

CANADIAN FAMILIES ASK: WHERE'S CHILD CARE?



Universal child care isn't just a policy – it's a lifeline for families. The growing demand for high-quality low-fee public and not-for-profit child care reflects the needs and wants of hundreds of thousands of families.

It's time to make things much, much better. Every child should have access to child care when and where they need it.

JOIN THE #WHEREschildcarechallenge

Tell everyone—friends, family, colleagues, and elected officials that we need more high-quality, low-fee not-for-profit and public child care spaces. Here's how:

- Click [here](#) to download social media posts. Share them on FB, X, TikTok, & Instagram.
- Record your child care story and upload it using #WheresChildCare on Instagram.
- Organize a community event, such as a scavenger hunt for children. Dress in red and white striped T-shirts to match the theme.
- Don't forget to tag us: @oxfamcanada @child_care_now and @childcarecanada

SUGGESTED CAPTIONS

Version 1: Finding child care shouldn't be like a tricky game of search and find—it's time to make things much, much better. 😊 Good news: child care is much more affordable 😞 But here's the hiccup—many families still struggle to find child care when and where they need it. We urge the governments to end the child care shortage. 📄 Sign the open letter at whereschildcare.ca #WheresChildCareChallenge

Version 2: 🔍 Does finding affordable child care feel like a game of search and find? You're not alone! With more and more families wanting to access low-fee licensed child care—there are simply not enough spaces to meet demand. 🍎 26% of parents with children aged 0 to 5 years report their kids are on waiting lists. 🍎 20.6% of Indigenous parents report not using child care due to a shortage of spaces or long waiting lists. It's time to end the child care shortage. 📄 Sign the open letter at whereschildcare.ca #WheresChildCareChallenge

Version 3: Finding child care should be a breeze, unlike searching for a guy in a striped tee! Almost half of young children live in areas without access to licensed child care. Learn more at www.whereschildcare.ca

