the Cranbrook Child Care Plan.

Age Group	2020	2022	2025	2030
Birth- age 1	218	217	206	190
Age 1-4	955	948	910	839
Age 5-9	1429	1331	1290	1233
Age 10-14	1504	1520	1492	1633

School age children may attend a licensed child care program up to and including age 12. We have included age 10-14 population prediction in hopes that it will support the city with the planning and implementation for recreation programs, leadership programs, volunteer opportunities and summer camp opportunities for its youth in the City.

Infant -Toddler care is at crisis levels in Cranbrook so we recommend that area as a top priority followed by school age care.

Our strategy has two parallel tracks: creating child care spaces and building the numbers of qualified staff. Any plan to increase the number of licensed spaces must address the need for additional ECE staff, in order to meet the requirements of the child care regulations.

We recommend a target of increasing spaces for children birth to school age of a **minimum** of 10 %, per year. We feel this is an ambitious goal given the recruitment and retention challenges Cranbrook is facing. It is critical to work with the College of the Rockies on the recruitment and training of Infant and Toddler Educators, Special Education ECE and Educators to ensure regulatory requirements are met.

We are recommending a 20% space creation goal for school age care. The qualifications for school age care educators (Responsible Adult Qualifications) is more flexible and recruitment is not as challenging.

To ensure that this model includes the wide variety of different models of childcare choices available to families, we have included all family care, licence not required and preschool programs into the 30 months to school age category.

Age Group	2020 2-year goal to 2022	2022 3-year goal to 2025	2025 5-year goal to 2030	Total Spaces Created 2020 - 2029
Birth- age 1 Current estimated spaces 52 Mat leave & family income affects this need	5 spaces per year =10 spaces	5 spaces per year =15 spaces	5 spaces per year =25 spaces	Total spaces created 50 Review community needs
Age 1-4 Current estimated licenced spaces 230	23 spaces per year =46 spaces	23 spaces per year =69 spaces	23 spaces per year =115 paces	Total spaces created 230 Review community needs
Age 5-9 Current spaces 125	25 space per year =50 spaces	25 space per year =75 spaces	25 space per year =125 spaces	Total spaces created 250 Review community needs
Total spaces	106	159	265	530

A key component to the strategic creating spaces plan being successful is to ensure that the community works with partners to ensure that there is a recruitment and retention plan that addresses the lack of qualified Educators in Cranbrook. The City of Cranbrook will play a key role as a backbone organization

CCRR conducted an informal poll of Educators in Cranbrook in Dec 2019. It is estimated that there are currently 73 educators employed in child care programs within the city. These numbers include, managers, front line educators and responsible adults.

One Vision, One Voice, One Community

Child care is a complicated social issue that supports healthy child development, plays a critical role in healthy families and supports capacity building within a vibrant community. To create a collective impact, ***One Voice, One Vision, One Community*** requires a committed and passionate community to come together, develop a vision, build partnerships and share the workload. The City of Cranbrook plays a critical role as a backbone organization as it is in a position to guide the vision and strategy, support aligned activities, establish shared measurement practices, build public will, advance policy and mobilize funding.

To accomplish this goal, volunteer hours will be required. By creating three pillars, the citizens of Cranbrook will have the opportunity to volunteer in areas of interest or expertise. It will lighten the workload and provide public opportunities to work towards shared goals and common interests.

Each pillar will be divided into suggested short, medium and long-term goals. This is a working document that should be reviewed and adjusted to meet the diverse needs of the community.

One Vision: Community members will come together to tackle the development and building of a solid child care infrastructure that will support the immediate need to create spaces. They will need to work closely and align their work plan with the other committees.

One Voice: The Volunteers will work as an advocacy group to identify key issues and barriers that effect children and families, ECEs and child care as a profession of choice. They will act as the group advocating for positive change at all government levels. This group may decide to unite with other regions within the province. They will need to work closely and align their work plan with the other committees.

One Community: This committee will come together and engage community organizations, local businesses and regional organizations to collaborate on opportunities that will better support of child care. The pillar will also support child care as a profession of choice, pool resources to help child care managers develop business skills and strategic business plans to promote expansion of programs and services. They will need to work closely and align their work plan with the other committees.

