MONDAY, MARCH 23 2015 Coalition Meeting 10:00 am- 12:00 pm CAS of Toronto- 7th Floor

Present: Paola Collini-Martins, Jennifer Drummond, Ian Edward, Cindy Himelstein, Marilia Lana, Annie Peng, Kaitlin O'Leary, Diane Banks, Lovelle San Gabriel

Regrets: Shaida Adettia, Vanessa Chase, Lee Ford-Jones, Cynthia Grundmann, Eneyda Guerra, Sandra McCallum, Cindy McCarthy, Jane Mercer, Anna Polla, Jillian Sewell, Lisa Shortall, Lee Soda

AGENDA	DISCUSSION	OUTCOME/FOLLOW- UP
Event Debrief	 Event was well organized, on time and ran smoothly One of the beatboxers did not show up last minute – a discount was given because of this Four councillors came by: Mike Layton, Jon Cressy, Mary Fragedakis, and Jon Burnside 	
Suggestions For Next Time	 Have info to give out and key talking points for people who come by in the day during set-up Councillor James Pasternak recommended doing something during the day – perhaps during budget council meeting we could be there during lunch hour from 12 until 2 If it is during the day, kids can't come – we could look at a PA day Perhaps this event does not need to be during the budget, particularly if we do not have a specific ask Many programs do not even receive City funding, so while it is good to get our name out there is this really the best place to advocate? We could potentially look at doing the event outside if it was at a different time of year If this were to be the case it would need to be spring or fall because the focus should be on after-school programs since members of the public generally do not understand this (while they seem to understand the benefit of camp) Having the different tables with different categories was effective – licensed, recreation, city, etc. Some kind of big PR campaign would be amazing A potential campaign could be: What are parents doing at 3pm? 'Middle Childhood' name is still confusing for people – school-aged is more clear 	Consider alternate time of year and during the day for next year, as well as who the target audience is
Follow-up with City Councillors	We should talk to Joe Cressy about what it means to be Youth Equity Champion If we meet with councilors we need a parent or community member to go to the meeting What are we really asking?- Affordability is a big issue	lan has contacted his office but no response yes Smaller group - lan, Lovelle, Annie, and Kaitlin - will meet to discuss key

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	 This is the only jurisdiction in Ontario where the subsidy must be used for licensed-based childcare – it cannot go towards recreation programs TCDSB conducted a survey for kindergarten kids and there are very few families that actually want the extended care program (province mandates it must be a minimum of 20 families in a the school) Often parents do not understand that they need to pay for the extended care What happens when we implement an extended care program? It costs \$10,000 to set up a program and is up to principal's discretion whether or not to use a recreation vs. licensed program 	messages for City, Province, etc. on Friday, April 10th
Provincial Advocacy	 The province may be splitting middle childhood to mean 6-8 year-olds and 9-12 year-olds If you do not have a subsidy by the age of 6 it is almost impossible to get Should we ask for more base funding? We need 3 key messages 	We need information on: how the subsidy works, the waitlist, and the average cost of programs
Research Potential	 It is much more difficult to engage 9-12 year-olds - we need people to understand WHY kids 9-12 need to be engaged Can we get some research on what happens when kids turn 11 and they start to drop off programs? We need Canadian data so people will understand (related to gang prevention etc) Beyond 3:30 has some research on this It would be great to talk to every school-aged child and find out what they are doing after school (similar to BC research) We can find out what kids are currently doing after school and what kids want to be doing after school 2 years ago 1000 parents were surveyed. Understand the different touch points for the children and for the parents – maybe one strategy can help address multiple challenges For every kid, what are the challenges at each level? 	Reach out to Steven Linton from City of Toronto for any statistics on prevention. Jennifer will send out Beyond 3:30 research SPT may be able to help with this but they are currently going through a transition re: funding
Funding	 Parent Reach Out Grant due May 19th, through PIC There used to be a mentorship program between high school and elementary schools for self-esteem, smoking cessation, and healthy living. 	Annie will send some information re: this grant
Skills Development Workshop	 At the end of the city's research there will be one set of Quality Indicators for out-of-school-time programs 650 surveys submitted, 3500 statements received, a word cloud will be created MCMCT can run something in September on how this tool can be used across the city 	An MCMCT conference planning committee will be developed
Sick Kids Hospital- Pediatric Residents Parent	 There are very few parenting workshops for children 6-12 Some new residents are interested in parent education workgroups – may look at potential for grants for the new residents coming in July? 	Follow up with Toronto Public Health re: curriculum

Education	 Can doctors or nurses deliver new health workshops for parents? Want workshops available across the city, in the fun guide 	
Other News	Welcome to Lovelle San Gabriel who will be joining us from Toronto Public Health Lovelle will talk about Toronto Public Health role and programs at next meeting Free conference on April 23 rd at YMCA Central on Newcomer Youth Access to Recreation The conference is for frontline workers, managers, funders Big thank you to Jennifer Drummond who has been an instrumental member of the MCMCT for the last few years and will be leaving the coalition due to her new job in Peel	Annie will send this info to Diane for the Library to share
Next Meeting	Monday, April 20 th , 2015 from 10-12 at CAS 7 th floor	