

1. Establish an independent Commissioner for Children and Youth
2. Develop a National Strategy for Children to tackle the top 10 threats to childhood and ensure the full implementation of children's rights.
3. Launch a Catalytic Investment Fund for Children and publish a Children's Budget

4. Measure What Matters
5. Provide equitable funding and services for First Nations, Métis and Inuit children
6. Involve Children

There are 6 essential building blocks to improve the lives of all 8 million kids in Canada:

**VOTE**  
FOR OUR FUTURE

Election 2021

**VOTE**  
FOR OUR  
FUTURE

A BIG BOLD PLAN TO  
MAKE CANADA THE  
BEST PLACE IN THE  
WORLD FOR KIDS  
TO GROW UP!

#voteforourfuture



CHILDREN  
FIRST  
CANADA

LES ENFANTS  
D'ABORD  
CANADA



## We will #voteforourfuture because:

- The future of Canada depends on the strength of our children and youth.
- Investing in our children means a stronger, better, Canada.
- We can reinvigorate Canada by doing right by our kids.
- Our children's voices matter! They are the leaders of today and the future.
- **WE CAN MAKE A DIFFERENCE** by investing in of our children so they thrive and survive!

# #voteforourfuture



## THE TIME IS NOW!

Canada's ranking has fallen from 10th to 30th place amongst 38 wealthy nations.<sup>1</sup>

More than 1/3 of kids in Canada do not enjoy a safe and healthy childhood.<sup>2</sup>

The COVID-19 pandemic has had a **devastating impact on children**. 61% of parents expect residual effects of the pandemic on their children's mental health, even after the pandemic is over, and 17% expect these impacts will be long term.

75% of parents say they have received **some government support** throughout the pandemic, but it **hasn't been enough** (42%), or they haven't received any support at all (33%).

91% of Canadians believe that Canada should put a **high priority on improving its rating for child wellbeing**.<sup>3</sup>

Kids cannot vote (yet!) but they represent nearly 1/4 of our **population and 100% of our future**.

Nearly 9 in 10 Canadians say that **investing in children will pay off** and save the need for additional expenditures in the future.

Key to Canada's previous success was **dedicated federal leadership and bold investments of financial resources** in tackling the top threats to childhood.

## THE CHILDREN'S PLATFORM CALLS ON ALL FEDERAL PARTIES TO:

- Make a big, bold plan to improve the lives of children and make Canada the best place in the world for kids to grow up
- Ensure that children's voices are heard and that their issues are prioritized
- Put children at the heart of Canada's pandemic recovery plans, and invest in short, medium and long-term solutions for children to survive and thrive.

View our 6 recommendations for how to improve the lives of kids in Canada 

1. <https://www.unicef.org/press-releases/worlds-richest-countries-grappling-childrens-reading-and-math-skills-mental-well>  
2. Raising Canada 2020: <https://childrenfirstcanada.org/raising-canada>  
3. [www.childrenfirstcanada.org/news/2019/11/20/new-poll-reveals-majority-of-canadians-believe-our-country-ranks-in-top-10-for-childrens-well-being](https://www.childrenfirstcanada.org/news/2019/11/20/new-poll-reveals-majority-of-canadians-believe-our-country-ranks-in-top-10-for-childrens-well-being)