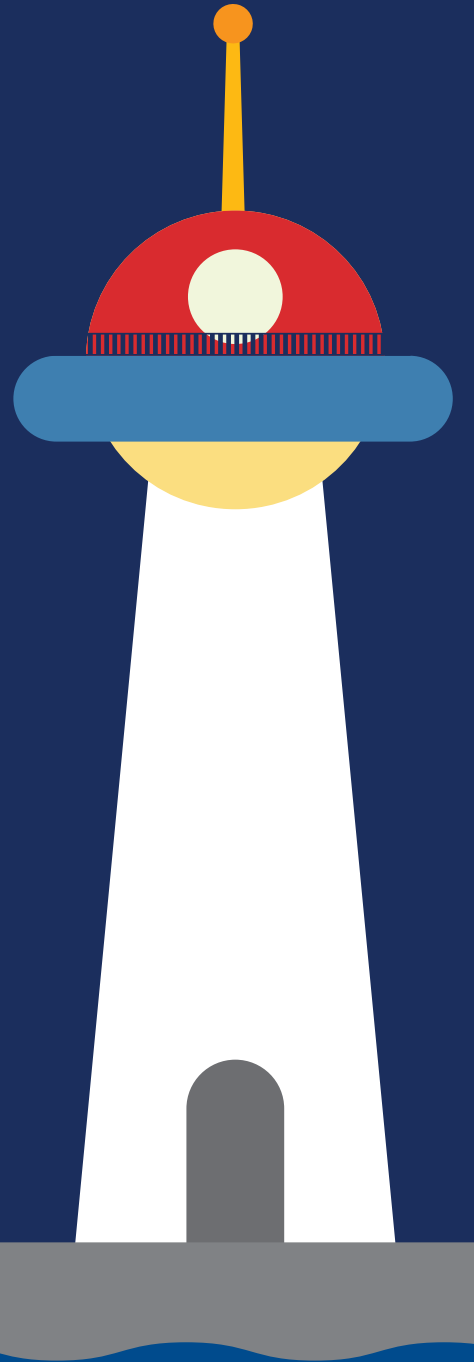


Advertising Guide for Child Care on School Grounds



ChildCareBC

Advertising Guide for Child Care on School Grounds

1 Program Name and Location

- Include the name of the school and child care program
- Clearly state that the program is on school grounds for convenience and familiarity
- Provide the full address (optionally include a map or nearby landmark)
- Mention the location within the school (e.g., gym, classroom, portable)

2 Engaging Headline

Examples:

- "Now Enrolling – Quality Care for Kindergarten to Grade 7"

3 Brief Program Description

- A few sentences about your mission, philosophy, or what makes your care unique
 - e.g., "We provide a warm, inclusive environment where school-aged children can grow through play, learning, and guided support."

4 Age Group Served

- Clearly state the age or grade range
 - Example: Kindergarten through Grade 7

5 Hours of Operation

- List the days and times of operation
 - Example: Monday–Friday, 7:30 AM – 6:00 PM
- Include care availability for:
 - Before school
 - After school
 - Non-instructional days, including: Winter, Spring, Summer breaks, and Pro-D Days

6 Licensed Program

- Confirm that the program is licensed and meets B.C.'s Child Care Licensing Regulation standards

7 Staff Qualifications

- Emphasize that staff
 - Are certified in early childhood education or qualified to work in school age care
 - Hold valid First Aid/CPR certification
 - Undergo criminal record checks

8 Culturally Safe and Inclusive Environment

- Highlight that the program is committed to providing a culturally safe and inclusive environment where all children regardless of background, identity, or ability feel respected, valued, and supported.
 - You may note support for children with additional needs if applicable

9 Fees and Affordability

- Include that the program participates in the Child Care Fee Reduction Initiative
 - Include a sample of what fees will be with the reduction

Full-time before-and-after school child care	Cost per month	Fee reduction	Parent pays
Kindergarten student	\$524	\$320	\$204
Grade 1 to 2 years of age	\$514	\$115	\$399

Mention that the Affordable Child Care Benefit is available for families that qualify

- Add a line like: "Families with incomes below \$111,000 may qualify for further fee reductions."
- Include how to apply:
 - "To apply, please visit the Affordable Child Care Benefit application page or scan QR code."



Link: Gov.bc.ca/AffordableChildcareBenefit

10 Contact Information

- Phone number
- Email address
- Website (if available)
- Social media handles

Follow us on social media



Facebook



Instagram

11 Enrollment Info

- Is enrollment open now?
- Waitlist
- Mention any special promotions (e.g., first week free, sibling discounts)
 - "Call now to schedule a tour!"
 - "Limited spots available – Enroll today!"

12 ▶ Key Features or Highlights

- Provide detailed descriptions of
 - Licensed and trained staff
 - Meals/snacks provided
 - Outdoor play and indoor activities
 - Security and safety features
 - Field trips, special events or themes of programs

13 ▶ Photos or Friendly Visuals

- Use high-quality images of the indoor and outdoor spaces
- Photos and bios of the staff to put a face to the program, building the link to families that might have difficulty with trust or fear of who will be caring for my child?

