



COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	January 13, 2023
SUBJECT:	Hamilton's Early Childhood Educator Marketing Strategy
WARD(S) AFFECTED:	City-Wide
SUBMITTED BY:	Angela Burden General Manager Healthy and Safe Communities Department
SIGNATURE:	

Background

The Children's and Community Services Division has received one-time funding from the Ontario Ministry of Education to support the Early Years' community in sustaining, enhancing, growing and attracting the workforce, which is primarily staffed by early childhood educators (ECEs).

As a part of this funding, the City of Hamilton as the Consolidated Municipal Service Manager (CMSM) for the Early Years' system in Hamilton, worked with its counterparts in 40+ municipalities across the province through a cooperative procurement process. A marketing and creative agency was hired to create a marketing toolkit that could be leveraged to recognize the important role of early childhood educators. Following its development, materials were adapted to local corporate brand standards to align with a province-wide public education campaign starting January 16, 2023. Approximately 45 municipalities across Ontario will be participating in the campaign.

This campaign will raise awareness of the role ECEs have in Hamilton, particularly highlighting the value of the work they do every day. Pointing residents to www.hamilton.ca/ECE, the campaign will seek to educate them on:

- How the role of an ECE contributes to the economy
- How someone could become an ECE
- Links to Ontario college programs
- The system of supports available to ECEs
 - ASCY (Affiliated Services for Children and Youth), the local professional resource centre in Hamilton
 - College of ECEs

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

**SUBJECT: Hamilton's Early Childhood Educator Marketing Strategy (City Wide) -
Page 2 of 2**

Campaign materials will be shared across a variety of channels, including social media, radio, paid print and digital advertising, and signage across the city, as well as sharing with relevant community stakeholders to spread the word.

Should you require further information, please contact Jessica Chase, Director Children's Services and Community Services Division at (905) 546-2424 ext. 3590 or via email at Jessica.Chase@hamilton.ca.