

CVEYC Key Messages for Communication Plan

A Child's Early Years are Important

Key Message: A child's first years are fundamental for lifelong health and development. Early experiences critically impact the developing brain, body, and personality of young children, and these experiences create a foundation for later growth and learning.

We can make a difference for a Child's Development

Key Message: Family environments, peer interaction, literacy and language exposure, socio-economic factors, access to health care and community resources and early learning activities are ways all people in a child's life can make a difference to a child's healthy development in the early years.

Investing in Children is Positive for Communities and Society

Key Message: The evidence and science are clear that investing in children's healthy development in the early years' benefits children, families and communities for years to come. From an economic perspective alone in 2017 the Conference Board of Canada calculated that for every \$1.00 spent on early childhood development there is a societal benefit of \$6.00.

We Value Connectedness

Key message: We strive to work collaboratively through strong and supportive relationships with each other (professionally) and each service (organizationally) to create a growing web of care around families.

We Value Respect

Key message: We are supportive of each other, value each other's expertise and intentionally will be culturally aware. Our interactions are reflective, regulated, fun and inspire a commitment to the collaborative and children in the early years.

We Value Community Engagement

Key Message: We intentionally look for opportunities to listen to, learn from and inform families, service providers and other influencers. Community engagement ensures that community members have access and input into community planning for programs and services that affect them.

We Value Diversity and Inclusion

Key Message: We are inclusive of many perspectives by fostering a spirit of openness and appreciation and strive to include those most affected by our initiatives early in the planning process.

We Actively Work to Counter Stigma and Discrimination

Key Message: Stigma and discrimination can exclude families in our community from participating fully in our community and are barriers to early childhood well-being. We work to actively counter stigma and discrimination so all families can participate and flourish.

We Promote Accessibility and Universal Design

Key Message: Universal Design makes access to community possible for everyone and life easier, healthier and friendly for all.

Universal Design is the design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size, ability or disability (<http://universaldesign.ie/What-is-Universal-Design/>).

Accessibility refers to a design process that specifically considers the needs of people with disabilities.

We Use Evidence to Inform our Work

Key message: Our work is informed by recent and relevant research and practice related to healthy child development. We also actively seek research opportunities and support professional education for people working with children and families (0-8)

We Strive for Systems Change

Key message: We leverage our family-focused influence to embrace innovative, creative and insightful approaches to change. We are committed to generative conversations that lead to action for fundamental change in policies, processes, relationships and power structures as well as deeply held values and norms.

Comox Valley Early Years Collaborative

Key Message: The Comox Valley Early Years Collaborative is a network of over 40 individuals and organizations committed to improving the lives of young children (0-8) in the Comox Valley. The Collaborative works in close partnership with the Council for Indigenous Early Child Development and the Comox Valley Community Health Network.

Collaborative Initiatives

Key Message: Together the Collaborative is involved in a number of joint initiatives:

Building Connections for Valley Families: we work together as a community to increase early years” outcomes for children in the valley

Child Care Planning: we are advocating for and working towards the implementation of the Comox valley Child Care Action Plan

Valley Child: Connects parents, caregivers and service providers in the Comox Valley with tools and resources to help kids find success

Valley Families: Part of an early years’ initiative to promote family literacy and healthy child development, providing opportunities for parents and children to interact in a safe and engaging environment

Research Collaborations: we work with the Human Early Learning Partnership at UBC to research (map) our community strengths and barriers to lead systems change for childhood well-being.