In addition to the three pillars we are recommending that a short-term working group be brought together to immediately start tackling the challenges of opening a child care business in Cranbrook. This short-term working group may also be involved with other committees, or it may be made up of community partnerships. We are recommending that this committee connect with the ECE community as well as potential new operators who have decided not to open due to licencing challenges.

This is an opportunity for the City of Cranbrook to partner with the surrounding municipalities and collaborate on creating systemic changes within the East Kootenay Region. We would recommend that Cranbrook take the lead and initiate the possibility of creating a joint funding pool that will provide the resources to hire a full-time project manager to organize volunteer groups, keep recommendations on target, set meeting agendas, build key partnerships and research potential opportunities, barriers and provide solutions. This position would supply quarterly updates on targets to municipalities involved with the project. The municipalities can create a joint grant application and apply for funding through UBCM or Columbia Basin and Trust.

If this suggestion does not align with the vision of the other municipalities, the City of Cranbrook could partner with a local organization and apply for a grant for the position to overlook the City of Cranbrook plan.

By creating a paid position, it clearly demonstrates the city's commitment to help tackle the child care situation in Cranbrook. Implementing this target plan will become a job accountability instead of sitting completely on the shoulders of volunteers which will in turn ensure progress.

"I'm a bit frustrated by yet another child care study with still no action. There have been provincial surveys, a child care needs assessment a couple of years ago and nothing. The feedback is there, stop asking for more feedback. No waitlists, people not having to quit their jobs because they can't find care, and reliable service."

This comment was a common thread we heard from the community. But the other thing participants talked about was hope. They are excited and hopeful that this time things will be different. When we asked why they felt this was going to be different the answer was unanimous:

"This project is being led by The City of Cranbrook"

Opportunities and Possibilities

Establish a working group to help tackle challenges to opening child care in Cranbrook. The group can start by addressing the challenges and barriers listed below.

Challenges and Barriers	Potential Partners	Time Line
Review city bylaws <ul style="list-style-type: none"> • Zoning • Work to align municipal bylaws with the regulatory requirements for opening a childcare 	<ul style="list-style-type: none"> • City • Chamber of Commerce • CCRR 	Within 6 months of starting the project
Develop a list of community support organizations and individuals who are available to help potential new operators <ul style="list-style-type: none"> • Identify organizations or individuals who can play a mentorship role through the licensing process • Create a list of organizations who can provide business supports such as, writing a business plan, writing policy, HR training, business leadership training 	<ul style="list-style-type: none"> • City of Cranbrook • CCRR • College of the Rockies • Columbia Basin Trust • Chamber of Commerce • Community Connections 	Within 6 months of starting the project
Create a guide on how to open a child care centre or family dayhome in Cranbrook. Include a list of identified support systems <ul style="list-style-type: none"> • Post this guide on the City of Cranbrook and identified partners websites as possible • Develop a City of Cranbrook call line that can be used specifically to answer questions or direct potential new operators to the right resources 	<ul style="list-style-type: none"> • City of Cranbrook • Columbia Basin and Trust • Chamber of Commerce • CCRR • Community Connections 	Within 6 months of starting the project

City of Cranbrook's Role in supporting the creation of child care spaces

- Review the existing zoning and bylaws with the goal of introducing targeted flexibility that would most support the establishment and operation of family child care and new child care centers in Cranbrook.
- Work with new child care facilities that are locating in underserved areas of the city to help them meet requirements.
- Work with School District #5 on ways to support child care expansions in or on the neighborhood school grounds (purchasing modular through available municipal funding opportunities).
- Include child care in the city's Economic Development Plan.
- Include child care in the Community Vibrancy Initiative by accessing the use of public spaces for child care programs or after school recreation programs for children age five to twelve.
- Advocate to the provincial government for increased funding that supports quality accessible child care for families, and higher wages for early child care educators.
- Support the child care profession by providing public awareness on the importance of the child care profession.
- Provide ongoing public communication on the funding available from the province that supports families. Include a list of agencies and their contact information. (subsidies, childcare access list etc.).
- Provide ongoing public communication on the provincial funding available to support the creation of new spaces.
- Review public transportation systems in underserved areas and evaluate how services can be upgraded to better accommodate community needs.
- Explore ride sharing incentives that will support Cranbrook communities.
- Provide tax relief to child care programs.
- Do a City of Cranbrook inventory on city owned buildings and land and analyze how they can support the creation of child care spaces.
- Provide city operated recreation and summer camp opportunities.

