



# MIDDLE CHILDHOOD MATTERS COALITION TORONTO

The KEY to making children ages 6-12 MATTER.



# MCMCT



Group of 25 social service agencies and community members working together with parents to increase access to high quality out-of-school-time programs\* for all children ages 6–12 in Toronto.

\* (before and afterschool, holidays and summertime)

Sectors include: child protection, education, health, multi-service centres, municipal government, recreation.



# How it all started ....2004



- Colleagues from St. Christopher House, Doorsteps Neighborhood Services, Better Beginnings Now and Toronto Public Health came together to discuss the lack of resources for children 6-12 and their families



# What we knew



- 6-12 yrs- **the forgotten years**- focusing on early years and the teens
- 6-12 yrs is an important growth and development stage
- Existing programs /services were a patchwork for parents and service providers
- No consistent funding for programs and quality issues

# Key Years: 2004-2006



- May 7<sup>th</sup> 2004- **Middle Years Matter Conference** included:
  - Ann Douglas- Parenting Expert
  - Gerrard Kennedy- Ministry of Education
- Building a Middle Years Coalition
  - Terms of Reference, Structure, Literature Review, “The Ask”

**\*\*Changed our name to Middle Childhood**

# Key Years: 2007



- National Learning Summit on Middle Childhood-connected nationally
- Connected with Arlene Perly Rae – Our Champion
- City of Toronto started to work on the Middle Childhood Framework ( City of Ottawa), ARC

**PUBLIC POLICY and PROGRAMS**

# Key Years: 2008/2009



## Our big question

**What are Toronto children ages 6-12 doing between the hours of 3-6 pm Monday-Friday?**





## **Middle Childhood Matters**

**An Inventory of Full-Week After-School  
Programs for Children 6-12 Years in Toronto**

January 2009

Produced by the Community Social Planning Council of Toronto  
In Partnership with Middle Childhood Matters Coalition Toronto



# Key Findings



- 21 organizations operate 534 full-week after-school programs that accommodate a total of 18,205 children 6-12 years- **9.5%** of all children in this age group
- Huge variety of programs across the City of Toronto funded by a variety of sources including parent fees, foundation/corporate grants and tax payer dollars.
- Toronto Star article- parent backlash

# Key Years: 2010



Toronto – A City Fir for Children- One School Age Child at a Time Conference

## **Areas of focus- Blend of Policy and Practice**

Dr. Clyde Hertzman- Importance of middle childhood

Dr. Charles Pascal, With Our Best Future in Mind

Dr. Jean Clinton- Brain Development- 6- 12 year olds

City of Toronto, Framework/Strategy

# Critical Years: 2011-2014



Ontario Trillium Foundation Grant -\$225,000

- Increase the awareness/knowledge of the importance of out of school time programs
- Increase the awareness/knowledge of the importance of middle childhood as a developmental stage
- Increase the capacity of the Coalition to become a strong voice/advocate for children 6-12 years of age and their families

# Project Staff



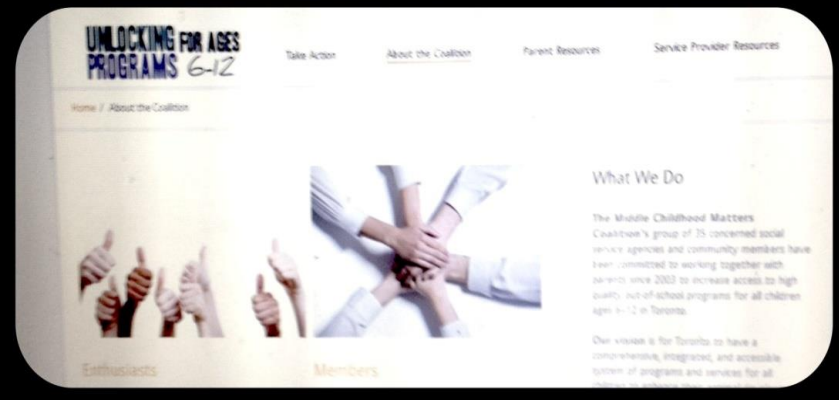
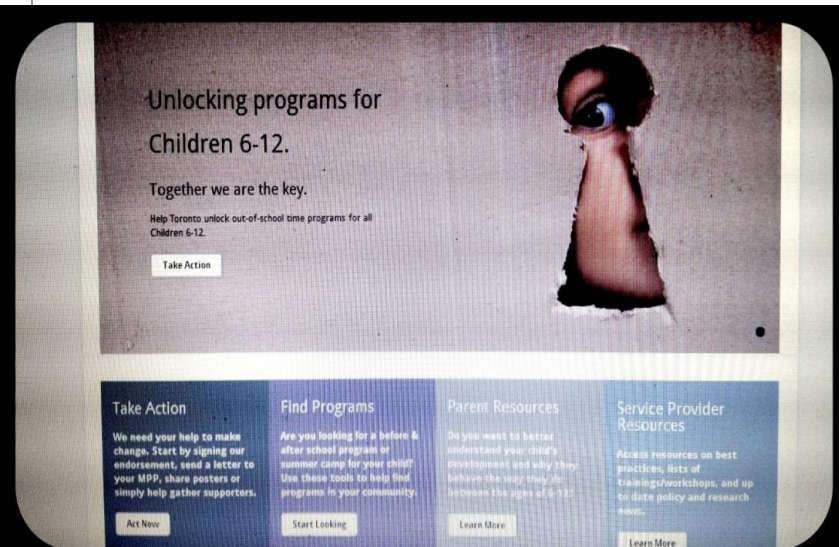


# Vision

**We believe** all families should have access to high-quality programs before and after the school day, summer and holidays. Families should be able to count on sustainable programs in their neighbourhoods.

**We believe** children ages 6-12 and their families need the support of their community to raise awareness about their unique needs.

# Social Media- Take Action- Resources



**Twitter**  
**@MCMCToronto**

**Facebook**  
**middlechildhoodmatters**

**Website**  
**www.middlechildhoodmatters.ca**

# Public Education & Awareness



## MCMCT & City of Toronto *Awareness Campaign*

- 180 Bus Shelter Ads
- Jul – Oct 2012
- tripled social media followers



Contest ends Sept 9



**HAVE YOU SEEN THIS AD?**  
Tell us where for a chance to win

- 1 LIKE US ON FACEBOOK**
- 2 POST THE BUS STOP WHERE 1 OF THESE ADS IS LOCATED**
- 3 WIN 1 OF 4 AMAZING PRIZES**  
\$100 GIFT CARD TO LOBLAWS  
ALL DAY FAMILY RIDE PASS CENTRE ISLAND  
2 -KIDS BOOK BUNDLES (6 BOOKS PER BUNDLE)

ADD A PICTURE X2 CHANCE TO WIN  
ADD A PICTURE & WHAT YOUR KIDS ARE DOING AFTER SCHOOL X3 CHANCE TO WIN

# Partnerships



- Sick Kids Hospital
- Toronto Child & Family Advisory Network
  - Early Learning & Care Committee
  - Family Supports Committee
  - Middle Childhood Implementation Committee
- National Alliance of Children and Youth
- United Way of Lower Mainland, B.C.
- Space Coalition
- TDSB- Model Schools- Cluster Parents Academy Committees

