

Clause 13 in Report No. 15 of Committee of the Whole was adopted, without amendment, by the Council of The Regional Municipality of York at its meeting held on November 16, 2017.

13

Update on Ontario Early Years Child and Family Centres Initiative  
and New Provincial Funding Allocations for 2018

Committee of the Whole recommends adoption of the following recommendations contained in the report dated October 19, 2017 from the Commissioner of Community and Health Services:

1. Council authorize an expenditure of up to \$9,115,369 gross (\$0 net) in 2018 management of Ontario Early Years Child and Family Centres.
2. The Commissioner of Community and Health Services be authorized to execute an agreement with the Ministry of Education for management of Ontario Early Years Child and Family Centres in 2018.

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Report dated October 19, 2017 from the Commissioner of Community and Health Services now follows:

1. Recommendations

It is recommended that:

1. Council authorize an expenditure of up to \$9,115,369 gross (\$0 net) in 2018 management of Ontario Early Years Child and Family Centres.
2. The Commissioner of Community and Health Services be authorized to execute an agreement with the Ministry of Education for management of Ontario Early Years Child and Family Centres in 2018.

## 2. Purpose

As stated in a memorandum to Council on [May 11, 2017](#), the Province of Ontario is integrating and transforming all Ministry of Education-funded child and family programs into one cohesive system of services for children 0 to 6 years of age to be administered by the 47 Consolidated Municipal Service Managers and District Social Services Administration Boards. York Region is the Service System Manager for Children's Services and will assume responsibility for local transformation, integration and regional oversight of these programs.

This report recommends execution of an agreement with the Province to accept new 100 percent provincial funding and associated responsibilities for management of Ontario Early Years Child and Family Centres.

## 3. Background

The Province of Ontario continues to modernize the early years sector to better support children and families through an increasingly integrated, accessible and responsive system of services

The early years sector has undergone major reforms to modernize administration and service delivery, centred around improved outcomes for children and families. This includes transfer of responsibilities from the Ministry of Child and Youth Services to the Ministry of Education, a new funding formula and framework for child care, and proclamation of the *Child Care and Early Years Act, 2014*.

Since 2013 the Region has received \$31 million in new 100 percent ongoing provincial funding with increased flexibility and responsibility to address local needs. The Region has directed provincial investments to:

- Enhance provision of high-quality licenced child care through integrated system planning
- Decrease waitlists for child care and early intervention services
- Build capacity in licensed child care
- Administer wage enhancements to better support quality Registered Early Childhood Educators

## Update on Ontario Early Years Child and Family Centres Initiative and New Provincial Funding Allocations for 2018

In 2018, York Region and all other Service System Managers across Ontario will assume multiple roles in the management of Ontario Early Years Child and Family Centres

In February 2016, the Province announced a new initiative in its modernization of the Children's Services System. All Ministry of Education (Ministry)-funded child and family programs are to be transformed into an integrated system of services. These services will be delivered through newly created Ontario Early Years Child and Family Centres (Child and Family Centres).

Effective January 1, 2018, Service System Managers have new responsibilities for the local management of Child and Family Centres, including funding administration and program delivery of mandatory core services for children 0-6 years of age and their families.

There are currently three child and family programs administered by the Ministry which will be replaced by Child and Family Centres

The Ministry will be terminating the three existing programs, and requires municipalities to replace them with Child and Family Centres. The Ministry currently funds 69 sites in York Region under these three programs:

- One Child Care Resource Centre
- Five Parent and Family Literacy Centres
- 63 Ontario Early Years Centres

These programs are operated by one local school board and five community agencies, namely:

- York Region District School Board
- Family Day Care Services
- York Child Development and Family Services Inc.
- YMCA of the Greater Toronto Area
- Social Enterprise for Canada
- York Region Rose of Sharon Services for Young Mothers

## Update on Ontario Early Years Child and Family Centres Initiative and New Provincial Funding Allocations for 2018

York Region has been mandated to plan, implement and administer the new Child and Family Centres

New responsibilities for York Region include:

- Determining how, and by whom services will be delivered
- Conducting an assessment to understand community needs, identify gaps or duplication of services, and to help ensure that funding is used effectively to meet the needs of children, parents and caregivers
- Engaging and consulting with early years partners, including school boards, service providers, stakeholders, and parents and caregivers to inform the planning process
- Managing the delivery of a suite of core services, including engaging parents and caregivers, supporting early learning and development, and making connections for families by providing information and referrals to programs and specialized services to support the family as a whole
- Fostering a community-based planning process to better support the needs of children and families
- Providing oversight and accountability of provincial funds

Planning work is already underway, supported by additional funding of \$9,115,369 gross (\$0 net) in 2017.

### 4. Analysis and Implications

New 100% funding has been allocated to York Region to implement Child and Family Centres

For 2018, York Region has been allocated \$9,115,369 in 100 percent provincial funding for the planning, oversight and delivery of Child and Family Centres. As part of the new funding approach, the Ministry has ensured all communities will receive a minimum increase of approximately 10 percent above previously estimated funding levels to support system enhancements and this new role that municipalities must assume. There will be no tax levy impact.

## Update on Ontario Early Years Child and Family Centres Initiative and New Provincial Funding Allocations for 2018

The new Child and Family Centres will be located throughout the Region to support children, parents and caregivers in learning, growing and connection together

The Province requires that core services be provided to achieve the following objectives:

- Parents and caregivers have access to high quality services that support them in their role as their children's first teachers, enhance their well-being, and enrich their knowledge about early learning and development
- Children have access to play and inquiry-based learning opportunities and experience positive developmental health and well-being
- Parents and caregivers have opportunities to strengthen their relationships with their children
- Francophone children and families have access to French language programs and gain enhanced knowledge about language and develop their Francophone identity
- Indigenous children and families have access to culturally responsive programming
- Parents and caregivers are provided with timely, relevant and up-to-date information about community and specialized services
- Local service providers collaborate and integrate services to meet community needs in an efficient and accessible way

In addition to delivering these mandatory core services, York Region is expected to use the results of the local needs assessment and community consultations to add services that inclusively meet unique local needs and address any gaps in service.

Access to core services will be free of charge.

A Needs Assessment informed the Region's initial plan for implementing new Child and Family Centres

On September 29, 2017, York Region submitted a summary of the needs assessment and initial Plan for implementing Child and Family Centres (see Attachment 1) to the Ministry. This submission provides an overview of York Region's role for Child and Family Centres, key findings from the local needs assessment, the implementation plan and next steps.

## Update on Ontario Early Years Child and Family Centres Initiative and New Provincial Funding Allocations for 2018

Work on the needs assessment included detailed mapping of numbers of children, existing service locations, and areas with apparent gaps. Some key findings from the needs assessment include:

- According to 2011 Census data, York Region has 71,245 children aged 0 to 6, representing 6.9 per cent of the population.
- In 2016 to 2017, children made 104,978 visits to child and family programs, and parents and caregivers made 98,616 visits.
- The majority of existing programs are located within schools, libraries and parks, which aligns with the Ministry's schools-first approach and feedback from parents and caregivers on preferred locations.
- Hours of operation vary among service providers, and there are limited programs offered during weekends. To better meet community needs, hours of operation will be evaluated to improve access and offer families more flexible choices.

York Region's implementation plan will support system transformation while minimizing service disruptions

Implementation of the Child and Family Centres initiative will focus on enhancing programs to meet community needs while maintaining a stable current system of services. Using guidelines released by the Province, changes will be phased-in to ensure flexibility and stability for families in the planning and delivery of services:

- Phase 1 (2016 to 2017): Planning and Assessment to evaluate the current landscape of child and family programs in York Region and understand community needs. At a high level, the assessment has identified areas that are currently underserved and demonstrated the need for a more targeted approach towards enhancing inclusion for Indigenous and Francophone populations. The implementation plan will continue to evolve throughout the planning and assessment phase and will include:
  - Continuing to consult with service providers, community partners and key stakeholders and engaging parents and caregivers currently attending the programs.
  - Consulting with parents and caregivers who do not, or cannot, currently attend these programs in order to increase inclusivity and access for underserved populations.

## Update on Ontario Early Years Child and Family Centres Initiative and New Provincial Funding Allocations for 2018

- Phase 2 (2018): Transitioning towards program transformation while minimizing service disruptions by continuing operations with the current service providers in the existing locations. Services will be expanded to address gaps in service, providing families with more opportunities to access programs. For the current 69 sites, the Region will work with the service providers to bring the services to a common standard and ensure that consistent and high-quality core services are delivered.
- Phase 3 (2019): By January 2019, all programs changes are to be implemented. The final sites will be determined with new locations in operation.
- Phase 4 (2020 and beyond): The new Child and Family Centre system will be fully in place, and part of an integrated, seamless children's services system.

Service Managers may enter into Purchase of Service Agreements with publicly-funded school boards and/or non-profit local service providers to operate Child and Family Centres

Local community agencies and school boards have been operating child and family programs in York Region, many for over 15 years. In order to maximize existing expertise and the strengths of these programs while minimizing service disruptions, the Region plans to enter into Purchase of Service Agreements with the current six service providers to continue operations at the existing locations.

The Purchase of Service Agreements will be in effect for a two-year period from January 1, 2018 to December 31, 2019. The Region may choose to extend or renew Agreements based on transition planning, community need and availability of provincial funding.

A Request for Proposal process may be used for any new or expanding operations starting in 2018.

## 5. Financial Considerations

In 2018, York Region has been allocated \$9,115,369 for management of Child and Family Centres. This allocation is 100 percent provincial funding with no tax levy cost share required and will be included in the 2018 budget request.

The Region may use up to 10 percent of this funding (\$911,537) for program administration, which in 2018 will include funding four temporary positions to support planning and implementation. The remainder of the funding will be spent on operating costs, prioritizing the delivery of programming and ensuring that funds are focusing on serving children and their families. York Region will use

## Update on Ontario Early Years Child and Family Centres Initiative and New Provincial Funding Allocations for 2018

this funding to support enhanced child and family services responsive to community need based on local service system planning.

### 6. Local Municipal Impact

Management of Child and Family Centres will allow York Region to build on existing strengths of child and family programs and expand its development of a service system that is responsive, high-quality and tailored to meet local needs. Through community-based planning and an assessment of local needs, York Region will enhance the service model to benefit residents in all local municipalities who access child and family programs.

### 7. Conclusion

A robust early years system benefits not only children and their immediate families but the community as a whole. Having affordable, high-quality early years options gives parents more employment opportunities and positively contributes to a child's overall health and well-being.

Through the new, provincially funded Ontario Early Years Child and Family Centres Initiative, York Region will fund community agencies to provide all children and families with access to a range of high-quality, inclusive and responsive child and family programs. Initial planning has been undertaken to determine the locations of new Child and Family Centres in areas of the Region where they are most needed. Operations will begin in 2018. By investing in the early years, a stable and strong system of supports is being created to benefit all families in York Region.

For more information on this report, please contact Cordelia Abankwa, General Manager, Social Services at 1-877-464-9675 ext. 72150.

The Senior Management Group has reviewed this report.

October 19, 2017

Attachment (1)

#7931888

Accessible formats or communication supports are available upon request



## The Regional Municipality of York

# TRANSFORMING EARLY YEARS PROGRAMS AND SERVICES

Ontario Early Years Child and  
Family Centres (OEYCFC) Initiative

### **Initial Plan**

September 29, 2017

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**Community and Health  
Services Department**  
Social Services Branch  
Integrated Children's  
Services Division

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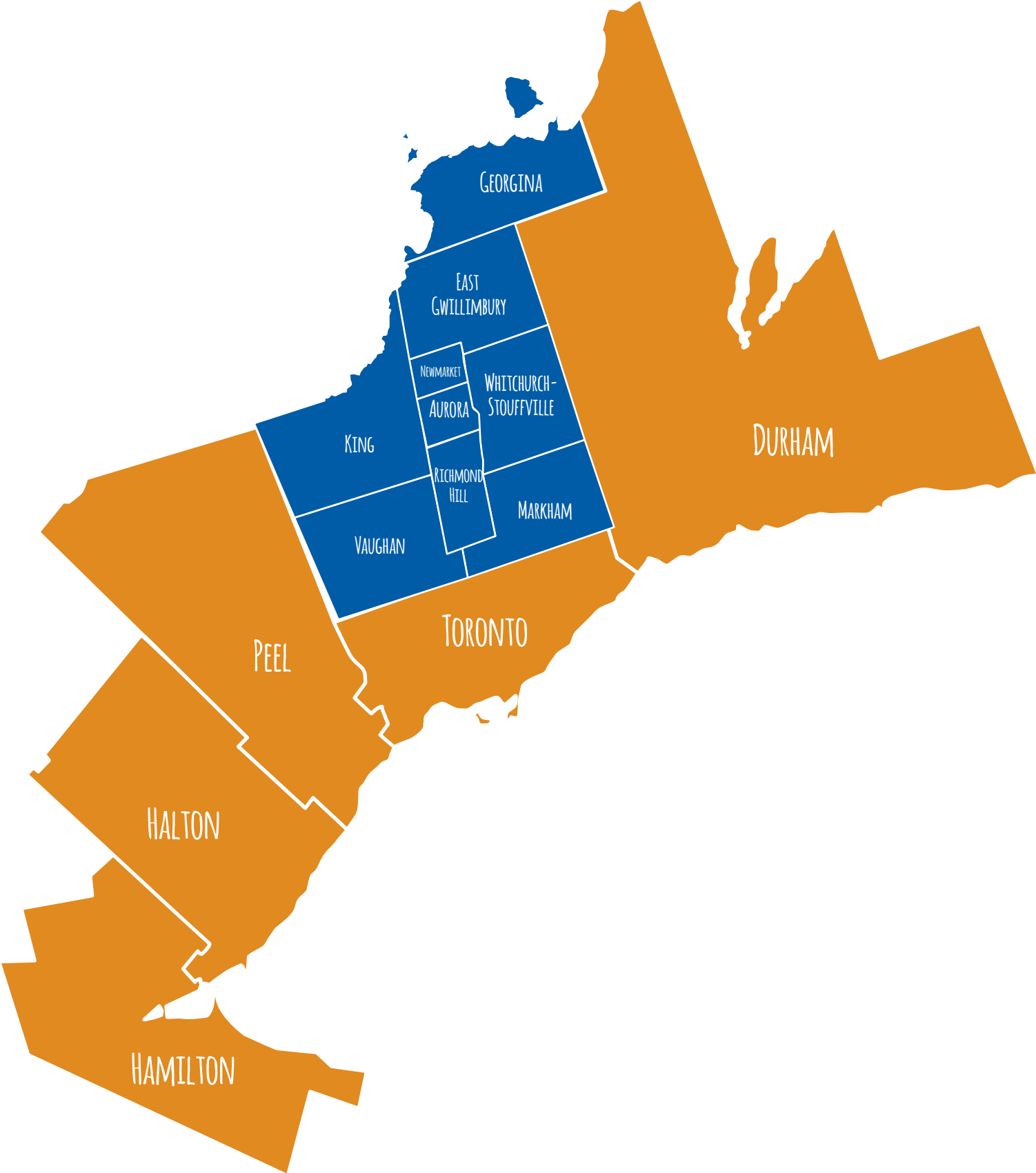


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**Accessible formats or communication supports are available upon request**

# THE REGIONAL MUNICIPALITY OF YORK



# CHILD AND FAMILY PROGRAMS in York Region (2016)



53,195

census

**FAMILIES**

with at least one child **aged 0-6** in 2011



71,245

**CHILDREN**

aged 0-6 in 2011, representing  
**6.9%** of the population



104,978

**VISITS TO PROGRAMS  
BY CHILDREN**

98,616 **BY PARENTS/CAREGIVERS**

in 2016 -2017



69

**CHILD AND FAMILY**

**PROGRAM LOCATIONS**

(63 OEYCs, 5 PFLCs, 1 CCRC)



23

**ALL OUR KIDS (AOK)**

Early Child Development  
and Parenting Programs

**PROGRAM LOCATIONS**

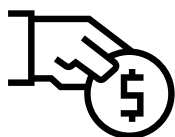


12

**COMMUNITY ACTION**

Program for Children (**CAP-C**)

**PROGRAM LOCATIONS**



**funding  
source**

=



**PROVINCIAL**



**MUNICIPAL**



**FEDERAL**

Source: Statistics Canada, 2011 Census and Regional Municipality of York – Operational Survey and Programming Components Survey  
Note: 2016 Census data was not available during the preparation of this report



# EXECUTIVE SUMMARY

Effective January 1, 2018, The Regional Municipality of York will be responsible for the management and delivery of Ministry-funded child and family programs in York Region.

This is the next phase of the Ministry of Education's plan to modernize and transform early years programs and services in Ontario.

Beginning in August 2016, York Region conducted a local assessment of the current state of child and family programs and services to identify:

- ★ Community need
- ★ Existing child and family program locations
- ★ Program offerings
- ★ Hours of operation

In 2016, there were approximately 69 Ministry-funded child and family program locations across York Region. Following a comprehensive review, York Region identified that although service providers are committed to meeting the unique needs of their communities, budgetary constraints prevented them from fully doing so. Through the establishment of an evidence-based site selection model, York Region has identified potential new opportunities to expand child and family programs across the Region. Request for Proposals will be sent out in Fall 2017 to ensure that an initial five new locations will be up and running in early 2018.

2018 will be a transition year for Ontario Early Years Child and Family Centres (OEYCFCs) as the Region works towards achieving service integration and continues to engage with families, service providers, community partners, and stakeholders through an OEYCFC Consultation Committee and parent and community engagement sessions. The transition year will allow for time and flexibility for existing and new OEYCFC service providers to further enhance their programs and services to meet core provincial requirements while meeting the local needs of their communities with inclusive, welcoming and high-quality programs.

The Region will continue to work collaboratively with families, community partners, and stakeholders to identify new opportunities to further enhance and expand child and family programs throughout 2018. It is expected that all OEYCFC locations will be operating mandatory core services by January 2019.

# INTRODUCTION

The Ministry of Education currently funds four types of child and family programs that provide beneficial programs and services to families across Ontario, which includes:

- ★ Ontario Early Years Centres (OEYC)
- ★ Parenting and Family Literacy Centres (PFLC)
- ★ Child Care Resource Centres (CCRC)
- ★ Better Beginnings, Better Futures programs (BBBF)

Since 2010, the Province of Ontario has taken several steps towards its vision for an early years system that is high quality, seamless, and accessible for children and their families across the province. This includes the implementation of full-day kindergarten, the release of a new child care funding formula, the release of the *Ontario Early Years Policy Framework and How Does Learning Happen? Ontario's Pedagogy for the Early Years*, *Ontario's Renewed Early Years and Child Care Policy Framework*, and the proclamation of the *Child Care and Early Years Act, 2014*.

In February 2016, the Ministry of Education announced its plan to transform Ministry-funded child and family programs into an integrated, cohesive system of services and supports for children birth to six years of age, and their parents and caregivers. Under this initiative, Ministry-funded child and family programs will be delivered through newly created Ontario Early Years Child and Family Centres (OEYCFCs) and managed locally by Consolidated Municipal Service Managers (CMSMs) and District Social Service Administration Boards (DSSABs).

Beginning January 1, 2018, The Regional Municipality of York will become responsible for the management of OEYCFCs. In 2018, York Region will continue to engage and consult with community partners and stakeholders on the development and implementation of OEYCFC programs and services to achieve service integration and further enhance child and family programs for residents.

York Region is committed to providing high-quality, inclusive and affordable services that respond to the needs of its rapidly growing communities. There are many publicly-funded community-based child and family programs that support parents, caregivers and their children, birth to six years of age in the Region.

These include:

- ★ **Federally-funded Community Action Programs for Children (CAP-C)**
- ★ **Provincially-funded OEYC, PFLC and CCRC programs**
- ★ **Regionally-funded All Our Kids (AOK) Early Child Development and Parenting Programs**
- ★ **Municipally-funded library and recreational programs**





## THIS REPORT COVERS THE FOLLOWING:

YORK REGION'S VISION AND ROLE

PLANNING FOR NEWLY CREATED OEYCFCs

PHASE 1: PLANNING AND ASSESSMENT

PHASE 2: TRANSITION YEAR

PHASE 3: IMPLEMENTATION

PHASE 4: ONGOING OPERATIONS

NEXT STEPS

## YORK REGION'S VISION AND ROLE

VISION STATEMENT: YORK REGION OEYCFCs WILL PROVIDE CORE SERVICES THAT MEET THE LOCAL NEEDS OF CHILDREN, FAMILIES AND CAREGIVERS WITH INCLUSIVE, WELCOMING AND HIGH-QUALITY PROGRAMS.

### York Region's goal for OEYCFCs is to:

- ★ Be people-centered and responsive to the needs of local neighbourhood
- ★ Be accessible
- ★ Provide quality programs and services to support children and families to thrive.

# GUIDING PRINCIPLES

**Child and Family Centred:** All programs and services are designed and delivered to meet the unique needs of parents, caregivers and young children to support their developmental health and general well-being.

**Welcoming:** OEYCFCs provide a warm and welcoming environment based on the foundational conditions for supporting growth and long-term success (belonging, well-being, engagement and expression).

**High Quality:** Programs and services are designed to foster positive outcomes and support nurturing relationships for children, parents and caregivers based on the latest evidence and research.

**Inclusive:** Programs and services are accessible and responsive to children, parents and caregivers with varying abilities and cultural, language, socio-economic, sexual orientation and religious backgrounds.

**Integrated:** Programs and services are developed, coordinated and delivered in a cohesive manner in collaboration with broader community services, school boards, early years partners, primary care providers, parents and caregivers.

**Community Led:** Communities, educators, parents and caregivers are engaged in designing OEYCFC programs and services that embrace and build on their strengths, address identified gaps and meet their unique needs.

# MANDATORY CORE SERVICES

## Engaging Parents and Caregivers

- ★ Discussions and information sharing about child development, parenting, nutrition, play and inquiry based learning, and other topics that support their role
- ★ Pre- and postnatal support programs to enhance parent and caregiver well-being and to support them in their role(s)
- ★ Targeted outreach activities directed at parents and caregivers that could benefit from OEYCFC programs and services but are not currently accessing services for a variety of reasons (e.g., newcomers to Ontario, teen parents, low-income families, etc.)

## Supporting Early Learning and Development

- ★ Drop-in programs and others programs and services that build responsive adult-child relationships and encourage children's exploration, play and inquiry, supported by *How Does Learning Happen? Ontario's Pedagogy for the Early Years*

## Making Connections for Families

- ★ Responding to a parent/caregiver concern about their child's development through conversation and observation supported by validated tools and resources (e.g., developmental surveillance, Nipissing District Developmental Screen™ (NDDS)). In some cases, this may result in supporting parents/caregivers to seek additional support from primary care or other regulated health professionals
- ★ Information sharing about and facilitating connections with specialized community services (such as children's rehabilitation services), coordinated service planning, public health, education, child care, and child welfare, as appropriate
- ★ Information sharing about programs and services available for the whole family beyond the early years

In alignment with the Ministry of Education’s vision and *Ontario’s Renewed Early Years and Child Care Policy Framework*, newly created OEYCFCs will support families to learn, grow and connect – together. OEYCFCs will be easy to access, inclusive, affordable, and offer high-quality programs guided by *How Does Learning Happen (HDLH)*. OEYCFCs will strive to enhance children’s early learning and development and further support parents and caregivers in their role to increase the well-being of families in York Region.

The Ministry of Education has identified that municipalities, in their role as the Child Care Service System Manager, will have key responsibilities and leadership for planning and implementing OEYCFCs.

### **The Region’s Role as Child Care Service System Manager is to:**

1. Determine how, and by whom services will be delivered.
2. Conduct a Local Needs Assessment (LNA).
3. Engage and consult with early years partners including service providers, community partners, stakeholders, and parents and caregivers to inform the planning process.
4. Manage the delivery of mandatory core services.
5. Integrate the planning for OEYCFCs into a community-based planning process for service system planning for children services.
6. Provide oversight and accountability of provincial funds.

## PLANNING FOR NEWLY CREATED OEYCFCs

To meet the unique needs of communities, the Region is engaging and consulting with school boards, service providers, stakeholders, parents and caregivers to inform the transition and implementation of newly created OEYCFCs. Consultations will continue throughout the remainder of 2017 and 2018 to inform service system planning. In November 2017, the Region will seek Council approval to accept funds for the OEYCFC initiative effective January 1, 2018.

Upon Council approval, the Region intends to have purchase of service agreements in place, effective January 1, 2018, with the existing OEYC/PFLC/CCRC service providers in York Region to continue to provide existing programs, in their existing locations.

January to December 2018 will be a transition year as the Region works toward achieving service integration and continues to engage its community members. Following a fulsome engagement strategy and community consultations in 2018, the Region will work towards further enhancing child and family programs and identifying potential new locations in areas of known need. Service providers may experience operational changes throughout the transition year.

The Region is committed to working collaboratively with service providers to support them through the transition period and minimize service disruptions.



# OEYCFC WORK PLAN AT A GLANCE

OEYCFCs will be implemented in a phased-in approach to ensure flexibility in the planning and delivery of services:

## PHASE 1

### PLANNING AND ASSESSMENT (2016 - 2017)

- Develop LNA, data mapping tool for OEYCFC planning, Site Selection Model (SSM) and funding formula for existing service providers
- Establish an OEYCFC consultation committee and continue with parent and community engagements
- Determine service gaps within the system of underserved and unserved areas of the region using the SSM
- Develop criteria and process for a Request for Proposal (RFP) for any new or expanding operations in 2018
- Seek Council approval for accepting funds from the Ministry of Education
- Create and execute contracts with existing service providers to ensure stability and continuation of services

## PHASE 2

### TRANSITION YEAR (2018)

- Continue with parent and community engagement until April 2018
- Continue to determine 'areas of need' using SSM
- Establish and hold public meetings regarding the RFP process for interested organizations
- Evaluate RFP submissions and negotiate new contracts
- Execute new contracts
- Hire community program coordinator to conduct ongoing quality assurance

## PHASE 3

### IMPLEMENTATION (2019)

- All OEYCFCs will meet the core program requirements
- All operations at new site locations will be underway
- Ongoing quality assurance controls will be established by the Region to review and evaluate ongoing operations
- Operational changes will be requested as required and the Region will work closely with service providers to ensure successful service integration across the Region
- Establish a child care and early years programs and services plan (service system plan) by June 2019

## PHASE 4

### ONGOING OPERATIONS (2020)

- Manage ongoing operations



# PHASE 1: PLANNING AND ASSESSMENT (AUGUST 2016 – DECEMBER 2017)

## DEVELOPMENT OF LOCAL NEEDS ASSESSMENT

### Internal Data Working Group

An internal data working group was established in August 2016, to initiate the LNA. The data working group is comprised of key cross-departmental partners including, the Integrated Children’s Services Division, Strategies and Partnerships Branch, Projects and Program Policy Strategy Unit, Data Analytics and Visualization Services, Integrated Business Services Branch, Data Analysis Coordinator and Early Years Strategy Team. The data working group:

- ★ Assisted in identifying and gathering required data elements as listed in the provincial guidelines for the LNA
- ★ Identified existing internal data sources to inform planning and development
- ★ Identified gaps in available data

A list of data indicators were developed to assess the current landscape of child and family programs in York Region, which includes OEYCs, PFLCs, and CCRCs to determine:

- ★ Distribution of current program locations by Early Development Instrument (EDI) neighbourhood boundaries
- ★ Current site location by 0 – 6 population
- ★ Description of EDI neighbourhood where current programs are located
- ★ Potential service gaps and service distributions





## Data Indicators:

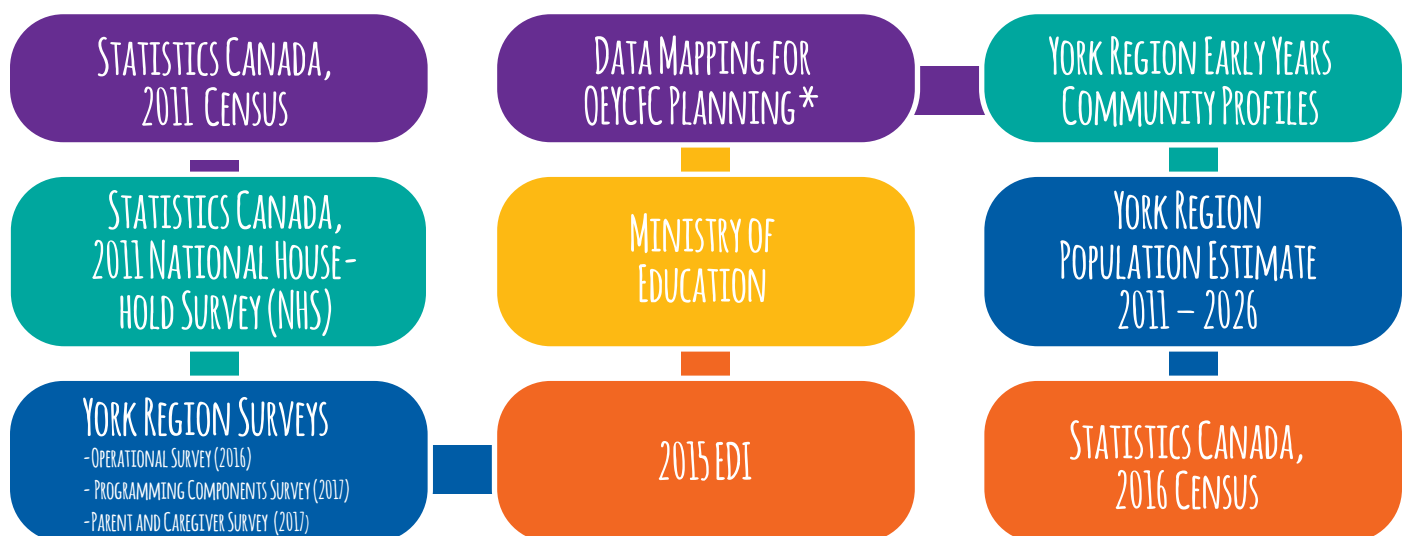
- ★ % of 0 – 6 population by EDI neighbourhood
- ★ % of children “scoring low” in one or more domain
- ★ Other community services available by EDI neighbourhood
- ★ Non-provincially funded child and family programs by EDI neighbourhood
- ★ % of lone-parent families and % of two-parent families by EDI neighbourhood
- ★ % of 0 – 6 immigrant population, % of 0 – 6 population in low income, % of 0 – 6 Francophone population, and % of 0 – 6 Indigenous population by EDI neighbourhood
- ★ Program operations by EDI neighbourhood
- ★ Walk and transit scores
- ★ Participant utilization
- ★ Preferred service locations
- ★ % of non-official languages spoken at home
- ★ Preferred hours of operation
- ★ % of respondents who felt the program is valuable

To support the completion of the LNA, additional data was purchased from Statistics Canada to gather local municipal data and 0 – 6 Francophone population data.

## Community Engagement

Through engagement with key community partners and service providers, three surveys were developed and disseminated to gather information on program data (location of services, hours of operations, program offerings, etc.), and parent and caregiver feedback on existing programs and services. Results from these surveys were gathered to inform the LNA.

## Data Sources



\*A data mapping tool, based on the [Early Years Community Profiles](#), provides a visual display of various data indicators relevant in the planning for OEYCFs, at the EDI neighbourhood level. Detailed instructions and a glossary of terms for the Data Mapping Tool are located in [appendix 1](#) and [2](#).

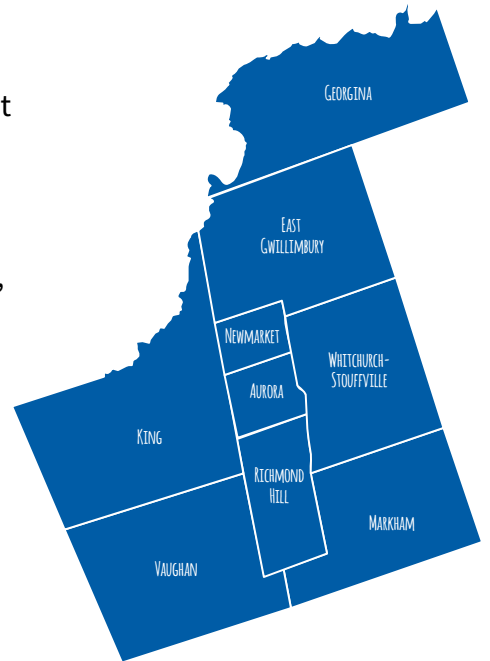
# SUMMARY OF LOCAL NEEDS ASSESSMENT

## York Region at a Glance

York Region is the third largest municipality in Ontario and sixth largest in Canada. It consists of nine local municipalities spanning from Lake Simcoe to Toronto. These include: The Town of Aurora, The Town of East Gwillimbury, The Town of Georgina, The Township of King, The City of Markham, The Town of Newmarket, The Town of Richmond Hill, The City of Vaughan, and The Town of Whitchurch-Stouffville.

The Region has a two-tier government system; each town and city has a Council that is responsible for the public administration within the borders of its local municipality. Regional Council is comprised of one Regional Chairman, nine Mayors and 11 Regional Councillors who govern the Region. The Region is divided into 64 distinct EDI neighbourhood to measure EDI results.

In 2011 there were a total of 1.03 million residents that lived in York Region. The most recent 2016 census data shows a population growth rate of 7.5 per cent, with a total population of 1.1 million residents.



## What is the data telling us?

71,245  
CHILDREN  
aged 0-6 in 2011, representing  
**6.9%** of the population



Of the 71,245 children 0 – 6 years of age, 1.1 per cent identified as Francophone and 0.53 per cent self-identified as Indigenous. Based on 2011 census and NHS data, the 0 – 6 Francophone and Indigenous populations in York Region were relatively small when compared to the total 0 – 6 child population.

In 2011, 10.4 per cent of children were in low income.

See [appendix 3](#) for a map of York Region which demonstrates the number and location of children 0 - 6 years of age.

## Early Development Instrument (EDI)

Neighbourhoods offer unique and diverse characteristics which serve to shape children's early experiences. EDI is a community-based measure of young children's developmental health and early learning designed to provide insight into the collective pre-school experiences of children in a neighbourhood.

EDI neighbourhood boundaries were outlined for the purpose of providing a set of geographic areas according to which EDI results could be meaningfully analyzed at the local level. York Region is divided into 64 distinct EDI neighbourhoods. EDI results for each neighbourhood include all children that live within the neighbourhood regardless of which school they attend.

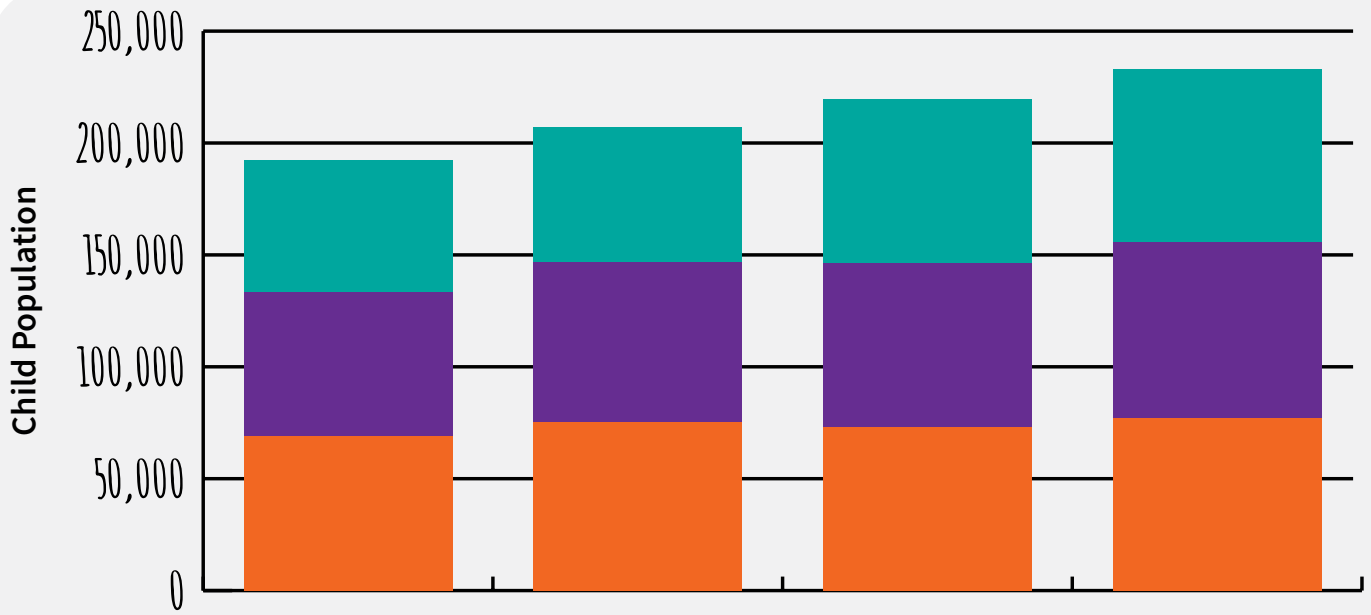
It is of added benefit to analyze EDI data within the context of other available sources of information, (including socio-economic and demographic data and additional community statistics), to obtain a more comprehensive understanding of neighbourhood characteristics that may impact EDI results. When interpreting EDI results, consideration should be given to neighbourhood characteristics such as ethnic composition, immigration patterns, languages spoken, income distribution, and education levels, all which help to inform local planning within the early years sector. As such, EDI neighbourhood boundaries were based on dissemination areas to facilitate the use of census and NHS data which are available at the dissemination areas level. Each EDI neighbourhood consists of a complete set of dissemination areas.

The percentage of children “scoring low” in one or more domain is the most widely used EDI measure. Children who “score low” demonstrate lower than average abilities and developmental competencies. [Appendix 4](#) demonstrates the percentage of children 0 – 6 “scoring low” in one or more domain. The darker shaded neighbourhood of the map have higher percentages of children that “scored low” in 2015 than lighter shaded neighbourhoods – these neighbourhoods require greater attention in order to improve early childhood outcomes.

Based on Statistics Canada, 2016 census and the York Region Population Estimate, Graph 1 demonstrates York Region’s projected child population from 2011 to 2026. Forecasted 0 – 6 child population is a key indicator in the selection of future site locations and enhancement of OEYCFC programs and services. The Region will use this data for future planning purposes.



**Graph 1: Child Population in York Region 2011 to 2026**



	2011*	2016**	2021***	2026***
10 to 14 years	68,895	75,210	73,014	77,019
5 to 9 years	64,565	71,340	73,130	78,766
0 to 4 years	58,710	60,630	73,579	77,232

\* Statistics Canada, 2011 Census

\*\* Based on Statistics Canada, 2016 Census and the York Region Population Estimate

\*\*\* York Region Official Plan Forecast, approved 2010

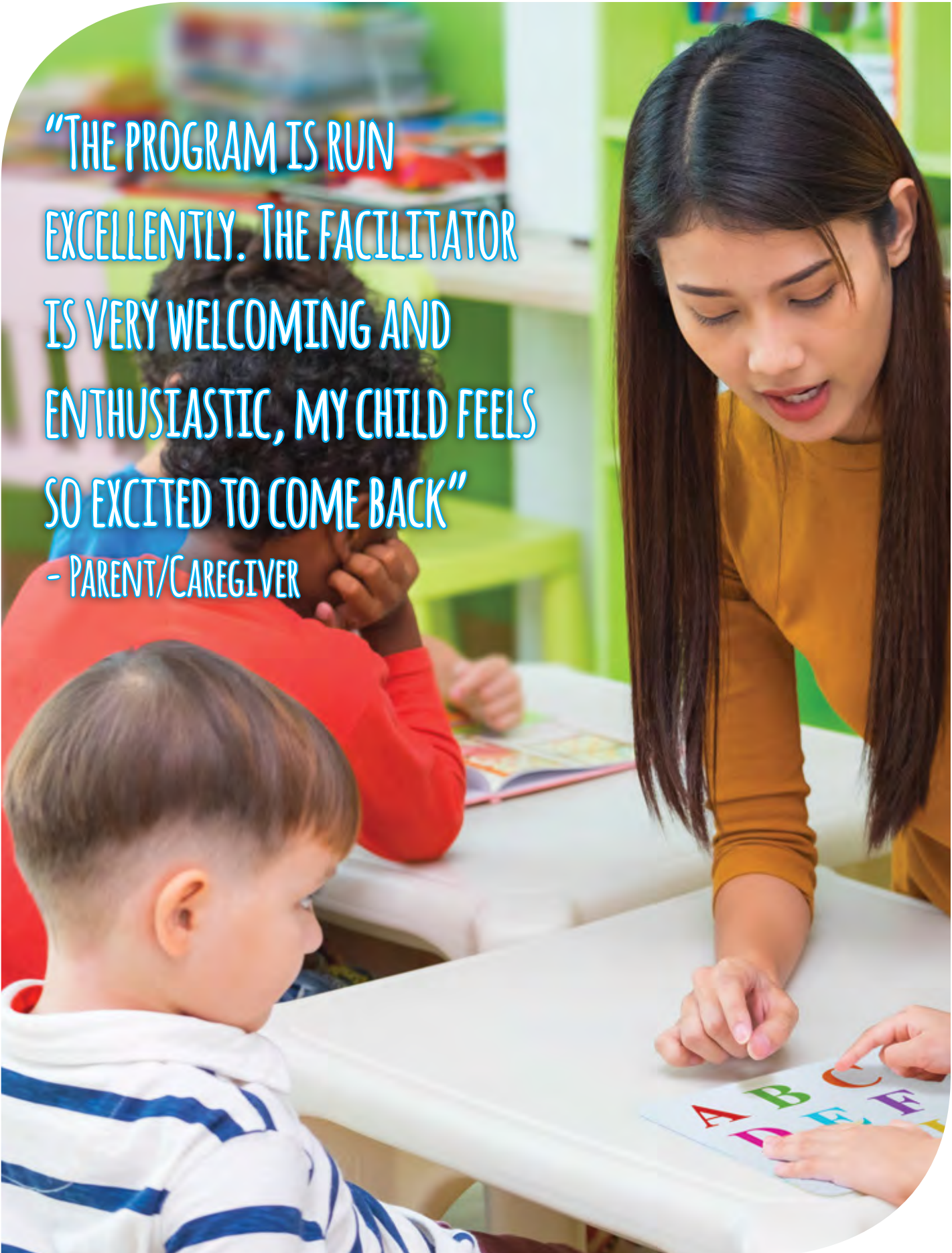
53,195  
census  
FAMILIES



with at least one child **aged 0-6** in 2011

- ★ 26.4 per cent speak a non-official language at home
- ★ 6 per cent are recent immigrants
- ★ 4.7 per cent are unemployed
- ★ 9.6 per cent are lone-parent families
- ★ 4,710 families (0-6) are renter households


See [appendix 5](#) for a detailed map of York Region which shows the number and location of census families with at least one child aged 0 - 6.



“THE PROGRAM IS RUN  
EXCELLENTLY. THE FACILITATOR  
IS VERY WELCOMING AND  
ENTHUSIASTIC, MY CHILD FEELS  
SO EXCITED TO COME BACK”

- PARENT/CAREGIVER

# Provincially-Funded Child and Family Programs

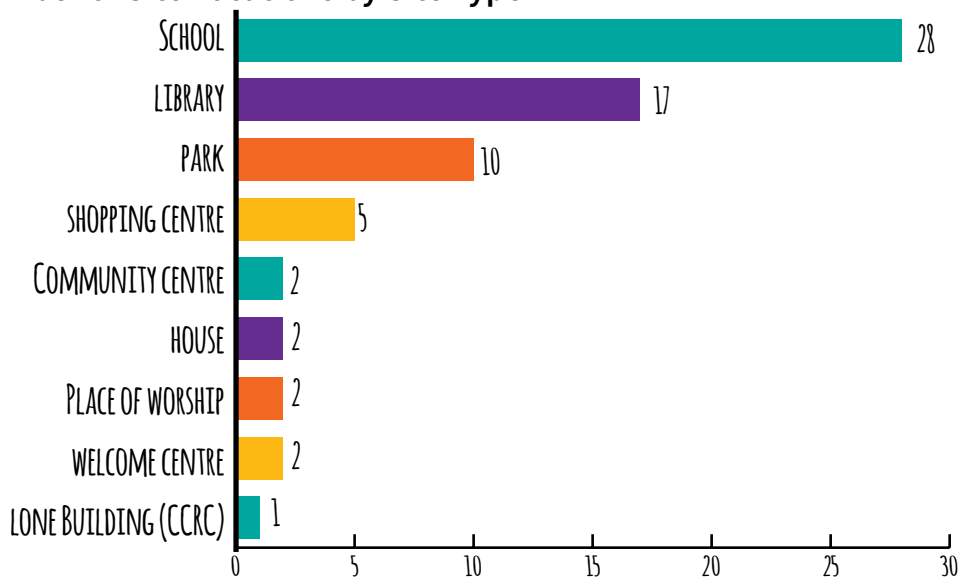
69   
 CHILD AND FAMILY  
**PROGRAM LOCATIONS**  
 (63 OEYCs, 5 PFLCs, 1 CCRC)

## Existing service providers:

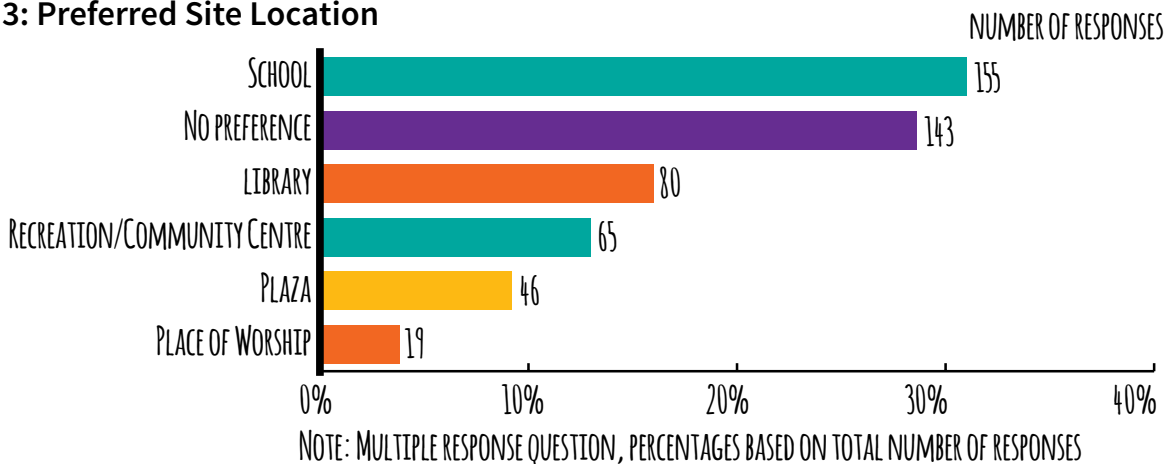
- ★ Family Day Care Services
- ★ Social Enterprise for Canada
- ★ YMCA of Greater Toronto Area
- ★ York Child Development & Family Services Inc.
- ★ York Region District School Board
- ★ York Region Rose of Sharon Services For Young Mothers

The majority of existing site locations were located within schools, libraries and parks as demonstrated in Graph 2. This aligns with the Ministry of Education’s schools-first approach and feedback received from parents and caregivers on preferred site locations as demonstrated in Graph 3.

**Graph 2: Number of Site Locations by Site Type**



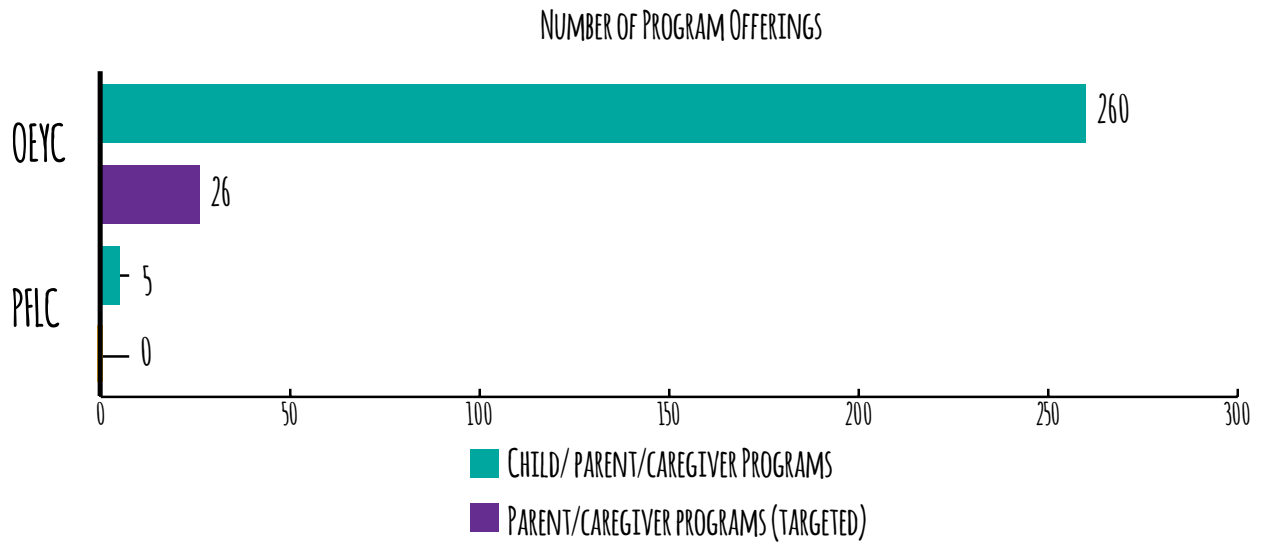
**Graph 3: Preferred Site Location**



## Program Offerings

In 2016, there were approximately 265 program offerings available for children, parents and caregivers and 26 targeted for parents and caregivers only which provided child minding. Many service providers operate other program offerings not specific to children or parents and caregivers (e.g. professional or other program offerings). Graph 4 shows a breakdown of program offerings by OEYCs and PFLCs.

**Graph 4: OEYC/PFLC Program Offerings**

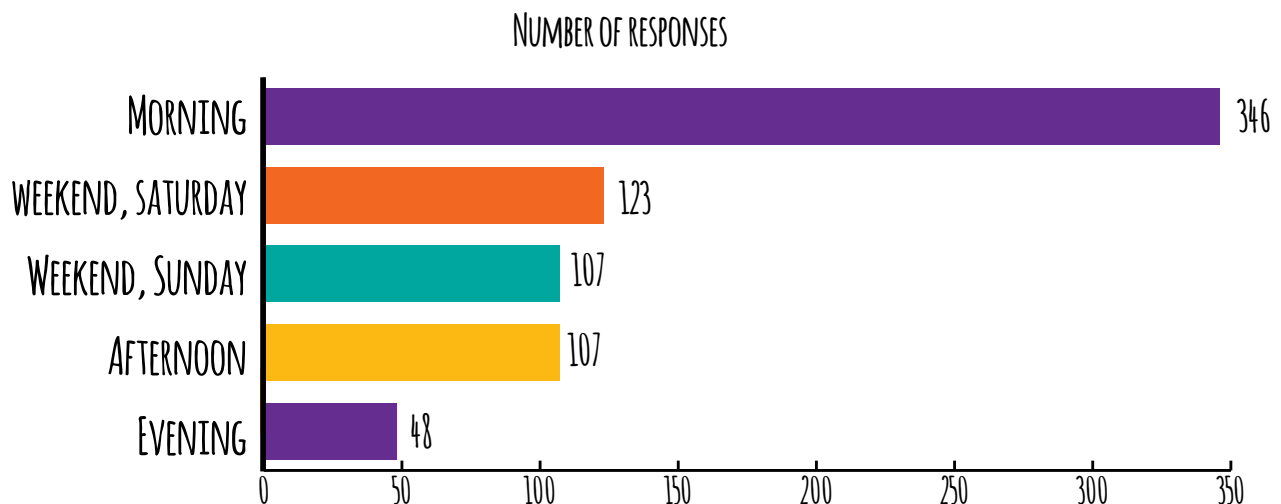


## Operating Hours

Hours of operation vary among service providers. A variety of locations operate 12 months of the year and some operate from September to June (school year only). Therefore, programs operate various hours during the week (Monday to Friday) and on Saturdays. There are no programs offered on Sundays.

Based on the parent and caregiver surveys, 93 per cent of parents and caregivers felt the hours of the location they attended were convenient. Parents and caregivers preferred operations to be in the morning and on Saturdays. Graph 5 represents parents and caregivers preferences for the location's hours.

**Graph 5: Preferred Hours of Operation**



NOTE: MULTIPLE RESPONSE QUESTION, PERCENTAGE BASED ON TOTAL NUMBER OF RESPONSES



104,978

VISITS TO PROGRAMS  
BY CHILDREN

98,616 BY PARENTS/CAREGIVERS  
in 2016 -2017



Table 1

Program Type	Reporting period	Number of visits made by children*	Number of visits made by parents/ caregivers*
OEYC	12 months Apr 2016 - Mar 2017	85,788	80,667
PFLC	10 months Sep 2016 - Aug 2017 (excluding Jun and Jul)	18,006	16,484
CCRC	12 months Jan 2016 - Dec 2016	1,184	1,465

\*Children and parents/caregivers may visit multiple times per reporting period and are counted more than once.



