

**Ministry of Education
Early Years and Child Care
Division**

Mowat Block, 24th floor
900 Bay St.
Queen's Park
Toronto ON M7A 1L2

**Ministère de l'Éducation
Division de la petite enfance et
de la garde d'enfants**

Édifice Mowat, 24^e étage
900, rue Bay
Queen's Park
Toronto ON M7A 1L2



2017: EYCC13

MEMORANDUM TO: Early Years Partners

FROM: Shannon Fuller
Assistant Deputy Minister
Early Years and Child Care Division
Ministry of Education

DATE: **October 27, 2017**

SUBJECT: **Announcement of new EarlyON Brand and Launch of
Child Care Public Awareness Campaign**

On June 6, 2017, the government released Ontario's Renewed Early Years and Child Care Policy Framework, which sets out the Ministry's vision for early years and child care in Ontario. This framework identifies seven key priority areas for action, including the Ministry's commitment to increasing public awareness of Ontario's early years and child care system.

Over the last several months, the Ministry has been working with partners, families and community members to understand how public awareness of available early years and child care services can be increased at a local level.

EarlyON Child and Family Centres

As the government moves forward with the integration and transformation of the child and family system, the Ministry understands that increasing public awareness is critical. For this reason, the Ministry undertook a brand strategy to bring together the four provincially-funded programs under one unifying brand designed to resonate with both parents and stakeholders.

I am very excited to share with you that the Ministry has officially launched its new EarlyON brand for child and family programs across Ontario. The EarlyON name and

identity will replace the Ontario Early Years Child and Family Centre name. Mitzie Hunter, Minister of Education and Indira Naidoo-Harris, Minister Responsible for Early Years and Child Care were thrilled to make the announcement in Toronto on October 24, 2017.

The EarlyON brand enables government to promote child and family centres as places that encourage children to learn, play, laugh, be curious, make friends and engage with others. Places where children are seen as capable and competent - where they can build their sense of belonging and capacity for expression. Places where children, parents and caregivers can explore and engage with the world around them and enhance their well-being.

EarlyON child and family centres will offer safe and welcoming environments open to all families across Ontario. Children and families will be welcomed by qualified early years professionals and participate in high-quality programs, in places where parents and caregivers can find support, advice, personal connections and access a network of resources.

Branding of EarlyON child and family centres will begin in January 2018. The Ministry is working with Consolidated Municipal Service Managers (CMSMs) and District Social Services Administration Boards (DSSABs) in their role as service system managers to begin rolling out the branding of EarlyOn Child and Family Centres in January 2018. I have attached a sample of the new English, French and bilingual logos, for your reference.

Child Care Public Awareness Campaign

I am also very excited to let you know that our public awareness campaign launched October 24, 2017 as well. Television and digital ads have been developed to raise awareness of our commitment to create an additional 100,000 licensed child care spaces for children 0-4 over the next five years. This expansion is part of the Ontario government's effort to modernize its early years and child care system.

Thank you for your ongoing commitment to Ontario's children and families in your communities.

Sincerely,

Original signed by:

Shannon Fuller
Assistant Deputy Minister
Early Years and Child Care Division
Ministry of Education

EarlyON Brand Logo

Stacked Format – English & French:



Horizontal Format – English & French:



Bilingual Horizontal Format:

