



Committee Report

CEYD-24-08

To: Chair and Members of the Joint Social Services and Land Ambulance Committee
From: Mandy Koroniak, Director of Children's Early Years
Date: Wednesday, November 13, 2024
Subject: **Wellington Home Child Care Recruitment Campaign**

Background:

In addition to directly operating 4 licensed child care centres, the Children's Early Years Division directly operates Wellington Home Child Care, its licensed home child care agency. Licensed home child care provides additional opportunities for families to access licensed child care settings, where they may benefit from access to child care fee subsidies, reduced parent fees under the Canada-Wide Early Learning and Child Care (CWELCC) System and supports to enable the inclusion of children with special needs, in a home setting. It additionally supports parental choice in child care arrangements, and provides the potential for increased access to licensed child care in communities that may have less access to centre-based child care, such as in rural communities.

Wellington Home Child Care is licensed by the Ministry of Education and supported by knowledgeable staff with a sound understanding of child development, who participate as co-learners with children, families, home child care providers, co-workers and community supports. These include supports for the inclusion of children with special needs through the Children's Early Years Division's Enhanced Support System and supports to build the capacity of home child care providers through its Early Years Professional Resource Centre. The agency services both Wellington County and Guelph and is supported by 1 FTE Supervisor and 3 FTE Home Child Care Advisors. The Wellington Home Child Care office is located in Aboyne and staff travel throughout the County and Guelph to provide supports to the 44 homes currently active with the agency. Home child care providers are self-employed individuals who are contracted by the agency.

In March 2020, Wellington Home Child Care had 45 active homes in Wellington-Guelph. At the start of the COVID-19 pandemic, licensed home child care operations were temporarily closed. Upon reopening and throughout the pandemic, providers undertook a range of important increased health measures to support safety in child care that altered the day-to-day duties of licensed home child care and many providers left the licensed home child care system during this time. By December 2022, the number of active Wellington Home Child Care homes had declined to 27, and as a result of this reduction in active homes, a vacant Home Child Care Advisor was archived.

Update:

To grow the number of active providers with Wellington Home Child Care, the Children’s Early Years Division worked with the County’s Communications team to implement a marketing campaign intended to recruit new licensed home child care providers. The marketing campaign ran from July 1 to August 31, 2024 and it significantly boosted engagement and awareness to the public, driving over 13,000 clicks and attracting 3,140 unique users to the [Wellington Home Child Care webpage](#).

The campaign's reach across various platforms including radio, social media, digital banner ads, bus shelters, mall kiosks, newspaper ads, library screens, posters and event booths, effectively supported the expansion of licensed home child care options.

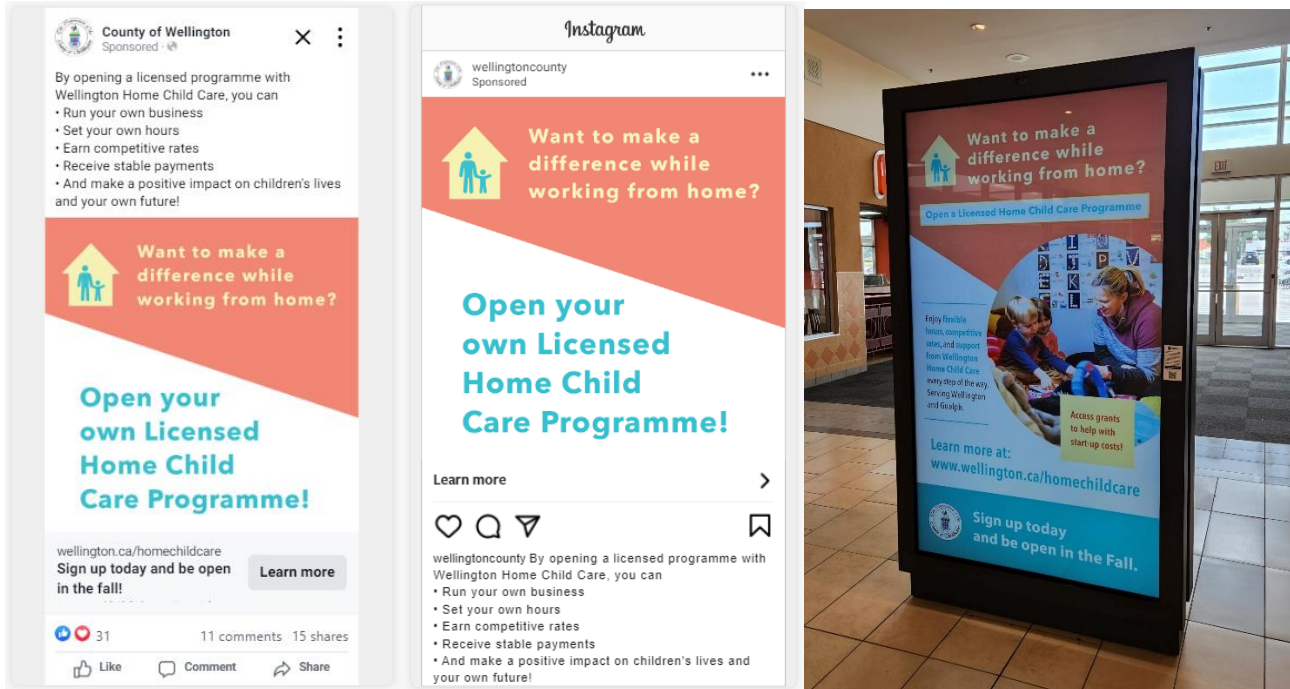
This increased visibility led to a surge in inquiries, growing from 8 inquiries in 2023 to 38 inquiries in 2024 for the same period. Supported through this campaign, the number of new Wellington Home Child Care providers is expected to increase by 18, leading to an anticipated total of 54 active homes by the end of 2024.

Each licensed home child care programme may provide care for up to 6 children under the age of 13. The addition of 18 homes thereby potentially increases access to licensed child care by 108 spaces in 2024. Some of this growth has already occurred and there are currently 44 active Wellington Home Child Care providers in Wellington-Guelph, as summarized below. Just prior to the campaign, in April 2024, there were 36 active homes.

Active Wellington Home Child Care Providers by Municipality

Municipality	No. of Providers April 2024	No. of Providers October 2024
Centre Wellington	7	6
Erin	0	2
Guelph/Eramosa	1	2
Guelph	25	32
Mapleton	0	0
Minto	1	1
Puslinch	0	0
Wellington North	1	1
Total	36	44

Wellington Home Child Care Marketing Campaign



Examples of various ads used in the marketing campaign outlining the benefits of opening a licensed home child care programme.

Financial Implications:

The Children's Early Years 2024 budget included an allocation of \$20,000 for the Wellington Home Child Care recruitment campaign.

Strategic Action Plan:

This report relates to the following objectives and priorities in the County's Strategic Action Plan:

- Doing What the County Does Best – Providing Critical Daily Services for Your Residents

Recommendation:

That the Joint Social Services and Land Ambulance Committee recommend to County Council that the report, Wellington Home Child Care Recruitment Campaign, be received for information.

Respectfully submitted,

Mandy Koroniak
Director of Children's Early Years Division

In consultation with/approved by:
Luisa Artuso, Social Services Administrator
Scott Wilson, Chief Administrative Officer