## Non-Provincially Funded Child and Family Programs

There are many non-provincially funded community-based child and family programs that support parents, grandparents, caregivers, expectant parents and their children, birth to six years of age. Such programs offer high quality, inclusive, play and inquiry-based learning opportunities. Chart 1 provides an overview of non-provincially funded child and family programs in York Region:

**Chart 1**

Regionally-Funded:	Local Municipal-Funded:	Federal-Funded:
<ul style="list-style-type: none"> <li>★ All Our Kids (AOK) Early Child Development and Parenting Programs                             <ul style="list-style-type: none"> <li>o 23 drop-in sites for parents and caregivers to come with children to join in family strengthening activities and workshops; at no cost</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>★ Library programs</li> <li>★ Community Centres/ Recreation programs</li> </ul>	<ul style="list-style-type: none"> <li>★ Community Action Programs for Children (CAP-C)                             <ul style="list-style-type: none"> <li>o CAP-C is a community-based children’s program that promotes the healthy development of children, 0 – 6 years</li> <li>o CAP-C programs target children living at risk</li> <li>o CAP-C programs operate in Georgina, Markham, and Vaughan</li> </ul> </li> <li>★ Welcome Centre Immigrant Services</li> </ul>

Although other child and family programs and services are available to children, birth to six years of age, in York Region, program data is unavailable at this time. In order to minimize service duplications, the Region will engage with the community to determine if child and family programs currently exist in a specific area prior to adding any new OEYCFCs site locations.

Through the LNA, the Region identified potential future site locations in libraries, community centres and welcome centres.





## OEYCFC ENGAGEMENT STRATEGY

### **Engagement with Service Providers/Community Partners**

Meaningful engagement and joint planning between Child Care Service System Managers and local partners is essential for designing effective early years programs and achieving system integration.

In October 2016, a re-engagement meeting for York Region staff and York Region's School Boards was held to discuss York Region's Integrated Children's Services Division, Early Years Strategy and the OEYCFC initiative. Participants included:

- ★ **The Regional Municipality of York**
- ★ **Ministry of Education**
- ★ **York Catholic District School Board**
- ★ **York Region District School Board**
- ★ **French Public Board**

In December 2016, the Region engaged service providers and community partners in the development of the Operational Survey to collect data on the current landscape of child and family programs in York Region. Representatives from Family Day Care Services, York Child Development and Family Services Inc., YMCA of Greater Toronto Area, Social Enterprise for Canada, York Region District School Board, The Francophone Association of York Region Inc. (AFRY), and the French Catholic School Board participated in the development of the initial survey questions; providing key advice on available and relevant data to support the LNA. A subsequent Programming Components Survey was developed and conducted in February 2017, to gather additional information from service providers. Regional staff worked collaboratively with service providers and provided ongoing support throughout both surveys.

Following both surveys, and in collaboration with OEYC/PFLC service providers, a Parent and Caregiver Survey was developed to gather parent and caregiver feedback on preferences for program locations and services. OEYC/PFLC service providers were given an opportunity to review and provide feedback on the survey. The survey's target sample size was 373 and a total of 367 in-person surveys were conducted from May 8 to June 16, 2017. An analysis of survey results was completed and incorporated into the LNA. This data will be used as a baseline when conducting a more fulsome parent engagement strategy in Fall 2017.

In August and early September 2017, individual in-person meetings with all six service providers were held. Service agreements, financial statements, staffing plans, rent and lease information, and core services were discussed. Future service planning and agency flexibility was part of the discussion as some service providers offer targeted service delivery, including York Region Rose of Sharon Services for Young Mothers. As a result, these providers will be required to transition their mandated services to align with newly created OEYCFCs. In the case of York Region Rose of Sharon Services for Young Mothers, where services are targeted towards young mothers, the Region will use its LNA to assess the need for this service within the community and York Region as a whole. The Region intends to continue to consult with service providers to better understand their flexibility for future service delivery plans and to inform ongoing transition planning for OEYCFCs in Fall 2017.

A further meeting was held with all current service providers in mid-September 2017 to discuss how they foresee their services and programs fitting into the newly created OEYCFCs. Other topics of discussion included:

- ★ **How does your organization define quality?**
- ★ **How can quality be measured qualitatively and quantitatively?**
- ★ **How can you ensure ongoing accountability?**
- ★ **York Region All Our Kids (AOK) Early Child Development and Parenting Programs.**
- ★ **Current OEYC boundaries.**

## York Region Best Start Early Child Development Network

The Best Start Early Child Development Network (the Network) works to address broad-ranging issues and opportunities to build service and strategic capacity of York Region's children's services system to support children and families. The Network's mandate is to support and enhance the development and implementation of a child and family services system that is dynamic, responsive, inclusive, high-quality, accessible, integrated and community-led. Therefore, information on the OEYCFC initiative is shared with members of the Network on an ongoing basis to ensure these key community partners are updated on the project status and have the opportunity to provide feedback. In May 2017, an OEYCFC initiative presentation was also shared with additional early years stakeholders, such as child care operators, to ensure communication is consistent and reflects an engagement strategy that is transparent and supports system integration.

In Fall 2017, the OEYCFC LNA and initial plan will be shared with members of the Network. The Region will also determine additional partners with whom to share the LNA and Initial Plan as part of a broader communication strategy.



## OEYCFC Consultation Committee

York Region will leverage the expertise of an Ontario Early Years Child and Family Centres Consultation Committee (OEYCFC Consultation Committee), a sub-group of the Network, to support the Region with the planning and transition phases of the OEYCFC initiative. The OEYCFC Consultation Committee will meet in October 2017, with additional meetings held monthly. Meeting frequency will be reviewed in Q2 of 2018.

### Membership



Topics for discussion will include, but are not limited to:

- ★ York Region's LNA
- ★ Parent and community engagement strategy
- ★ Outcome measures and accountability mechanisms
- ★ Quality assurance
- ★ Funding guidelines
- ★ Delivery of culturally relevant programs and services
- ★ Francophone services
- ★ Indigenous programs and services
- ★ Role of Early Literacy Specialists
- ★ Staffing and pay equity
- ★ Mandatory core services
- ★ Modernizing technology and virtual services
- ★ SSM
- ★ Transition planning

### **Indigenous Engagement**

The Region is working collaboratively across its Social Services Branch to coordinate joint Indigenous consultations to better align the Region's business practices and ensure respectful and meaningful engagement with Indigenous community partners, stakeholders, and communities.

Integrated Children's Services staff, including a staff member from the OEYCFC Project Team, are currently participating in the Ontario Core Indigenous Online Cultural Safety Training Program. Teachings and learning from this program will help to inform respectful and meaningful engagement with Indigenous communities within York Region.

Building upon existing partnerships, through the Network, Regional staff will reach out to the Chippewas of Georgina Island to further discuss and engage with them through the development of OEYCFCs. As well, the Region will identify and invite other indigenous groups and organizations to participate on the OEYCFC Consultation Committee and in parent and community engagement sessions.

### **Francophone Engagement**

In June 2015, the City of Markham became the 26th area designated under Ontario's *French Language Services Act*. Effective July 1, 2018, all government ministries and agencies will be required to provide services in French that are equivalent to the services provided in English, in the City of Markham. The Region will continue to engage with AFRY, the French Public School Board, and French Catholic Board

to identify how best to enhance OEYCFC programs and services in this area. Ongoing consultations with Francophone community partners will inform the planning and development of inclusive and culturally-respectful OEYCFC programs and services throughout the transition year.

## Parent Engagement

The parent engagement strategy will be informed through discussions at the OEYCFC Consultation Committee meetings. The parent engagement strategy will commence in Fall 2017 following the initial OEYCFC Consultation Committee meeting. Working collaboratively with our community partners and stakeholders, parent engagement will include, but is not limited to:

- ★ Conducting town hall meetings
  - o Parent/caregiver focus group discussions to inform the transition to newly created OEYCFCs
    - The Region intends to hire a consultant through a Request for Quote process to develop, execute and report on a total of five to seven focus group discussions with parents and community members and three to five focus group discussions with service providers and stakeholders
- ★ Engaging parents/caregivers and surveying them at appropriate York Region community events
- ★ Developing an OEYCFC planning survey for all York Region staff and residents
  - o Online survey that will gather valuable input on OEYCFC program delivery

The parent engagement strategy will build upon the initial parent and caregiver surveys conducted from May to June 2017 to further inform service system planning for 2018 and beyond.

## DEVELOPMENT OF PURCHASE OF SERVICE AGREEMENTS

The Region met with service providers to identify current operating budgets, including staff salaries and benefits, existing and potential funding pressures, reporting frequency and requirements, and payment schedules to inform the development of new purchase of service agreements. Purchase of service agreements will be effective from January 1, 2018 to December 31, 2019. Purchase of service agreements will include all necessary components as outlined in the Ministry of Education's *OEYCFC Business Practices and Funding Guidelines for Service System Managers*. Following further consultations with service providers, business guidelines will be drafted and incorporated into the purchase of service agreements. Over the course of the next year as the Region transitions to newly created OEYCFCs and further engages service providers, amendments may be made to purchase of service agreements.

To ensure ongoing oversight and accountability, a quality assurance process will be developed to align with purchase of service agreement reporting structures. The intent of the quality assurance process is to support service providers to enhance their services and meet key performance indicators.

The Region will evaluate the length of the purchase of service agreements and frequency of payment schedules in 2018 and may amend future purchase of service agreements.

## 2018 FUNDING ALLOCATIONS

During the Summer of 2017 (June to September) staff consulted and collected financial information from all six existing service providers and summarized the information to begin analysis. The Region will negotiate purchase of service agreement budgets with service providers taking into consideration current data needs, hours of operations, scope of services, number of RECEs on staff, impact of minimum wage increase on program or non-program staff, and lease cost escalations. As funding guidelines and business practices are further developed and service providers required to enhance services, additional funds may be flowed to support service transformation. This process will be finalized between November and December 2017.

Family Day Care Services will remain as the lead agency responsible for maintaining and funding two Early Literacy Specialists FTEs. During the transition year, with support from the OEYCFC Consultation Committee, the Region will evaluate the role of ELS and the services they provide.

## SITE SELECTION MODEL

Beginning January 1, 2018 existing OEYC, PFLC and CCRC service providers will continue to operate existing programs and services, in their existing locations until new site locations are identified by the Region. To ensure informed decision-making processes in the planning and selection of new site locations, a 'Place Based Planning' approach was used to develop the OEYCFC SSM. The SSM will be used to address initial service expansion starting early 2018. Throughout the transition year, the Region will be able to use the evidence-based SSM to:

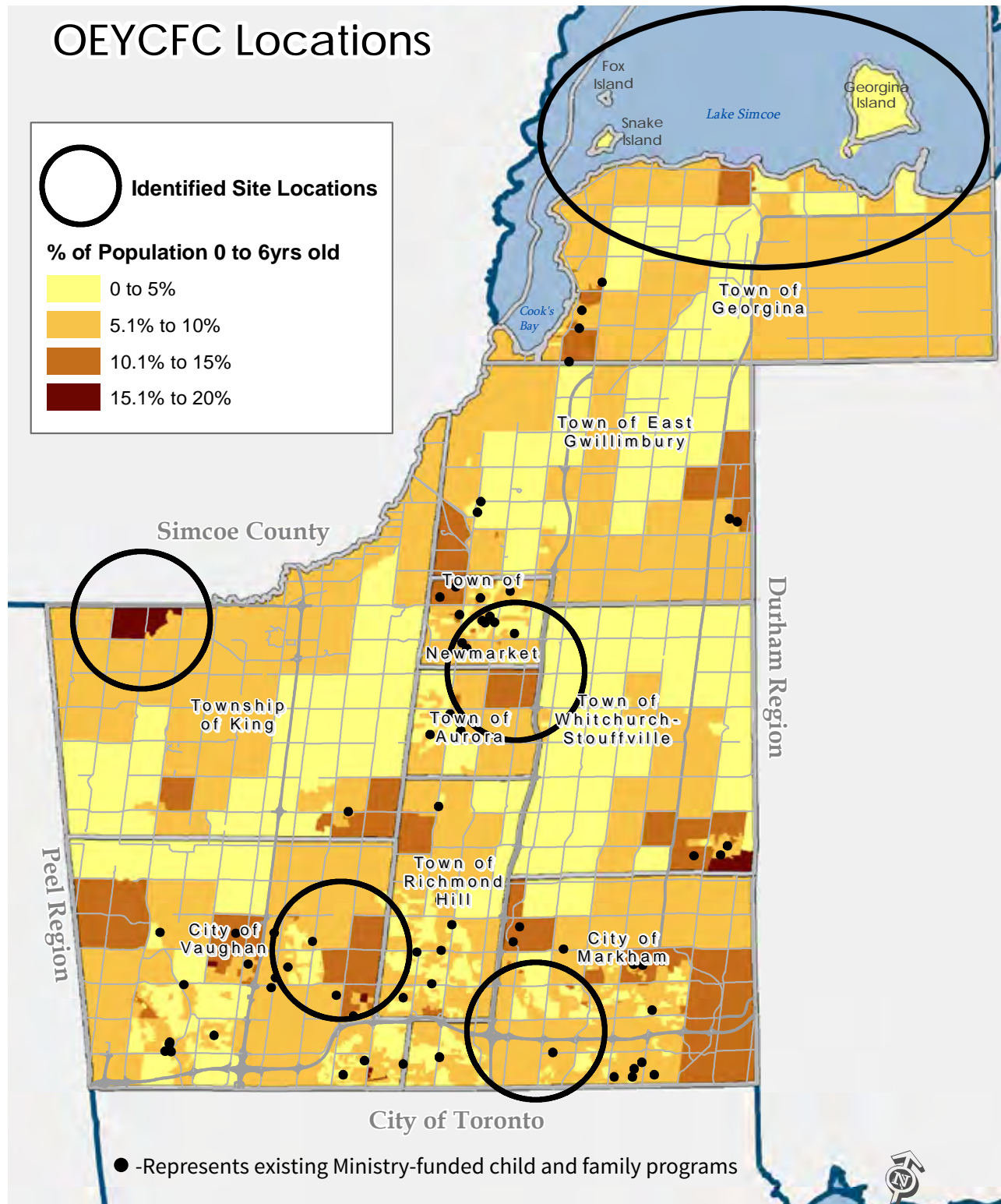
- ★ Identify the best possible site locations for OYECFCs and enhanced services
- ★ Assess suitability of existing locations
- ★ Inform long-term planning