14 ▶ Other Ideas

- Parent testimonials or quotes
- Testimonials from school staff (principal or teachers)
- Link to Family Handbook

Samples

- [Poster Sample link](#)
- [Social Media/ Instagram sample link](#)

Note

The poster image provided was created in an 11" x 17" format as an example to illustrate how your poster might look. Please keep in mind that your final design should be context-specific and may vary depending on your location, services offered, and program needs.

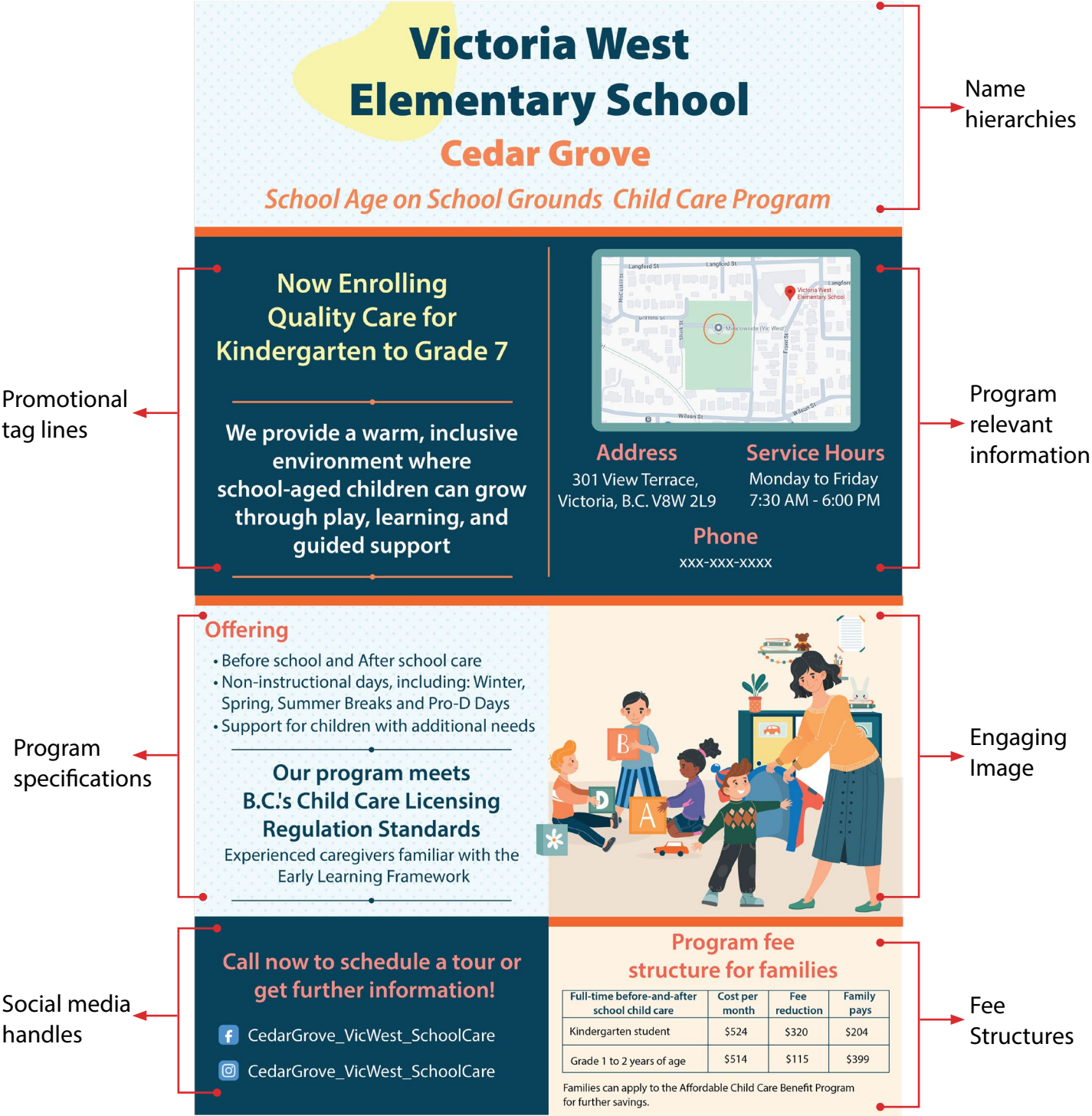
You can create your own poster using tools such as Microsoft Word, PowerPoint, or Publisher. Online design tools like Canva are also great options.

If your poster requires more space, or if you don't have access to a printer that supports 11" x 17" (tabloid) size, consider splitting your content into two separate 8.5" x 11" (letter-size) posters.

The purpose of the sample image is not to be replicated exactly, but to give you a general idea of layout and style.

If your program uses social media, you can use the same tools and resources you used to create your poster to develop your social media posts. Consider using the individual sections or key points from your poster to create separate posts that highlight different parts of your message.

Poster Sample Structure





ChildCareBC