



National Child Day Panel:
*Creating Safe and Caring
Environments for Children
and Youth*

Wednesday, November 15, 2017
10:30am -12:30pm
Alberta Children's Hospital – Kinsmen
Learning Centre (4th floor)
2888 Shaganappi Trail NW, Calgary

CHILDREN FIRST CANADA

Children First Canada is a **strong, effective and independent voice for all of Canada's children.**

We were established in 2015, and in 2016 we launched a **national movement to make Canada the best place in the world for kids to grow up.**

We are taking the lead in building **public awareness** and **promoting public policies** that ensure the wellbeing of *all* of Canada's children.

We are using a **collective impact approach** to harness the strength of many organizations that are committed to improving the lives of Canada's children, including children's charities and hospitals, research centres, government, corporations, community leaders, and children themselves.

LA CHARTE
CANADIENNE
DES ENFANTS



CANADIAN
CHILDREN'S
CHARTER

National Child Day

Sara L. Austin, Founder & Lead Director of Children First Canada
CEO of Sheldon Kennedy Child Advocacy Centre



OUR TEAM

Sara L. Austin, Founder & Lead Director

Sara is a passionate champion for children with 20 years of senior leadership experience in the non-profit/charitable sector. She was recently appointed CEO of the Sheldon Kennedy Child Advocacy Centre.



She has helped change the lives of the world's most vulnerable children through her leadership of global advocacy campaigns, major public policy reforms, and evidence based programs and research for children. Sara has received numerous accolades for her work, including the Top 25 Women of Influence and Top 100 Most Powerful Women.

Clayton Rowe, Managing Director

Clayton uses his gifts as innovator, collaborator, facilitator, educator, and coach to cultivate the well-being of leaders, organizations, and communities. Since 2000, he has invested in organizations serving Vancouver, Winnipeg, Hamilton, Toronto, and Montreal.

BOARD OF DIRECTORS

- **Mary Jo Haddad** – Board Chair of Children First Canada, President of MJH & Associates, Board Director of TELUS and TD Bank Group, Former CEO of Sick Kids Hospital
- **Gail O'Brien**, Board Director of Sick Kids Foundation, Trustee of the National Arts Centre, & Former GM of Holt Renfrew
- **Desiree Bombenon**, President and CEO, SureCall Contact Centres
- **Sarah Laughton**, Breakthrough and Innovation Catalyst at Insigniam
- **Lindsay Patrick**, Director of Global ETF Strategy, RBC Capital Markets
- **Julia Shin Doi**, General Counsel and Secretary of the Board of Ryerson University

STRATEGIC ADVISORS

- **Angela Simo Brown**, Head of Social Change Strategy and Innovation at Airmiles Loyalty One
- **Christian Whalen**, Deputy Advocate and Senior Legal Counsel, Office of the Child and Youth Advocate of New Brunswick
- **Ilona Dougherty**, Managing Director, Youth & Innovation Research Project, University of Waterloo

OUR PARTNERS IN THE NATIONAL MOVEMENT



OUR YOUTH AMBASSADORS

At the heart of Children First Canada are the voices of kids, and we're pleased to have Youth Ambassadors who are working on the frontlines to make this a better country for all children.