# Parent Engagement

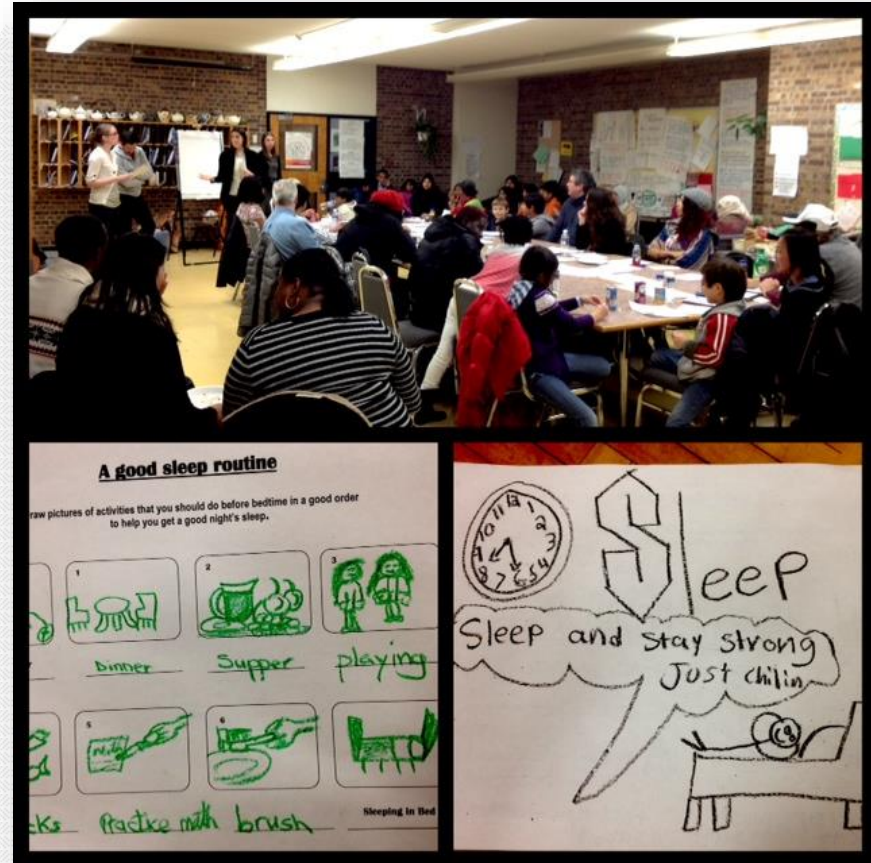
## Workshops

### Sleep & Routines

- Partnership with Residents & TDSB Model Schools – CPAC Parent Councils to run 7 workshops for every parent cluster in the City

### About Kids Health Research

- Explored how parents access & find information about their child's health



*Sick Kids Pediatric Resident Advocacy  
Committee & CPAC*

# I Love My OOPS Campaign



## How high-quality OOSPs\* support children 6-12

\* Out-of-School-Time Programs: before and after school, holidays and summer

### Develop Social & Emotional Skills

More than 1 out of 3 children are bullied leading to low self-esteem, depression, and anxiety. OOSPs foster a sense of peer-belonging, emotional regulation and build confidence.



### Increase Physical Activity

63% of kids' free time is spent being inactive. OOSPs have the potential to engage children in regular, enjoyable physical activity.



### Reduce Risky Behaviours

Children whose parents work full-time spend 20-25 hours on their own each week. During this unsupervised time they are at risk for injury, victimization, and may participate in alcohol consumption, sexual activity and smoking.



### Improve School Performance

Students who participate in programs have significant gains in performance, work habits & academic aspirations relative to unsupervised students.



# Service Providers



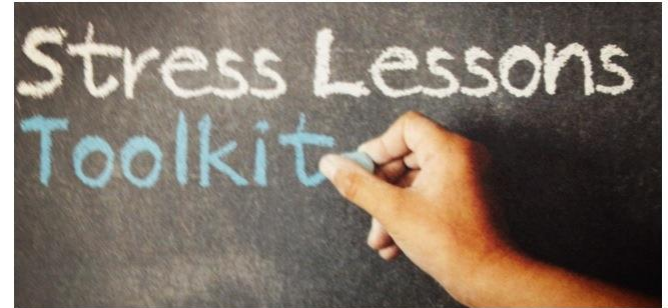
- Mental Health and Well-Being Conference
- 150 front line staff and program managers attended this day and half event- May 14<sup>th</sup> 2013



# Service Providers

## Kids Have Stress Too

- Facilitated 20+ frontline staff
- Understanding the roots and indicators of stress for 6-12 year olds
- How to cope and program for children with stress



# Civic Engagement- Gathering Support

## I AM making ages 6-12 MATTER.

### Did you know ?

Ages 6-12 are a unique and important time in a child's life.

Out-of-school time programs (before and after school, summer and holidays) provide a safe and caring place for children to play, explore and enhance their learning when they are not in school.



## I BELIEVE ...

- ✓ All families should have access to high-quality programs before and after the school day, summer and holidays. Families should be able to count on sustainable programs in their neighbourhoods.
- ✓ Children ages 6-12 and their families need the support of their community and people like me to raise awareness about their unique needs.

☐ **Yes-** I want my first name and comments displayed on the MCMCT website to help increase public awareness.

FIRST NAME

☐ **Yes-** I want receive updates and information from MCMCT and have provided my e-mail address.

LAST NAME

POSTAL CODE

E-MAIL ADDRESS

COMMENTS

☐ **Yes-** I want my first name and comments displayed on the MCMCT website to help increase public awareness.

FIRST NAME

☐ **Yes-** I want receive updates and information from MCMCT and have provided my e-mail address.

