

# Early Childhood Educators Matter

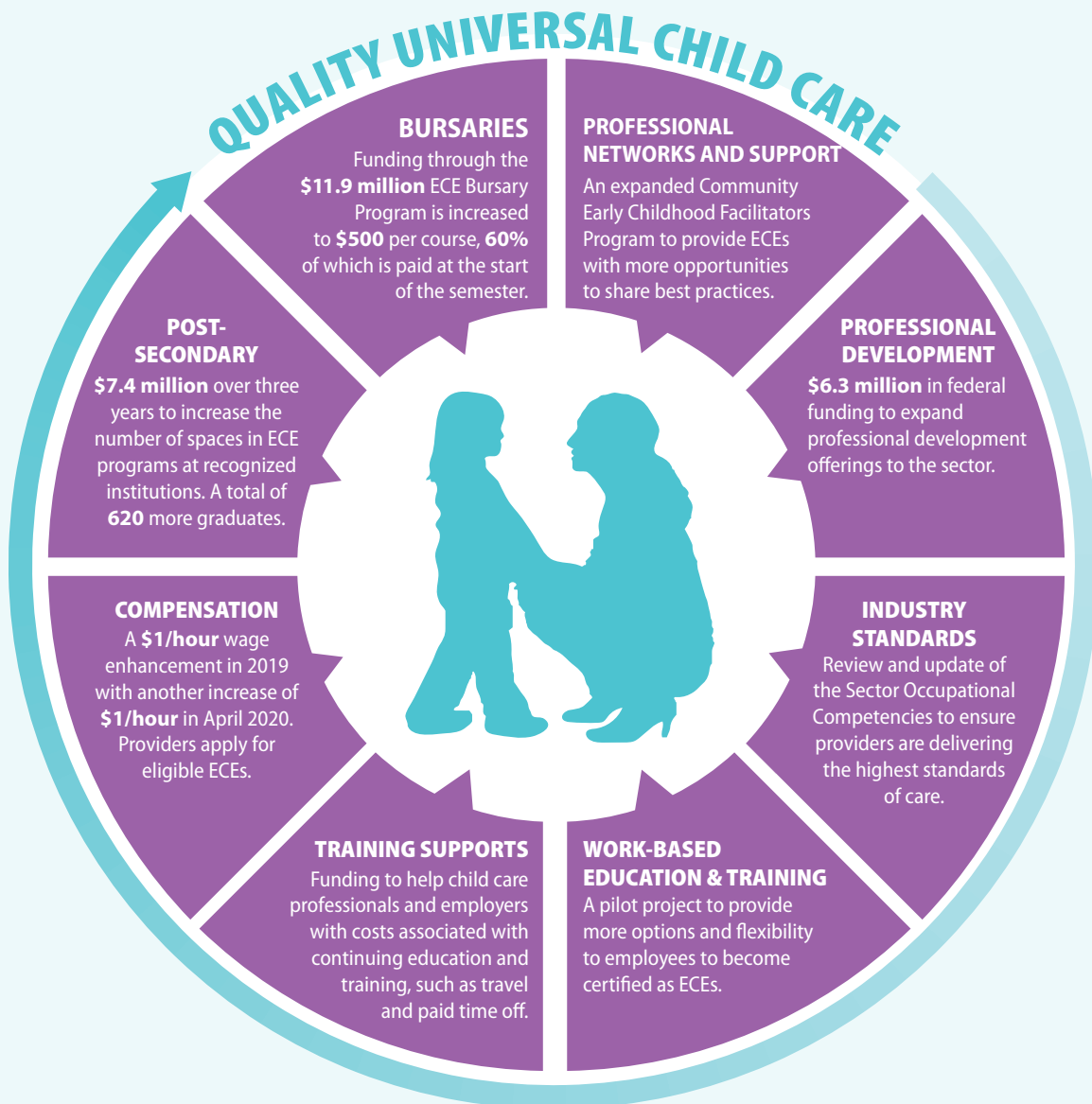
A RECRUITMENT AND RETENTION STRATEGY  
FOR THE EARLY CARE AND LEARNING SECTOR

A NEW  
DAY FOR  
PROVIDERS

CHILDCARE BC



EARLY CHILDHOOD EDUCATORS ARE THE HEART OF QUALITY CHILD CARE  
AND THE GOVERNMENT OF B.C. IS COMMITTED TO INVESTING IN THEIR FUTURE.



TO LEARN MORE ABOUT GOVERNMENT'S RECRUITMENT AND RETENTION STRATEGY  
FOR THE SECTOR, PLEASE VISIT: [WWW.GOV.BC.CA/CHILDCARE/ECESTRATEGY](http://WWW.GOV.BC.CA/CHILDCARE/ECESTRATEGY)