

Make Harper **DELIVER THE DEAL**

SIGN the on-line letter to Harper at www.buildchildcare.ca

• **WRITE**, call, fax and e-mail the Prime Minister and the Premiers. Tell them to honour the childcare agreements.

• **SHARE** this leaflet widely with friends and colleagues – encourage them to take action (**order more** at www.nupge.ca).

• **GET** supportive organizations to publish your letters and articles.

• **CALL** radio and TV phone-in programs.

• **TELL** the national party leaders you want them to keep the childcare promise.

• **GET** in touch with your local childcare advocacy groups, and watch for local events.

• **LOG ON** to www.nupge.ca for news and resources.

• **JOIN** the Child Care Advocacy Association's Code Blue for Child Care campaign.

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National Childcare Program



**SIGNED
SEALED
UNDELIVERED**
**MAKE
HARPER
HONOUR
THE DEAL**



(613) 228-9800

Fax: (613) 228-9801

national@nupge.ca

www.nupge.ca





A national,
accessible,
affordable
childcare
program
was in
our grasp
at last

It was a **DONE DEAL**

The time for a national childcare program had come.

After 30 years of commitment and hard work from Canada's parents, communities, social justice groups and unions, the foundation of an accessible, affordable national childcare program was in place.

All 10 provincial governments had signed agreements with the federal government. Canada's next great social program was within our grasp.

It was a **GOOD DEAL**

The deal for an accessible, affordable national childcare program was good for children, good for parents — good for us all. We have the research to prove it.

Research shows that every dollar invested in high quality childcare generates a two dollar return in social and economic benefits to children, parents and society.

Research shows a cost saving of *seven times* the original investment in quality childcare for at-risk children, in terms of social responsibility, crime reduction, success at school and success in employment.

Research shows access to quality childcare enhances children's development in every way — intellectually, physically, emotionally and linguistically.

Research shows that childcare is our best weapon against poverty, social exclusion and frustrated opportunity.

Harper says **NO DEAL**

Prime Minister Harper says a deal is not a deal. He has announced his intention to shred the agreements with the provinces.

Harper has already begun to dismantle the fledgling childcare program. He proposes instead to leave it up to each family to make the best childcare arrangements they can, with the help of a meagre federal allowance.

But parents can't buy services that don't exist, and Harper's plan will not create the childcare spaces that Canadian families need and want.

And, his childcare scheme will most benefit those families who don't need the help, while low income families with two working parents will benefit the least.

According to the Caledon Institute, a two-earner Ontario family earning \$36,000 a year and raising two children, one of them under age six, could see just \$388 of the proposed \$1,200 — or about \$32 a month — under Mr. Harper's childcare allowance scheme.

Mr. Harper's proposed income support is welcomed by families with young children. But it is *not* a national childcare program.

Act to make it **OUR DEAL**

The deal for a national childcare program cannot be dismissed as merely the promise of a former government, or a different political party, for which the current government bears no responsibility. It is an agreement signed by the Government of Canada, on behalf of Canadian children and Canadian families, for which the current government bears every responsibility.

The fact is 64% of Canadians voted against Harper's ideas and for parties who support a national childcare program.

Parents want it. Canadian families need support regardless of whether parents work in or outside of the home. Parents want safe, reliable childcare options to ease the load of raising children.

Workers want it. Working parents, particularly women, want to feel confident they have good and real options for their children. By investing in policies that provide tangible support for a better work-life balance, women's earning potential is improved, as are their chances of retiring with adequate pensions.

Businesses want it. They appreciate that the growing struggle to attract and retain employees is directly tied to those workers having access to quality early learning and childcare options for their children.

We all need it. Canadians with no children understand we're *all* better off when our nation's children are provided that critical leg up which study after study shows quality developmental childcare delivers.