

**Ministry of Education
Early Years Division**

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**Ministère de l'Éducation
Division de la petite enfance**

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MEMORANDUM TO: Early Years Partners

FROM: Jim Grieve
Assistant Deputy Minister
Early Years Division
Ministry of Education

DATE: February 17, 2015

SUBJECT: *Child Care Public Awareness Campaign*

The Ontario government launched an advertising campaign to raise public awareness about child care options in this province. The campaign's objective is to support and empower parents, so they can choose child care that suits their family's needs. It will provide information about different types of care, and indicators of quality in child care settings.

The theme is "All Kinds of Questions" and the elements include radio, print and online advertisements. The online component of the campaign has video, banner ads and paid search. The creative elements feature both humorous parenting situations and more serious questions about child care that parents can relate to.

The ads will also promote a new website: ontario.ca/childcare, where families will find information and resources about child care options. A tip sheet — "Common Questions to Ask a Child Care Provider"— is also available to help guide their search for quality care. The campaign will be in English, French and 24 other languages to ensure that we reach parents from many backgrounds.

[Information for child care providers](#) will also be accessible through the new webpage.

As a valued early years partner, you know that quality child care programs make children feel safe, supported and cared for. All parents want their child to be in an environment where they can grow and thrive. It is our hope, that with the support of this campaign, more families will be able to find the care for their children that best suits their needs.

Thank you for your ongoing commitment and dedication to child care and early years services. We are working to build a more responsive, high-quality child care and early year's system that meets the needs of children and families across the province. Together, I am confident we are helping Ontario's children get the best possible start in life.

Regards,

A handwritten signature in black ink, appearing to read "Jim Grieve". The signature is fluid and cursive, with a large initial "J" and "G".

Jim Grieve
Assistant Deputy Minister
Early Years Division
Ministry of Education