Samuel Yacob



Hannah Ruuth



Sanaya Polobutu



OUR COUNCIL OF CHAMPIONS

- Mike Apkon, CEO, Sick Kids Hospital
- Sara Austin, CEO, Sheldon Kennedy Child Advocacy Centre
- Owen Charters, CEO, Boys and Girls Clubs of Canada
- Peter Coleridge, CEO, Big Brothers & Big Sisters of Canada
- Kiki Delaney, Partner & President, Delaney Capital Management
- Peter Dinsdale, CEO, YMCA Canada
- Julia Hanigsberg, CEO, Holland Bloorview Kids Rehabilitation Hospital
- Katherine Hay, CEO, Kids Help Phone
- Rick Headrick, President, Sun Life Global Investments
- Marci Ien, Guest Co-Host of CTV's The Social and former Co-Host of CTV's Canada AM
- Stoney McCart, Executive Director, Students Commission & the Centre of Excellence for Youth Engagement
- Valerie McMurtry, CEO, Children's Aid Foundation
- Alex Munter, CEO, Chief Executive Officer of the Children's Hospital of Eastern Ontario and the Ottawa Children's Treatment Centre
- Andrea Stairs, Managing Director, eBay Canada
- Katie Taylor, Chair of RBC and Sick Kids Foundation

Our Council of Champions for Children is a diverse group of leaders who share a common passion and commitment to drive measurable change for children.

A LANDMARK REPORT ON THE STATE OF CANADA'S CHILDREN

THE KIDS ARE NOT ALRIGHT - IT'S TIME FOR CANADA TO MEASURE UP!

Children First Canada undertook a national study on the state of childhood in Canada in partnership with the Angus Reid Institute and several children's charities, hospitals and research institutes.

We surveyed adults as well as children, to learn about the current challenges facing kids and to gauge public support for action.



THE KIDS ARE NOT ALRIGHT

The results of the study paint a startling picture of the state of childhood in Canada

- Nearly 1/5 Canadian children lives in poverty
 - 1/4 aboriginal children live in poverty
 - Toronto has child poverty rates of 1/3
- Nearly 1/5 teens has considered suicide in the past year
- 1/3 Canadians have experienced some form of child abuse
- Over 1/3 people requiring food assistance are children
- Over 1/3 Canadian children are obese or overweight
- 1/7 people using shelters are children

Children from all walks of life are affected, but specific groups of children are particularly vulnerable, including: indigenous children, kids from single parent homes, refugee children and youth in foster care. In fact, UNICEF ranks Canada as one of the most unequal places to raise a child, placing 26th out of 35 wealthy nations for "fairness for children".



HOW THE FEDERAL GOVERNMENT CAN HELP



COMMON MISCONCEPTIONS

The study revealed several myths about the state of childhood in Canada:

Myth #1	Myth #2	Myth #3	Myth #4
<p>Canada is one of the best places for kids to grow up</p> <p>The majority of Canadians believe we are a top 10 country to raise a child.</p> <p>In reality, Canada is far from being a world-leading country for kids to grow up.</p>	<p>Most kids are just fine</p> <p>Millions of children from all walks of life are affected, from coast to coast to coast.</p> <p>Our youngest citizens are in desperate need of help.</p>	<p>Adults know best</p> <p>Adults and children have different points of view on what the problems are and how to solve them.</p> <p>Kids can't vote, but they have a voice and it's time that Canadians listened and acted.</p>	<p>The problems are too big to solve</p> <p>The problems are daunting.</p> <p>Canadians care deeply about children's wellbeing and want to make a difference.</p>

CHILDREN FIRST IS HAVING AN IMPACT

- Released a landmark research report on the state of childhood in Canada with the Angus Reid Institute
- Held a National Speaker Series with the Economic Club of Canada
- Established credible partnerships with leading children's charities, hospitals, research centres and the private sector
- Launched a pilot Youth Ambassador program
- Launched a public relations campaign that resulted in massive media attention
 - Reached an audience of 25 million with our launch event in November
 - Reached an audience of 50 million with a PR campaign in February
- Launched an influential government relations campaign aimed at the Prime Minister's Office and key MPs and Senators

WHAT'S NEXT...

- Continue campaign for a **national Commissioner for Children and Youth** (announcement expected this fall)
- Expand the **Youth Ambassadors Program**
- Create the **Canadian Children's Charter**: a vision and plan of action to make Canada the best place for kids to grow up!
 - Engage children/youth across Canada through a **digital campaign**
 - Host a **National Summit** in Ottawa (November 22-23) to create the **Children's Charter**
- **Mobilize** partners around a common issue for greater impact
- Promote timely and **newsworthy research**
- Ongoing **Government Relations** and **Public Relations**



CREATING THE CANADIAN CHILDREN'S CHARTER

- The consultation for the **Canadian Children's Charter** is now underway:
 - Focus groups with children and youth
 - Online survey for children and youth
 - Online forums (Facebook Townhall and Twitter Chat)
- The results will be consolidated in a report and shared widely in early November
- On November 21-22, we will host a **National Summit** in Ottawa to create and launch the Canadian Children's Charter.
- The **National Summit** will be integrated with **National Child Day** ceremonies in the Senate.
- All resources will be available in English and French, and we are also looking at options for translation into other languages



We have launched an exciting project to create a **Canadian Children's Charter**: a vision and plan of action to make Canada the best place in the world for kids to grow up.

Children's Charters represent a shared commitment for the protection and empowerment of children's rights and the promotion of their wellbeing by all members of society.

The Canadian Children's Charter will be founded on the principles of children's rights, mutual responsibility and accountability, and will focus on a call to action.

THE NATIONAL SUMMIT FOR THE CANADIAN CHILDREN'S CHARTER

A minimum of 30 children and youth will participate in the National Summit

Participants will come from diverse backgrounds and strategies to nominate and support their participation will ensure inclusion and full participation

We will ensure that participants represent diverse backgrounds, including:

- Geographic representation from all provinces/territories and urban and rural areas
- Indigenous and non-indigenous children/youth
- Immigrant and refugee children/youth
- LGBTQ
- Children and youth with disabilities

There will also be adult delegates from charities, government, and private sector

www.childrenfirstcanada.com/canadian-childrens-charter/



NATIONAL SUMMIT FOR THE CANADIAN CHILDREN'S CHARTER

November 21 (children/youth only)

Morning:

National Summit commences with child/youth delegates

Children/youth attend National Child Day ceremonies in the Senate

Afternoon:

National Summit resumes and children/youth begin developing the Canadian Children's Charter

November 22 (children/youth & adults)

Morning:

Children/youth and adult delegates all take part in National Child Day breakfast reception in Senate

National Summit resumes and all delegates take part in creating the Canadian Children's Charter

Afternoon:

National Summit concludes mid-afternoon

Reception and media event to release the Canadian Children's Charter

All ceremonies will be complete by approx. 7pm

Together we can make Canada the best place in the world for kids to grow up!

WHAT CAN THE CHILDREN'S CHARTER ACHIEVE?

Start a conversation

We hope the Canadian Children's Charter **starts a national conversation** – in classrooms, at dinner tables, at water coolers, in boardrooms, in newsrooms, Provincial Legislatures and the House of Commons, on the urgent need for action.

Align on issues

The facts and figures should make all Canadians **uncomfortable**. We hope the Canadian Children's Charter will help government, charities and private sector to **align on key issues** because we can and we must do better.

Take action

Investing in kids is **the right thing to do**, but it also **makes sense from an economic point of view**. We hope the Canadian Children's Charter moves us from aspiration to concrete action to improve the lives of all of Canada's children/youth.

Together we can make Canada the best place in the world for kids to grow up!

HOW YOU CAN HELP

- Share your expertise and input to help create the Children's Charter
 - Give input to the creation of the Charter
 - Promote the Charter and help make it widely known and understood
- Support the participation of children and youth in the creation of the Charter
 - Promote the survey and support the widespread dissemination
 - Host focus groups to facilitate the participation of children and youth
 - Nominate and support the participation of children and youth to attend the National Summit, including funding the cost of their travel

INVESTING IN CHILDREN WORKS

The average Canadian believes that kids deserve the best opportunities in life

Investing in kids is good for the future of our nation

\$1 invested in the early years of a child's life can save up to \$9 in future spending in health care



Their future depends on us – Canada's future depends on them.

THANK YOU

For more information please contact:

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