## Initial New OEYCFC Sites Selected

Using only the service need criteria from the SSM, the Region has identified an initial five sites with a high-relative need. In doing this, service need was weighted out of 100 per cent (60 per cent: 2016 0 – 6 population, 30 per cent: EDI, per cent of children “scoring low” in one or more domain, and 10 per cent: 2021 projected 0-4 population). A RFP will go out for the identified site location in Fall 2017 to ensure new OEYCFC site locations are operational in early 2018. The below map demonstrates the five areas for proposed new site locations in York Region

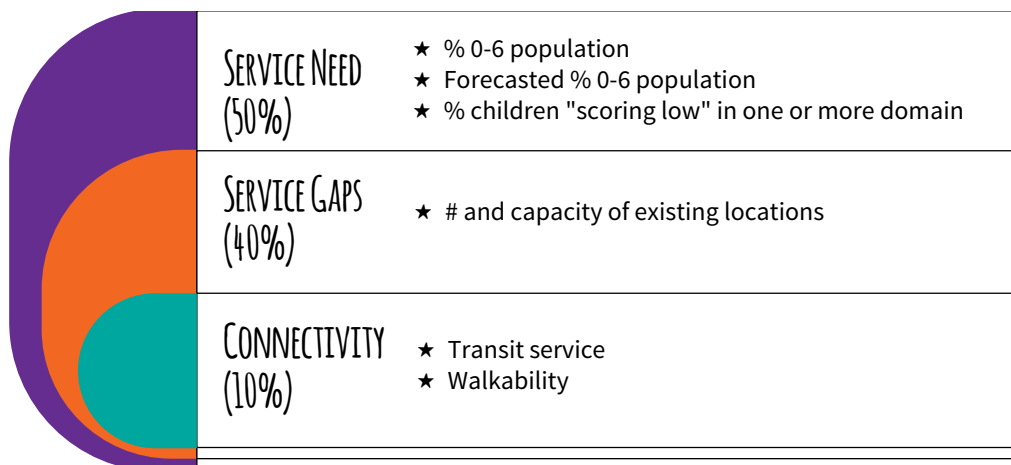


## How the Model Works

For the purposes of the model, all factors that were considered for the site suitability were divided into two major groups: factors indicating the need and factors indicating the opportunity.

### Need Indicators:

- ★ Consists of data available for all of York Region and can be combined into the overall composite score, which will show the relative need for children services in all areas across the Region.
- ★ Can be broken down to the contributing components and then to individual indicators to allow for data sourcing and assigning weights which reflect the relative importance of the indicator.



### Opportunity Indicators:

- ★ Opportunity indicators prove most valuable when considered on a site-specific, case-by-case basis. They are not assigned any weight in the model due to many contributing factors.
  - o Space availability:
    - Based on existing facility locations which can be considered for potential space
  - o Other considerations:
    - Based on multiple additional factors which may be considered for the selection of a site, such as lease/rent

Spatial modelling was used to summarize the need indicators into a composite score of a relative need for children's services. The resulting dataset covers all areas of York Region and assists in determining the locations suitability in two ways:

- ★ By testing a location of an existing or a proposed location against the need score
- ★ By identifying the areas of highest relative need for further investigation of opportunities for site location placement.

The SSM will be reviewed and further developed with support from service providers, community partners and stakeholders in Fall 2017.

## Request for Proposal (RFP) Process

To ensure transparency, the Region will use a RFP process for any new or expanding operations. Criteria will include, but is not limited to:

- ★ Accountability., applicants must:
  - o Be incorporated as a non-profit organization or registered as a charity for the purposes of the *Income Tax Act* (Canada)
  - o Have an established documented financial management system in place and provide annual Audited Financial Statements
  - o Have evidence of insurance coverage acceptable to The Regional Municipality of York
- ★ Transparency, applicants must:
  - o Comply with the *Ontario Human Rights Code* in hiring practices and in the provision of all services
  - o Comply with relevant federal, provincial and municipal laws and regulations including *Accessibility for Ontarians with Disabilities Act, 2005*, as amended
  - o Evidence of good standing with the Workplace Safety and Insurance Board (WSIB) in the form of a valid WSIB clearance certificate
  - o Be in good standing with The Regional Municipality of York
  - o Have an ongoing internal evaluation process in place that seeks out and uses client feedback

Potential areas of evaluation may include, but is not limited to:

- ★ Agencies' capacity to deliver identified programs and services
- ★ Agencies' knowledge and experience in early childhood development and the early years sector
- ★ Existing partnerships and relationships with other community service providers and stakeholders in the Region
- ★ Reasonable and appropriate budgets
  - o Expenses are comparable to costs incurred by other Regional service providers and market rates

As five sites have been identified and the RFP process is in development, it is anticipated that these sites will open in early 2018.

## PHASE 2: TRANSITION YEAR (JANUARY 2018 – DECEMBER 2018)

OEYCFC locations, programs and services will continue to transition over the course of 2018 to minimize any potential service disruptions in the community. Changes will be introduced gradually as the Region continues to engage the community, and enhance capacity to deliver integrated early years services. As noted above, all service providers will continue to operate services in their existing locations until new site locations are identified by the Region.

A custom data order has been submitted to Statistics Canada to gather 2016 Census and NHS data by EDI neighbourhood for children 0 – 6 years of age and their families. Once the data has been received, the Region will identify areas of need based on 2016 population data using the SSM. The SSM will assist the Region in reaffirming that existing locations are situated in areas of relative need and to identify potential new OEYCFC locations. In addition to using the SSM, the Region will identify potential new OEYCFC locations through ongoing engagement with service providers and the community. To ensure transparency, the Region will continue to use an RFP process for new and/or expanding operations. This process will continue throughout March 2018 to June 2018.

To ensure mandatory core services are being delivered and guided by HDLH, the Region will hire a Community Program Coordinator to conduct ongoing site visits to ensure quality, accountability and oversight of the system.

The Region will continue to engage and consult with service providers, community partners, stakeholders, families and the community. It is anticipated that the OEYCFC Consultation Committee will continue to meet in 2018 and the parent and community engagement sessions will wrap-up by April 2018.

Throughout the transition year, the Region plans to work closely with the CCRC service provider to review their programs and services to ensure alignment with OEYCFCs. Program operational changes may be required as the current mandate and services target a “specialized population” within the Region.

The Region will continue to work closely with AFRY, the French Public School Board, and French Catholic Board to identify how best to enhance OEYCFC programs and services for July 2018, to meet legislative requirements in the City of Markham. The Region will use the SSM to identify and establish a designated French OEYCFC in the Region.

## EARLY YEARS COMMUNITY OF PRACTICE

York Region is in its initial phase of creating a Community of Practice for its Early Years Programs that include Early Interventionists, Children’s Services Representatives, Child Care Centres and School Boards. To-date, there has been a creation of geographic clusters, which enables these partners to work together. This in turn has created a smaller more local early years child care community.

Having an Early Years Community of Practice in York Region will create a closer knit community where early years partners meet regularly and discuss local community pressures, opportunities, develop connections to other professionals and share knowledge; ultimately, benefiting children, families, and professionals in the early years sector. It is expected that the OEYCFCs will also join this Community of Practice thereby filling an important gap to the early years continuum.



## PHASE 3: IMPLEMENTATION (JANUARY 2019 – DECEMBER 2019)

As of January 2019, OEYCFCs will be operating services that meet the core program requirements as outlined in the purchase of service agreements. All new site locations will be well underway and ongoing quality assurance checks will be conducted by the Region. Operational changes will be requested as required and the Region will work closely with service providers to ensure successful service integration.

York Region in its role as Child Care Service System Manager will establish a child care and early years programs and services plan (service system plan) by June 2019. Throughout the remainder of 2019, the Region will work towards ensuring newly created OEYCFCs are aligned with the service system plan.

## PHASE 4: ONGOING OPERATIONS (JANUARY 2020 – ONGOING)

From January 2020 and beyond, the Region will continue to work closely with service providers, community partners, parents and caregivers to ensure accountability of ongoing operations. As new census and EDI data becomes available, the Region will conduct a review and evaluation of OEYCFC site locations and operations to ensure the community's needs are being met. The Region will continue to build capacity among the early years sector.





## OEYCFC COMMUNICATION PLAN

Strategic communications effectively connects the Region with the residents and communities it serves. To support the OEYCFC initiative, a multi-phased communication plan has been developed to help residents and key stakeholders understand the transformation of York Region's child and family programs in a way that is timely, transparent, accessible and easy to understand. Communication phases align with the operational phases outlined.

Four key communication goals and accompanying strategies have been established.

### **Communication Goals:**

- 1) Inform and educate families, community partners, stakeholders, staff and Regional Council about York Region's new OEYCFCs.
- 2) Provide families who use centres now as well as those who do not, community partners and staff with opportunities to engage/provide input into program planning to meet the unique needs of local communities.
- 3) Create a look and feel promoting York Region's new OEYCFCs that aligns with the branding strategy from the Ministry of Education and the Region's Integrated Children's Services Division.
- 4) Generate increased, positive media and social media attention relating to York Region's new OEYCFCs.

Various communication tactics will be used to support these strategies and measurable outcomes will be established.

## Communication Strategies

	Strategy:	Tactics:
1	Create innovative graphics that align with the Ministry of Education and Integrated Children's Services branding	<ul style="list-style-type: none"> <li>• PowerPoint template</li> <li>• Posters</li> <li>• Postcards</li> <li>• Advertising campaign (pending Ministry of Education communication guidelines)</li> </ul>
2	Coordinate an electronic marketing campaign	<ul style="list-style-type: none"> <li>• York.ca web update (external)</li> <li>• MyPortal update (internal)</li> <li>• News campaign</li> <li>• Digital .gifs</li> <li>• E-blasts</li> </ul>
3	Leverage media to achieve broad coverage	<ul style="list-style-type: none"> <li>• Media releases</li> <li>• Public service announcements</li> <li>• Media advisories</li> <li>• Media events</li> <li>* Ministry of Education to be advised of potential joint opportunities</li> </ul>
4	Leverage social media to raise awareness and generate engagement	<ul style="list-style-type: none"> <li>• Facebook pages</li> <li>• Twitter account</li> <li>• YouTube</li> </ul>
5	Draft content for existing internal and external communication channels	<ul style="list-style-type: none"> <li>• Corporate newsletters</li> <li>• E-blasts</li> <li>• Video screens</li> </ul>
6	Provide updates to executive management through face-to-face communications	<ul style="list-style-type: none"> <li>• Leadership and committee presentations</li> </ul>
7	Provide communication advice and support to working groups, senior management and elected officials for all matters relating to OEYCFCs	<ul style="list-style-type: none"> <li>• As required</li> </ul>
8	Provide issues management support and training to senior management and key spokespeople for all matters relating to OEYCFCs	<ul style="list-style-type: none"> <li>• Media monitoring, media training</li> <li>• Key message development</li> <li>• Briefing note support</li> </ul>



# NEXT STEPS

It is important to note that York Region's OEYCFC initial plan is a living document that will evolve throughout the planning and assessment phase. Work on this initiative is ongoing and next steps will include:

- ★ Continuing to consult with service providers, community partners and engage parents and caregivers currently attending the programs in the further development and transition to newly created OEYCFCs.
- ★ Consulting with parents and caregivers who do not, or cannot, currently attend these programs in order to meet the goal of ensuring greater inclusivity and access for underserved populations.
- ★ Submitting a report to the Ministry of Education, in June 2018, outlining the Region's progress and results obtained through community consultations and parent engagement, and further plans to enhance the well-being of children meeting the unique needs of the community.
- ★ Supporting service providers and the community throughout the transition year and striving to meet local needs of children, families and caregiver with inclusive, accessible, welcoming and high-quality programs and services.
- ★ Aligning OEYCFCs with the new service system plan.







# APPENDIX I

## Data Mapping for OEYCFC Planning - “How To” Guide

The *Data Mapping for OEYCFC Planning* tool (Mapping Tool) was developed to facilitate planning for the Ontario Early Years Child and Family Centre (OEYCFC) initiative. It provides a user-friendly way of displaying data for a large number of early years indicators.

The Mapping Tool offers access to York Region data at the level of the Early Development Instrument (EDI) neighbourhood. It includes indicators from the 2015 EDI, the 2011 Census and National Household Survey (NHS), as well as locations of existing resources within the community that are relevant to the early years sector (including Child and Family Programs, Libraries, Recreation and Community Centres, Child Care Facilities, and Schools). Please refer to the accompanying glossary for details about each of these variables.

The Mapping Tool can be accessed by clicking the following link:



[york.maps.arcgis.com](http://york.maps.arcgis.com)

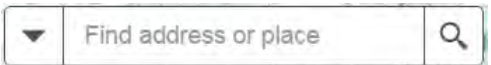
An ArcGIS Online login screen appears. Log in by selecting the option **USING YOUR ARCGIS ACCOUNT** and entering the following credentials:






When the Mapping Tool loads, a map of York Region appears displaying the 64 EDI neighbourhoods in York Region outlined in blue.



You can zoom in or out on the map using the scroll button on your mouse or by clicking either the  or  icon at the top left of the screen. If you would like to zoom to a specific location, type the address in the “find address or place” text box and click the search icon (magnifying glass).