One Vision: Create child care spaces

Recommended Actions	Potential Partners	Timelines
Work with key stakeholders and other committee groups to explore parttime and non-traditional hours for child care programs and child care models. <ul style="list-style-type: none"> • Regulatory requirements • Impact on child care educators • Subsidy and funding models • Onsite workplace models 	<ul style="list-style-type: none"> • Ministry of Health • Ministry of Child and Family Development • CCRR • Community Connections • Child care community 	Short term
Identify unlicensed family child care programs and work with the city to encourage the licensing process <ul style="list-style-type: none"> • Provide information to unlicensed programs on the benefits of and processes for operating a licensed dayhome 	<ul style="list-style-type: none"> • CCRR • City • Community Connections 	Short-medium term
Work with community partners to develop summer camp and recreation programs and after school care for school agers <ul style="list-style-type: none"> • Research municipal building that could host recreation programs during non-school times • Work with the licensing bodies • Co-ordinate after school programs to be operated in the schools using a portable set up-take down style if no permanent space is available 	<ul style="list-style-type: none"> • City • School District # 5 • Ministry of Health • Western Financial Place • Public library • Child care community 	Short term and ongoing
Set targets for child care spaces in neighbourhoods of higher needs. <ul style="list-style-type: none"> • Look for available spaces in these communities • Work with partners to identify potential interested developers 	<ul style="list-style-type: none"> • City • CCRR • Child care community 	
Month of May is child care month across BC: <ul style="list-style-type: none"> • Educate the community on the difference between licensed and unlicensed child care. • Educate the community on the value of qualified educated ECEs and the impact they have on their children 	<ul style="list-style-type: none"> • Child care community • City 	Short term, ongoing

One Voice: Child Care Advocacy

Recommended Actions	Potential Partners	Timelines
<p>Develop strategies and work with key organizations to address the recruitment and retention challenges of child care educators:</p> <ul style="list-style-type: none"> • Organize resource and recruitment fairs • Create consistent language around the child care profession • Partner with the school district to open up opportunities to provide presentations to high school students elevating child care as a professional career of choice • Work with the business community to explore different benefit options that can be used to help professionalize the profession • Work with Ministry of Advanced Education, Skills & Training to include child care in the ACE IT Program • Work with all level of governments to help design and implement a recruitment incentive for ECEs reentering the child care workforce. • Create bursaries for high school students for ECE courses 	<ul style="list-style-type: none"> • College of the Rockies • Ministry of Child and Family Development • ECEBC • Ministry of Advanced Education Skills & Training • City • School District #5 • Other municipal partners 	Short to Long term
<p>Develop an advocacy campaign to address the current wage issues</p> <ul style="list-style-type: none"> • Engage parents and businesses in an advocacy campaign for higher wages. (survey results demonstrate support for higher wages) • Provide opportunities for surrounding municipalities to come together to organize an advocacy plan • Work directly with the Ministry of Child and Family Development on the need for higher wages without increasing family fees to cover that cost • Work with ECEBC to have a local representative in the region that can be a provincial voice on the needs of the Kootenays 	<ul style="list-style-type: none"> • ECEBC • Ministry of Child and Family Development • Canadian Child Care Federation, other municipal partners 	Short term to roll out during National BC Child Care month in May ongoing