LAST NAME

POSTAL CODE

E-MAIL ADDRESS

COMMENTS



TURN OVER for more names

[www.MiddleChildhoodMatters.ca](http://www.MiddleChildhoodMatters.ca)

@MCMCToronto

MiddleChildhoodMatters

☐ **Yes-** I want my first name and comments displayed on the MCMCT website to help increase public awareness.

FIRST NAME

☐ **Yes-** I want receive updates and information from MCMCT and have provided my e-mail address.

LAST NAME

POSTAL CODE

E-MAIL ADDRESS

COMMENTS

☐ **Yes-** I want my first name and comments displayed on the MCMCT website to help increase public awareness.

FIRST NAME

☐ **Yes-** I want receive updates and information from MCMCT and have provided my e-mail address.

LAST NAME

POSTAL CODE

E-MAIL ADDRESS

COMMENTS

☐ **Yes-** I want my first name and comments displayed on the MCMCT website to help increase public awareness.

FIRST NAME

☐ **Yes-** I want receive updates and information from MCMCT and have provided my e-mail address.

LAST NAME

POSTAL CODE

E-MAIL ADDRESS

COMMENTS

☐ **Yes-** I want my first name and comments displayed on the MCMCT website to help increase public awareness.

FIRST NAME

☐ **Yes-** I want receive updates and information from MCMCT and have provided my e-mail address.

LAST NAME

POSTAL CODE

E-MAIL ADDRESS

COMMENTS

☐ **Yes-** I want my first name and comments displayed on the MCMCT website to help increase public awareness.

FIRST NAME

☐ **Yes-** I want receive updates and information from MCMCT and have provided my e-mail address.

LAST NAME

POSTAL CODE

E-MAIL ADDRESS

COMMENTS

When you have completed this endorsement please send this form to:



is funded by the Ontario Trillium Foundation

OR add your voice at  
[MiddleChildhoodMatters.ca](http://MiddleChildhoodMatters.ca)

MIDDLE CHILDHOOD MATTERS  
COALITION TORONTO  
201 Chester Le Boulevard, 2nd Floor  
Toronto, ON M1W 2K7

# Influencing the City Budget 2014



- Champions from across the sector gathered at Toronto City Hall for an educational evening on middle childhood- January 21<sup>st</sup>
- Over 100 people attended the event -12 Toronto City Councilors
- 125 children from 6 different after school programs participated in innovative and technology based activities.

# City Hall Rotunda Event- January 21st



# January 21<sup>st</sup> Middle Childhood Day



Mayor Rob Ford

## *Proclamation*

### Middle Childhood Day

January 21, 2014

WHEREAS "middle childhood" refers to children aged six to 12 who attend school for a full day. According to the latest census, there are almost 180,000 children aged 6 to 12 in Toronto.

Although school plays a significant role in a child's life, before and after school programs help children improve their academic and interpersonal skills, allowing them to explore personal interests that may impact the rest of their lives.

Before and after school programs provide kids in their middle childhood years with the opportunity to develop important behavior management and interpersonal skills through interactions with other kids and caring adults.

The City of Toronto, along with its community partners, has long recognized the necessity of focusing on middle childhood. In May 2009, the City released the Toronto City Council-endorsed Middle Childhood Strategy Framework, with a commitment to developing a comprehensive Middle Childhood Strategy which, along with community partners, will help build a system of high-quality and age-appropriate out-of-school programs for children aged 6 to 12.

Middle Childhood Matters Coalition Toronto is a group of 40 concerned social services agencies and community members that have been committed to working together with parents since 2003 to increase access to high quality out-of-school-time programs for all children between the ages of 6 to 12 in Toronto.

NOW THEREFORE, I, Mayor Rob Ford, on behalf of Toronto City Council, do hereby proclaim **January 21, 2014** as "**Middle Childhood Day**" in the City of Toronto. I encourage everyone to learn more about the importance of these critical years of development.

Mayor Rob Ford  
City of Toronto

# Coalition's Next Steps



Some Ideas

## **Civic Engagement**

Mayoral Debate on children's issues

Educating new City Councilors

## **January 21<sup>st</sup> Event**

City Hall event

## **Training and Education**

Conference 2015



**Questions- [middlechildhoodmatters@gmail.com](mailto:middlechildhoodmatters@gmail.com)**

**[www.middlechildhoodmatters.ca](http://www.middlechildhoodmatters.ca)**