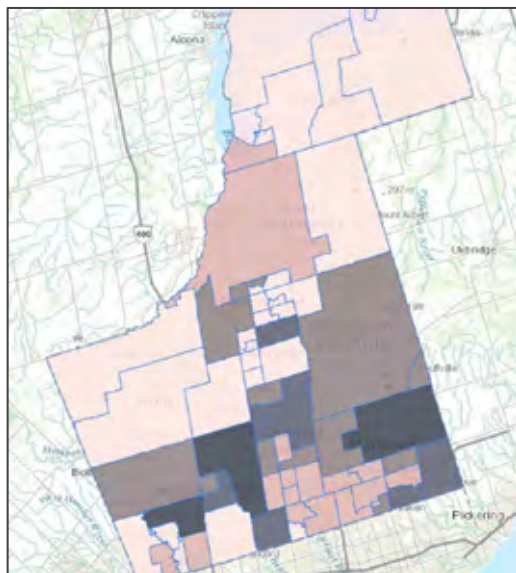
Clicking the home icon  will reset the map to the default view.

There are two main navigation tools associated with the Mapping Tool, the “layers” icon  and the “legend” icon , both at the far top left of the screen.

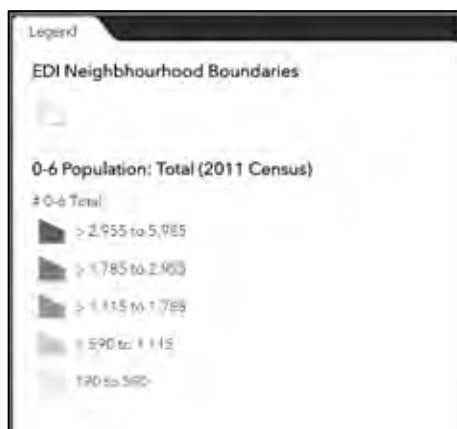
First click the “layers” icon. A list of all the data layers available in the App will be displayed on the far left-hand side of the screen.



The EDI Neighbourhood Boundaries layer is visible by default. Scroll through the layers and click a layer of your choice. For example, click 0-6 Population: Total (2011 Census). You will see that the EDI neighbourhoods are now coloured in various shades of pink.




Now click the “legend” icon to see the legend associated with this layer. When a layer of interest is selected, the EDI neighbourhoods become coloured according to five categories. The darkest areas are associated with higher values of the selected indicator, while the lightest areas are associated with lower values.




Click on a neighbourhood of interest to you. A pop-up window appears for the selected neighbourhood showing details associated with the layers that are currently checked in the layer list.



In this case, two layers are checked, the EDI neighbourhood layer and the 0-6 Population layer. The first layer is the 0-6 Population layer. Click the arrow  at the top of the pop-up window to see details for the second layer, the EDI neighbourhood layer.




Click  at the top of the pop-up window to close it.

Click the "layer" icon to return to the layer list. Note that there are several categories of data as follows:

1. Community Resources
2. 0-6 Population variables
3. 0-6 Family/Household variables
4. 2015 EDI variables

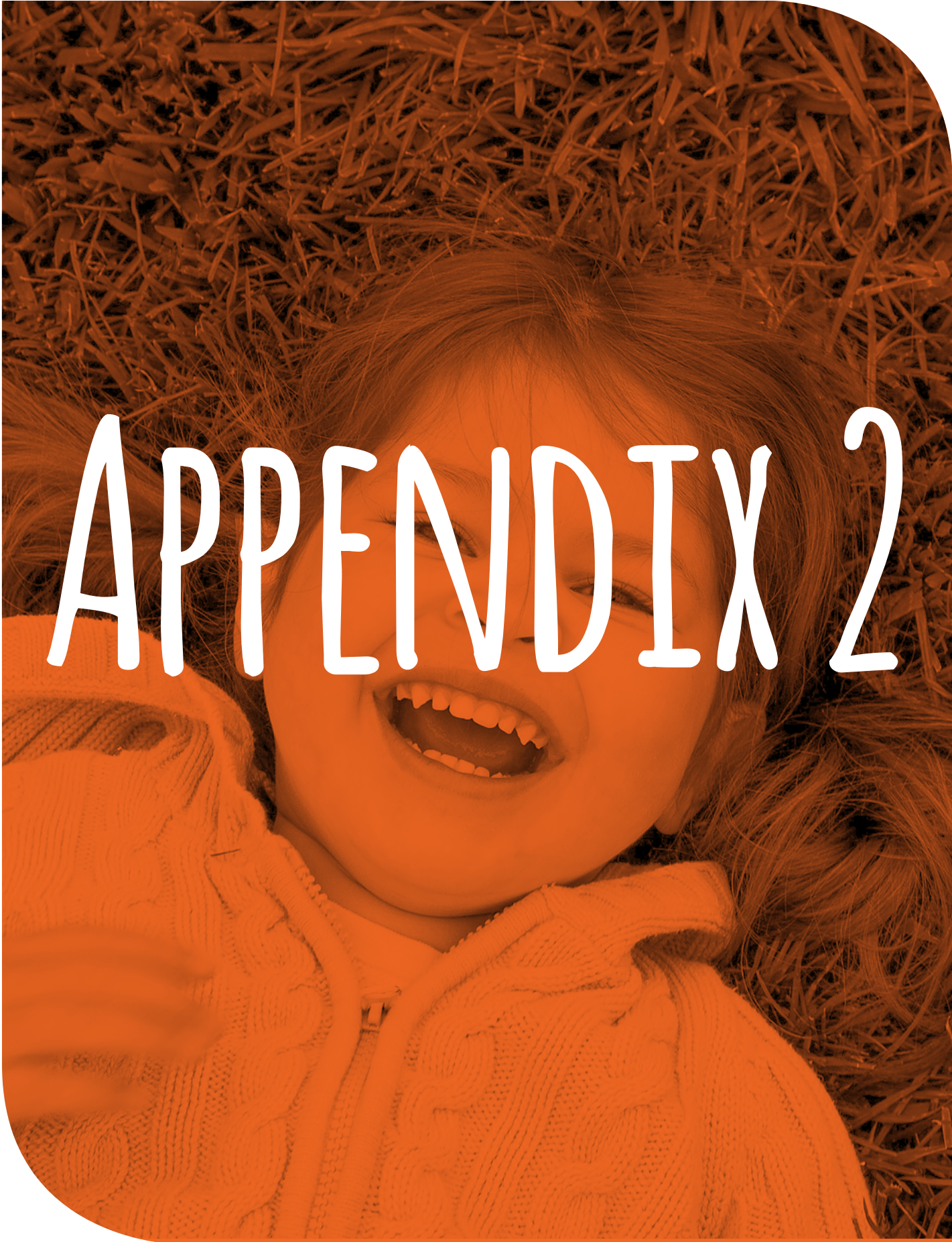
Spend some time exploring the various layers for neighbourhoods of interest to you.

When you are finished exploring, close the Mapping Tool by clicking the  at the top right corner of your screen.

***Please email: [oeycfc@york.ca](mailto:oeycfc@york.ca) if you experience technical difficulties or if you have any questions or inquiries.***







# APPENDIX 2

# Data Mapping for OEYCFC Planning - Glossary of Terms

## I. Acronyms / Abbreviations

### **Census**

2011 Census. A survey of the Canadian population conducted in 2011 in which 100% of the population was surveyed.

### **NHS**

2011 National Household Survey. A voluntary survey conducted in 2011 to which a portion of the population responded.

### **0-6**

0-6 years of age (from birth to sixth birthday minus one day).

### **EDI**

Early Development Instrument. A questionnaire completed by senior kindergarten teachers for all children in their classrooms (includes all four publically funded school boards). The EDI is conducted every three years in York Region, with 2015 being the most recent implementation.

### **EDI Neighbourhood / Neighbourhood**

Neighbourhood boundaries in York Region delineated specifically for the purpose of analysing EDI results. There are 64 EDI neighbourhoods in York Region.

### **OEYC**

Ontario Early Years Centre, offering child and family programming (provincially funded).

### **PFLC**

Parenting and Family Literacy Centre, offering child and family programming (provincially funded).

### **CCRC**

Child Care Resource Centre, offering child and family programming (provincially funded).

### **AOK**

All Our Kids (AOK) Early Child Development and Parenting Programs, offering child and family programming (municipally funded).

### **CAP-C**

Canadian Action Plan for Children, offering child and family programming (federally funded).

## II. Terminology - Demographic and Socio-Economic Data

### **0-6 Population**

Total count of all children 0-6 years of age (from birth to sixth birthday minus one day) reported in the 2011 Census. Refers to the age at last birthday before the reference date of May 10, 2011.

### **Aboriginal**

Refers to Aboriginal persons who reported being First Nations (North American Indian) Métis or Inuk (Inuit) and/or those who reported Registered or Treaty Indian status that is registered under the Indian Act of Canada and/or those who reported membership in a First Nation or Indian band.

### **Francophone**

Francophones include persons who indicated “French” in the Census through a combination of the following Census variables: first official language spoken, mother tongue, and language spoken most often at home.

### **In Low Income**

Refers to the number of persons in low income. All household members are considered to share the household income and are attributed the same income status. For the 2011 National Household Survey (NHS), low-income statistics are presented based on the after-tax low-income measure (LIM-AT).

### **Census Family**

Refers to families classified as married couples (with or without children of either or both spouses), common-law couples (with or without children of either or both partners), and lone-parent families. A couple may be of opposite or same sex. One private household may contain one or more census families (such as a married couple living with the parents).

#### **0-6 Family**

A census family with at least one child 0-6 years of age.

#### **Lone-Parent Family**

A census family led by a single parent (either female or male).

### **Knowledge of Official Languages**

Refers to the ability to conduct a conversation in English only, in French only, in both English and French, or in neither English nor French.

### **Non-Official Language Spoken Most Often at Home**

Refers to the non-official language spoken most often or on a regular basis at home by the individual on May 10, 2011 (single responses). The top 5 languages are identified.

### **Immigrant**

Refers to a person who is or has ever been a landed immigrant/permanent resident. This person has been granted the right to live in Canada permanently by immigration authorities. Some immigrants have resided in Canada for a number of years, while others have arrived recently. Some immigrants

are Canadian citizens, while others are not. In the 2011 National Household Survey, 'Immigrants' include those who landed in Canada prior to May 10, 2011.

### **Recent Immigrant**

A person who arrived in Canada “within the last five years”, or between 2006 and 2011.

### **Unemployed**

Labour force status refers to whether a person, aged 15 years or over (15+), was in the labour force (either employed or unemployed) or not in the labour force (not working or seeking work) during the week of Sunday May 1 to Saturday May 7, 2011.

### **Moved Residence**

Refers to the status of a person with regard to the place of residence on the reference day of May 10, 2011, in relation to the place of residence on the same date one year earlier (moved residence in the last 1 year) or five years earlier (moved residence in the last 5 years). Persons who have not moved are referred to as non-movers and persons who have moved from one residence to another are referred to as movers. Movers include: movers within same town, city, township; movers to a different town, city, township in Canada; and movers from outside Canada (persons who lived outside Canada before the reference date).

### **Household**

Refers to a person or group of persons who occupy the same dwelling and do not have a usual place of residence elsewhere in Canada or abroad. The household may consist of a family group such as a census family, two or more families sharing a dwelling, a group of unrelated persons, or a person living alone. The dwelling may be either a collective dwelling or a private dwelling. The former is identified as a collective household while the latter is a private household.

### **0-6 Household**

A private household that has at least one child 0-6 years of age.

### **Rental Housing**

Refers to whether a household owns or rents their private dwelling, or whether the dwelling is band housing (on an Indian reserve or settlement).

### **III. Terminology - Early Development Instrument (EDI)**

#### **Neighbourhood Sample Size**

The number of valid EDIs in the neighbourhood. The sample size includes all children surveyed with the EDI that live within the neighbourhood regardless of which school the children attend.

#### **English Language Learners (ELL)**

Students in provincially funded English language schools in Ontario whose first language is a language other than English, or is a variety of English that is significantly different from the variety used for instruction in Ontario's schools, and who may require focused educational supports to assist them in attaining proficiency in English.

#### **Scoring Low**

Five developmental domains are assessed by the EDI: physical health and well-being, social competence, emotional maturity, language and cognitive development, and communication skills and general knowledge. The five domains are not cumulative in nature and each assesses different aspects of child development.

EDI scores for each developmental domain are divided into categories representing the highest scores to the lowest scores in the neighbourhood. Analysis of EDI results focuses on the group of children who "score low", or below the 10<sup>th</sup> percentile of the distribution, in each of the five domains. "Scoring low" in one or more developmental domain is also assessed. Children who "score low" are considered to be vulnerable for problems in later childhood.

### **IV. Mapping**

#### **Data Ranges in Map Legends**

Map legends span the range of values for the specified variable, starting at the lowest value in the range and ending at the highest value. Five categories are symbolized based on the Natural Breaks classification method.

#### **Natural Breaks Classification Method (Jenks Natural Breaks)**

A statistical data clustering method frequently used in symbolizing data for mapping purposes. Class breaks are calculated in such a way as to reduce the variance within a class and to maximize the variance between classes. The methodology involves an iterative process in which calculations are repeated using different breaks points in the dataset to determine which set of breaks results in the smallest in-class variance.

Five classes are typically used for symbolizing data on maps. The human eye has difficulty differentiating colours if more than five categories are displayed. Displaying less than five categories reduces the amount of information that the map can convey.