<ul style="list-style-type: none"> • Connect with the National Child Care Federation to advocate for funding at a national level 		
<p>Advocate for a more collaborative child care system among different government bodies</p> <ul style="list-style-type: none"> • Review licensing processes • Review funding processes • Align ECE education policies, licensing requirements and municipal requirements 	<ul style="list-style-type: none"> • All government agencies 	Short & Medium
<p>Work with organizations to develop a training, mentorship and professional development plan that focusses on quality child care and best practices</p> <ul style="list-style-type: none"> • Advocate that the Responsible Adults must complete a set of training/courses that is developed by a learning institute within the first 2 months of employment. This course should be a province wide course that provides consistent messaging to all Responsible Adults • Advocate for changes in the License to Practice process which includes education requirements • Develop a mentorship program for new recruits starting in the profession. This can be used as a bridging tool from education completion to practice 	<ul style="list-style-type: none"> • CCRR • College of the Rockies • Educators • Practicum child care locations • Ministry of Education • Ministry of Advanced Education Skills & Training • Ministry of Child and Family Development • ECEBC • Other municipal partners 	Short-Long term
<p>Gather information and advocate for equal and easier access for parent supports and funding</p> <ul style="list-style-type: none"> • Subsidy rates for 36 months to school age • A subsidy program that includes part-time hours • Easier access to supported child care services • Supported child care services available for school age programs 	<ul style="list-style-type: none"> • Parents and the broader community • City • Ministry of Child and Family Development • Other municipal partners 	Short to Medium term

One Community: Working together to overcome a complex social issue.

Recommended Actions	Potential Partners	Timelines
Support child care organizations to develop a sustainable business operational plan. Empower child care programs and educators to become involved with networking opportunities that can lead to professional development opportunities	<ul style="list-style-type: none"> • Chamber of Commerce • Junior Chamber of Commerce • City • Local banks • College of the Rockies • Columbia Basin Trust 	Build connections within 6 months and continue building and developing
Bring local business together to explore and develop co-workplace child care options <ul style="list-style-type: none"> • Downtown core • Hospital district • Explore opportunities for business and child care providers to partner on purpose-built child care programs 	<ul style="list-style-type: none"> • Chamber of Commerce • Downtown revitalization Project • One Vision Committee 	3-year work plan
Work with business to help provide supports for the child care profession. <ul style="list-style-type: none"> • Create business partnerships that can provide benefits for educators 	<ul style="list-style-type: none"> • City • Child Care Community • One Vision Committee 	
Month of May is child care month across BC: <ul style="list-style-type: none"> • Host a child care appreciation and awards night • Host media events that promote the value of the child care profession. Host a parent/child care provider resource fair • Have business and city council volunteer for ½ day or encourage city council and business to tour child care programs 	<ul style="list-style-type: none"> • Chamber of Commerce • CCRR • Community Connections • City • College of the Rockies. 	Short term to be implemented for the month of May Ongoing

These are recommendations. The success of the plan will greatly depend on the availability of community resources.

Non-Standard Child Care Hours

Most child care service providers who consider providing child care to meet non-standard schedules either reject the idea because it is not financially viable or cease to offer these services after a time. The additional costs associated with providing non-standard hours services are unsustainable for most child care services providers without a stable external source of additional funding (Work around the clock A snapshot of non-standard hours child care in Canada.

[https://www.childcarecanada.org/sites/default/files/Occasional%20paper%20No.29%20\[Revised,%20Sept%2016\].pdf](https://www.childcarecanada.org/sites/default/files/Occasional%20paper%20No.29%20[Revised,%20Sept%2016].pdf))

Workplace Child Care Models

Workplace child care is defined as child care services that assist employees of a particular workplace, organization, or development. Research indicates that it can increase employee performance and reduce absenteeism, as well as assist with the recruitment and retention of workers. Companies who have sponsored a workplace child care program have reported that they have been able to recoup up to 91% of their costs through the benefits of employee retention and performance (Chouinard and Ridgeway, 2016). (WORKPLACE CHILDCARE

https://sustain.ubc.ca/sites/sustain.ubc.ca/files/GCS/2018_GCS/Reports/2018-61%20Workplace%20Childcare%20-%20What%20works%20for%20Vancouver%20children%2C%20families%2C%20and%20employers_Hunter.pdf)

Early learning and child care needs across the country are vast and diverse. That is why high-quality, affordable child care is more than a convenience—it's a necessity. For too many families, the lack of affordable, high-quality child care means difficult choices. Some parents may have to sacrifice retirement savings to pay for child care, while others may leave their careers because child care is unavailable or unaffordable.

About Creative Childcare Consulting

As childcare owners/operators, Traudi Kelm and Diane McKean worked closely with parents, peers, community partners, municipalities, Regional Authorities and Provincial Government Departments to help strengthen the childcare community in Alberta. During our involvement with the Alberta Childcare Association, we worked with the community and various levels of government on such projects as: Expanding Childcare Spaces, Development of Accreditation Systems, The writing of the Alberta Childcare Act, Re-writing of the Childcare Regulations, and the development and funding management of the Professional Development Bursary for Early Learning and Childcare Educators. We worked with municipalities and the provincial government to support a provincial out of school care subsidy program. We have been involved with Communities of Practice at a Regional level and have volunteered with United Way on Building Adult Capacity to support healthy child development through community collaborations.

Creative Childcare Consulting (CCC) was incorporated in February 2009 under the ownership of Traudi Kelm and Diane McKean. CCC provides supports to childcare programs and the broader community by offering such services as professional development and coaching for Educators and Leadership, Policy Writing, New Start Up Consultation, Accreditation Supports, Training and Onboarding Manuals, Inclusive Childcare Supports, Site Assessments and Community Consultation. We have been the successful proponents of Regional and Provincial contracts and have worked with every Regional Licencing Authority in Alberta. We believe in strength- based systems, bringing communities together to build strong foundations in Early Child Development and developing realistic goals with achievable timeframes that have outcome -based results.

Appendix

Parent Feedback

Public Engagement hosted Oct 5, 2019. We had eleven participants and two interested parties that were exploring the opportunities to open childcare services in Cranbrook.

What is your vision for child care in Cranbrook?	What's working well?	What are the challenges?
<ul style="list-style-type: none"> • Professional Educators Paid/Retained • A model that supports families • Accessible quality care for everyone with no wait lists • All family child care is licensed • More qualified ECE's and Infant Toddler • More Government funding to support ECEs 	<ul style="list-style-type: none"> • Parents and childcare programs have good connections with each other 	<ul style="list-style-type: none"> • Some people choosing not to work because of no care • No after school care • No pick-up after school • Staff pay and recruitment needs to be higher, more valued • Spring break/summer programs scheduled really late • Not enough spaces • Professional value & pay for educators • Communication: Not getting info on resources & supports available/e.g. subsidy
What child care supports do you need to support your family?	What are you willing to pay for child care? (maximum) What type of care are you using?	What are some possible solutions to the current child care crisis?
<ul style="list-style-type: none"> • More after school care programs • More supports for children with special needs • Support for school age children to attend programs with a funded aide position 	<ul style="list-style-type: none"> • For quality licensed care, cost is not an issue • None. My husband cut back on work 	<ul style="list-style-type: none"> • Provincial funding for further wage top-up • Collaborative partnerships • City provides child care • Various options outside of Mon-Friday 8-5

Early Childcare Educators

What is your vision for child care in Cranbrook?	What's working well? And How would you define quality child care?	What are you willing to contribute to support space creation?
<ul style="list-style-type: none"> • Provide more information to general public on the importance on the Early Years & long-term effect. • Child care providers have access to: ongoing training/education, good/fair wages • Being seen as professional educators not babysitters, and having the City behind us to promote it • A healthy community of child care providers supporting each other 	<ul style="list-style-type: none"> • Current Child care professionals are dedicated to this profession. Most of us are 35+ years. Some of us most likely will not make the 10-year plan. Hope to be retired • ECEs need to take Professional Development and be able to do this during the week-not just evening & weekends 	<ul style="list-style-type: none"> • Advocate to ECEBC to change recruitment requirements • Maybe an interprovincial exam like other professionals have • Be a mentor to up and coming child care professionals • Be on a BC Board of Directors to keep pushing for more child care • To sit on a board to ensure a connection between ECE, College, & local governing bodies
What are the challenges?	What are some possible solutions?	What resources & supports do you need to support child care?
<ul style="list-style-type: none"> • Recruitment and retention. There are not enough ECEs to meet the current demand. How could we possibly expand spaces? • Paying for courses. I cannot afford to pre-fund my courses on the wages I make. There are government supports available but I can't even float the initial cost until I 	<ul style="list-style-type: none"> • Develop peer and student mentoring programs • Incentives and bursaries available to recruit high school students into the ECE profession. Could also be used to recruit ECEs back into the field • Incentives for ECEs to continue in the field • Having the College of the Rockies do a mandatory drop in or a face-to-face 	<ul style="list-style-type: none"> • Connecting with governing bodies & open yearly discussions • Incentives to high schoolers to go into ECE field (Bursary scholarships) • High school credit for ECE programs (ACE-IT program) • City and government provide free child care • Benefits for ECEs • Ongoing mentoring