## V. Cautions

### **Random Rounding**

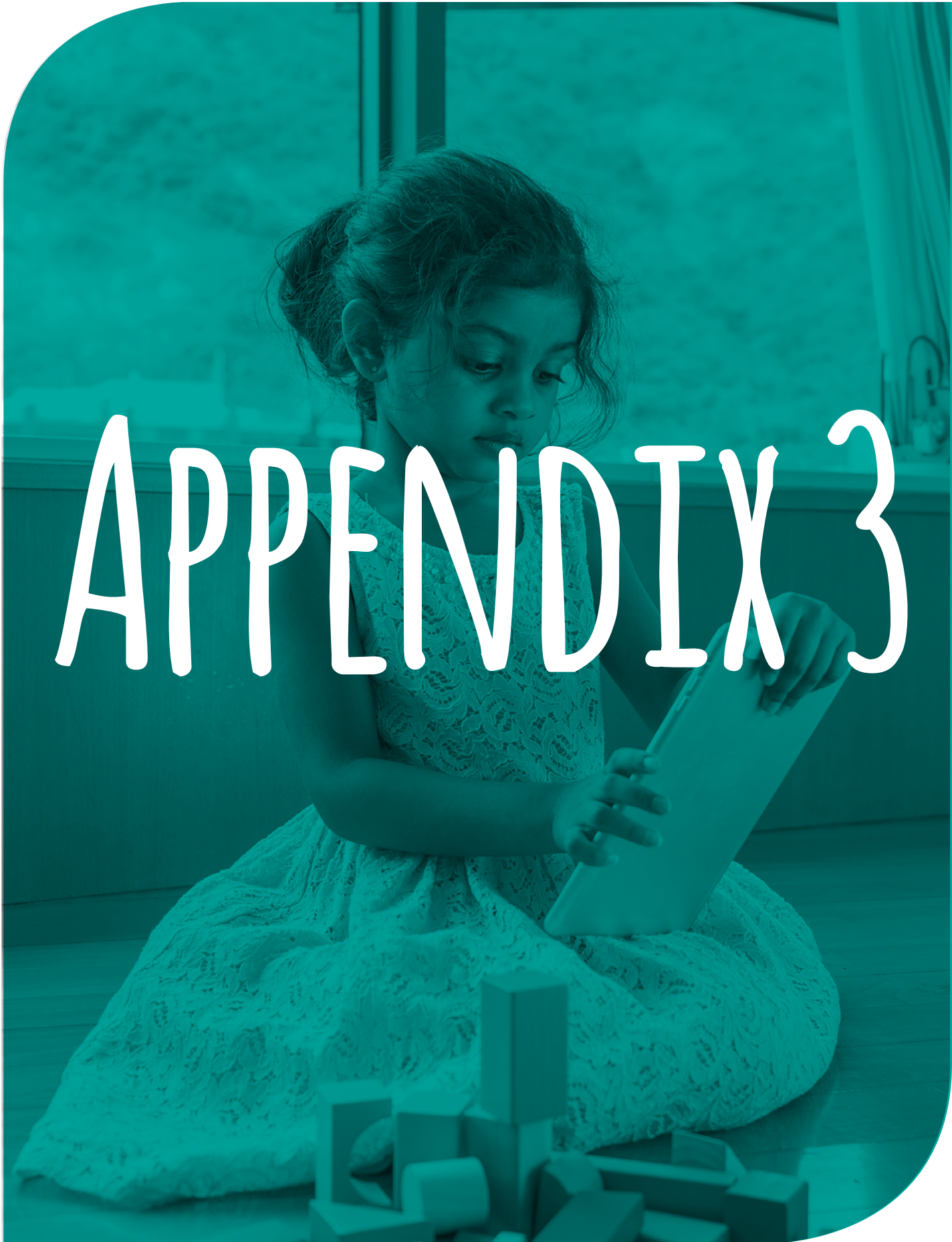
Data from Statistics Canada (2011 Census and 2011 NHS) are randomly rounded to ensure confidentiality. This means that values, including totals, are randomly rounded either up or down to a multiple of 5 or 10, depending on the processing required for that variable. As a result, a sum may not match the individual values of which it is comprised. Totals and sub-totals are independently rounded. Similarly, percentages, which are calculated on rounded data, may not necessarily add up to 100%.

You may also notice a difference between totals in the Community Profile graphs and totals in the excel spreadsheet. This is the result of processing by the Community Profiles application when creating the graphs. Any additional analysis should be based on the data provided in the excel spreadsheet.

### **Comparability of Census and NHS Data**

Due to the mandatory nature of the 2011 Census and the voluntary nature of the 2011 NHS, comparison of "like" variables (data) between the two surveys, such as population counts, may show discrepancies.

In addition, it is recommended not to compare variables (data) from the 2011 NHS with those from previous Censuses. Because of the change in sampling methodology from the mandatory census long form prior to 2011 and the voluntary 2011 NHS, the NHS may either over-estimate or under-estimate the number of people reported for particular population subgroups (i.e. immigrants, Aboriginals, visible minorities).



# APPENDIX 3





# York Region Number of Children 0-6

2011 Census

**Legend**

● OEYC ● PFLC ● CCRC

Number of children \*

Lightest Pink	190 - 590
Light Pink	591 - 1115
Medium Pink	1116 - 1785
Dark Pink	1786 - 2955
Darkest Pink	2956 - 5985

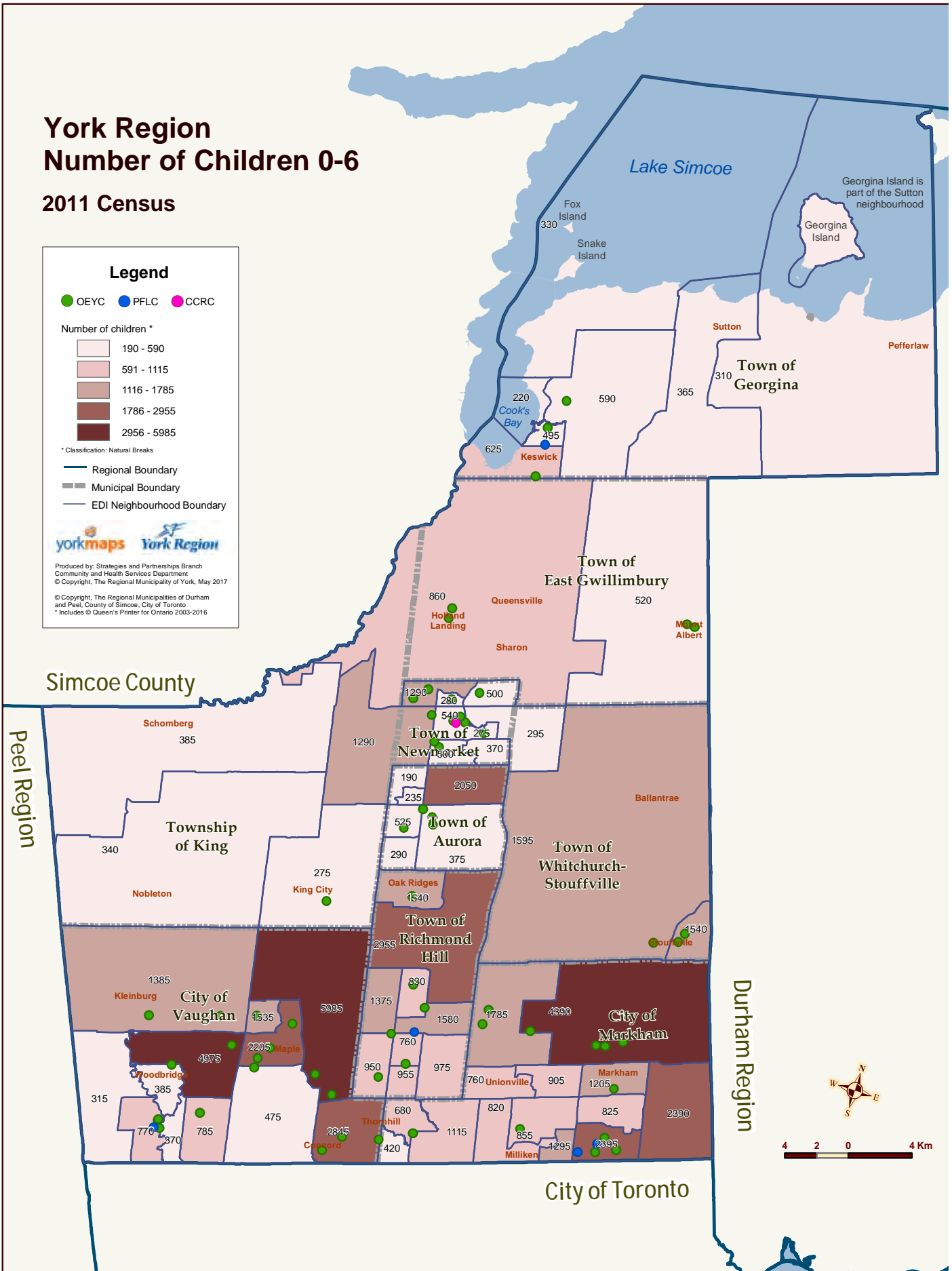
\* Classification: Natural Breaks

— Regional Boundary  
 - - - Municipal Boundary  
 - - - EDI Neighbourhood Boundary

**yorkmaps** **York Region**

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# APPENDIX 4



# York Region Percentage of Children "Scoring Low" in One or More Domain

2015 EDI

**Legend**

● OEYC ● PFLC ● CCRC

% of children "scoring low" \*

Lightest Pink	11.1 - 17.4
Light Pink	17.5 - 23.3
Medium Pink	23.4 - 27.7
Dark Pink	27.8 - 33.3
Darkest Pink	33.4 - 42.9

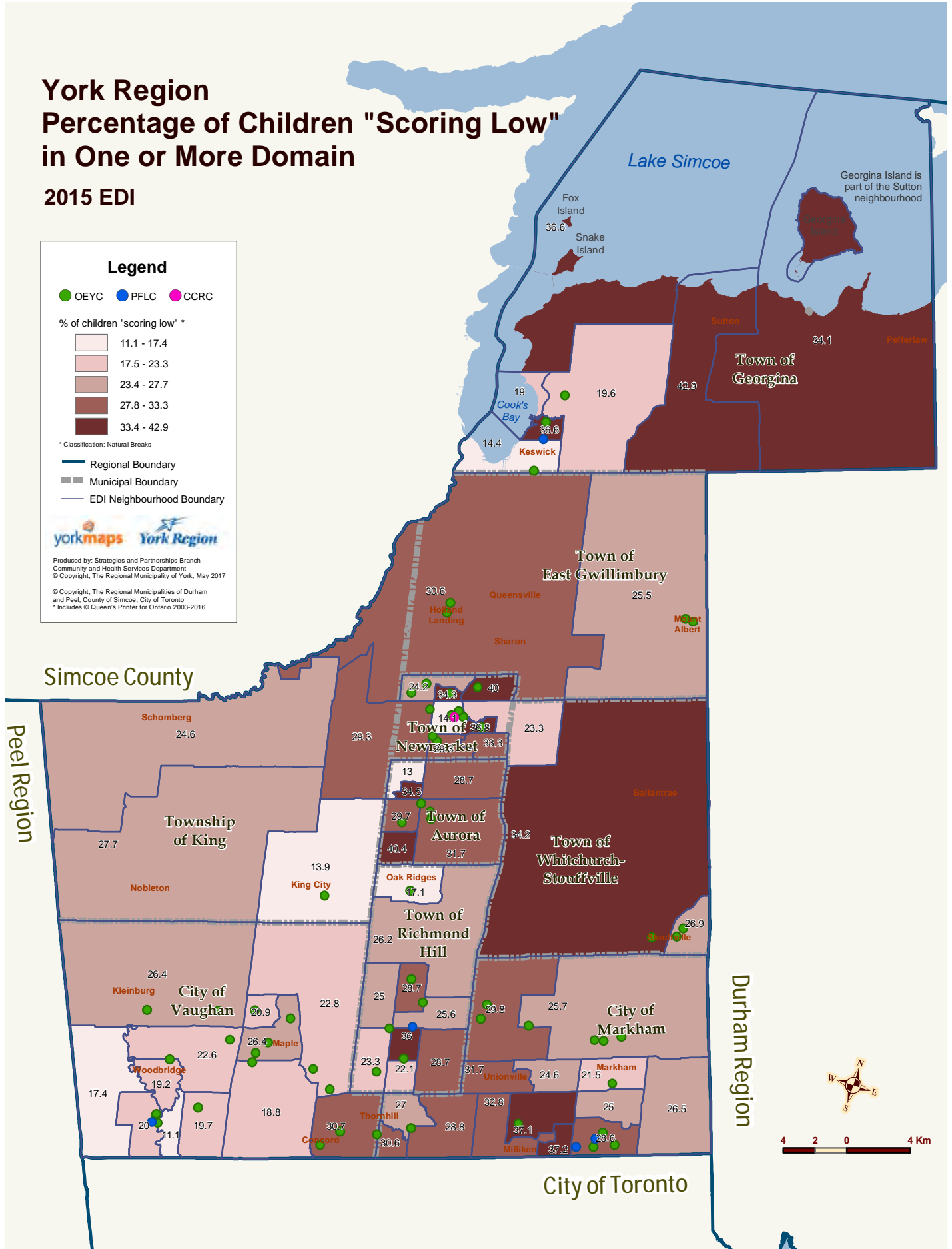
\* Classification: Natural Breaks

- Regional Boundary
- Municipal Boundary
- EDI Neighbourhood Boundary

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# APPENDIX 5





# York Region Census Families With at Least One Child 0-6 2011 Census

**Legend**

● OEYC ● PFLC ● CCRC

Number of census families \*

Lightest Pink	123 - 420
Light Pink	421 - 770
Medium Pink	771 - 1330
Dark Pink	1331 - 2200
Darkest Pink	2201 - 4355

\* Classification: Natural Breaks

— Regional Boundary  
 - - - Municipal Boundary  
 - - - EDI Neighbourhood Boundary

**yorkmaps** York Region

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