<p>get reimbursed. My family can't give up that income</p> <ul style="list-style-type: none"> • Wage increase & benefits to help with selfcare & mental health • The professionals need to be more valued by the community workforce • Need better training. I feel that people who take their courses online do not get the same level of training or experience that they would get in a classroom and or experience of being with a child care center • Lack of mentoring 	<p>class once a month for online students</p> <ul style="list-style-type: none"> • Increased wages to at least cover the cost of living. I can't even afford to put my own child in child care • Take experience of Educators into consideration when determining qualification levels • Varying hours of facilities needs to be available and supported by wage top up incentives, additional funding or tax supports to support the operational costs of offering flexible hours and funding to recruit and retain a qualified workforce • Students and programs must have a clear knowledge and understanding of practicum 	<ul style="list-style-type: none"> • Leadership training • Good wages and recognition that our role & education, experience is valuable • City/government provide tax break for facilities/space • Government funded child care • Business co-ops and partnerships could support child care benefits • Chamber of Commerce offers a benefits program as well as Leadership training opportunities to its membership
--	---	---

Key stakeholders meeting 9/18/19

What is your vision for child care in Cranbrook?	What are the opportunities?
<p>In 1 year - 5</p> <ul style="list-style-type: none"> • Engaged families & business • May child care recognition: Celebration of ECE awards • Nominate 1 CC program for Chamber Business awards • Communication to families • Promote ECE as a profession: Change language to professional Educators 	<ul style="list-style-type: none"> • Involve parents...Advocacy • Work experience-high school-credits • High school transition program working towards ECE • Relationship building with Business, L.O.s & child care • Appropriate training childcare specific to LOs and ECE

<ul style="list-style-type: none"> • \$2 wage enhancement: promote in May • Start an ECE support group: One Voice • Increase quality workforce • Increase quality options for families • High school practicum • Professionalism: Expanding on needs • Expanding ACE-IT program to include ECE • Expand enrolment in College <p>Year 5-10</p> <ul style="list-style-type: none"> • College course refined • Offer to community • Full complement of affordable quality childcare in Cranbrook 	<ul style="list-style-type: none"> • Leadership Training- Business Planning • Grass roots committee: One Voice • Raise the profile for ECEs and quality • Agree and use a common professional language • Value brought to the community by ECEs • Impact well trained ECEs have on children/families <p>3 areas of focus:</p> <ul style="list-style-type: none"> • More educators • Quality • More spaces <p>May is child care month. The city can:</p> <ul style="list-style-type: none"> • Recognize Educators as professionals • Promote the importance of quality child care and the impact on families, business and a vibrant community • Provide communication <p>Leadership Training- Business Planning:</p> <ul style="list-style-type: none"> • How you present yourself-sell skills • Professionalism • Budgeting • Hiring & training • Building program capacity
<p>What are the challenges?</p>	<p>What are some possible solutions to the challenges?</p>
<ul style="list-style-type: none"> • Lack of mentorship: people aren't there • Burnout • Quality • Benefits • School system • F/T positions • Affordability • Students in College: low enrolment 	<ul style="list-style-type: none"> • Promoting Professionals • Do we move forward with unqualified staff or say no? • Expect new recruits to engage in training to retain position • Job fairs for recruitment • Engage business • Partnerships: college, High Schools, Community • Meet with MLA/MP

<ul style="list-style-type: none"> • Watering down standards: staff not available • Leadership • Licensing Regulating quality instead of just safety & health. • LOs must be knowledge based and consultative not punitive • Bureaucracy • Inconsistencies in regulation • Bursary \$ need to be paid up front then reimbursed after 1 year • Risk of payback for creating spaces 5-year commitment • Time • Lack of energy-morale • Budget restrictions • Senior population • ECEs in Alta are unqualified in BC. Lost opportunity for our recruitment. • Wages • Culture: ECE societal systemic 	<ul style="list-style-type: none"> • Expansion of ACE-IT program to include ECE
--	--