



GEEARS

GEORGIA EARLY EDUCATION
ALLIANCE FOR READY STUDENTS



Communities
In Schools
Marietta/Cobb County



First 2000TM



Early Investment **DAYS**
A LIFETIME OF RESULTS



WHY SHOULD WE CARE?



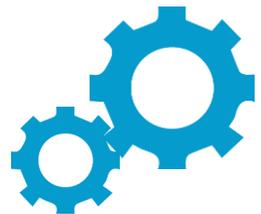
EARLY BRAIN DEVELOPMENT



THE RETURN ON EARLY INVESTMENT



BUILDING A STRONG FOUNDATION



**Why are the
first 2,000
days so critical?**





IF YOU CARE ABOUT...



Economic Well-being



Crime Reduction



Thriving Communities



National Security



Global Competitiveness



Child and Family Well-being

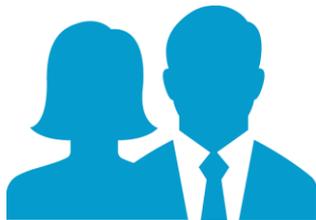


AN EARLY INVESTMENT

“

**Investing in our children
will grow our economy,
reduce crime, and ensure
our national security.**

”



**Business
Executives**



**Law Enforcement
and Military Officers**



**Faith Community
Leaders**



EARLY CHILDHOOD DEVELOPMENT

The most rapid period of development in human life happens from birth to eight.





EARLY CHILDHOOD DEVELOPMENT



**LEARNING
TO READ**



**READING
TO LEARN**

End-of-third-grade outcomes predict:

- academic achievement
- career success





THE FIRST 2000 DAYS

The **FOUNDATION** for future learning, health, and behavior is built **birth to age 5**.





**EARLY BRAIN
DEVELOPMENT
MAKES A
DIFFERENCE**





EARLY BRAIN DEVELOPMENT

The brain is **not** fully developed at birth.

The basic architecture of the brain forms during a child's early years.

As many as **one million** new neural connections are formed every second during the first few years of life.



BIRTH

1YEAR

2YEARS

3YEARS

4YEARS

5YEARS



EXPERIENCES BUILD BRAIN ARCHITECTURE

Three Core Concepts in Early Development

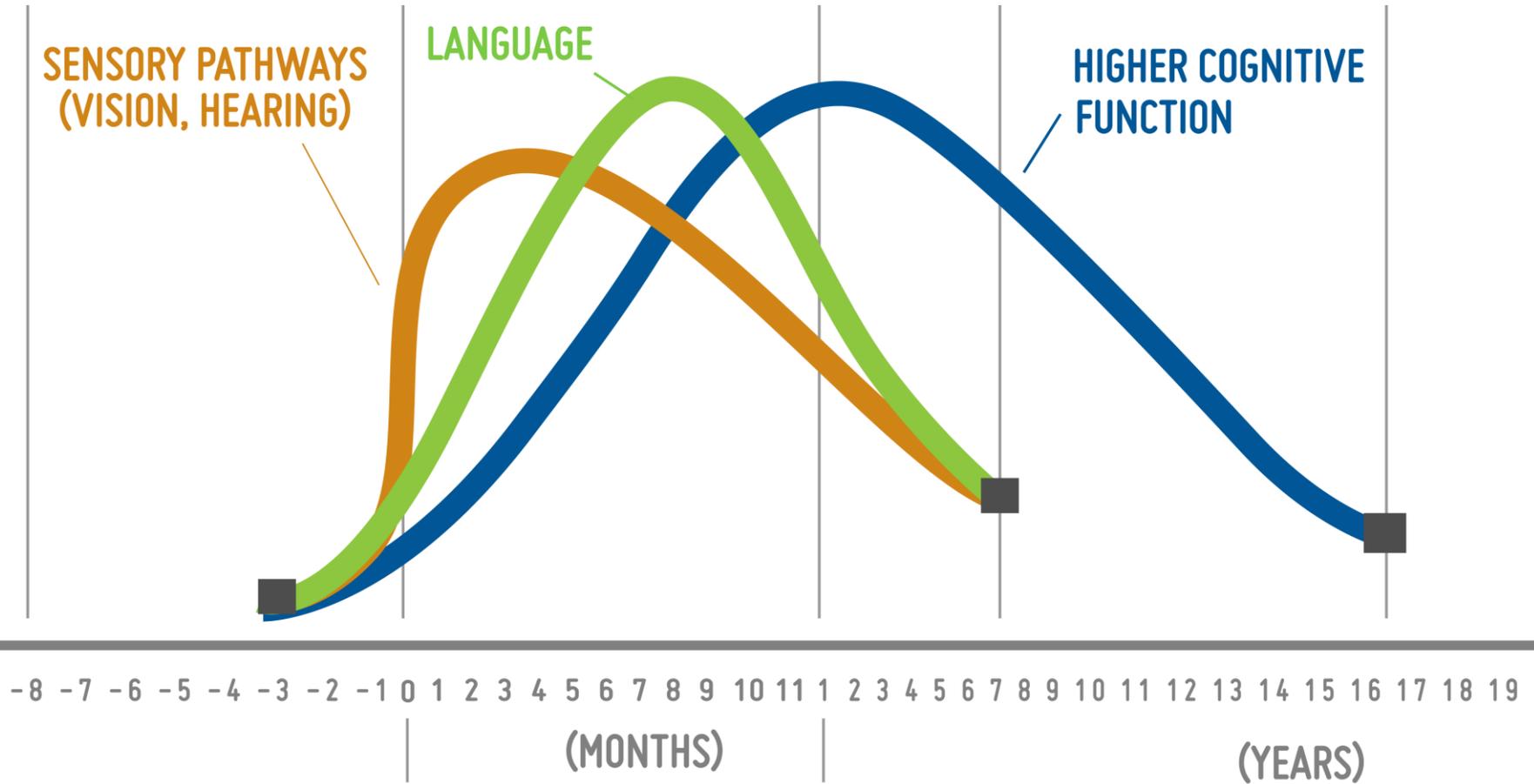
1 Experiences Build Brain Architecture

NATIONAL SCIENTIFIC COUNCIL ON THE DEVELOPING CHILD

Center on the Developing Child  HARVARD UNIVERSITY



EXPERIENCES BUILD BRAIN ARCHITECTURE



Source: C.A. Nelson (2000)



WHAT IS THE RETURN ON INVESTMENT?





RETURN ON INVESTMENT

Nobel Laureate economist James Heckman's most recent study indicates that **every \$1** invested in early education produces a yearly return of

13%

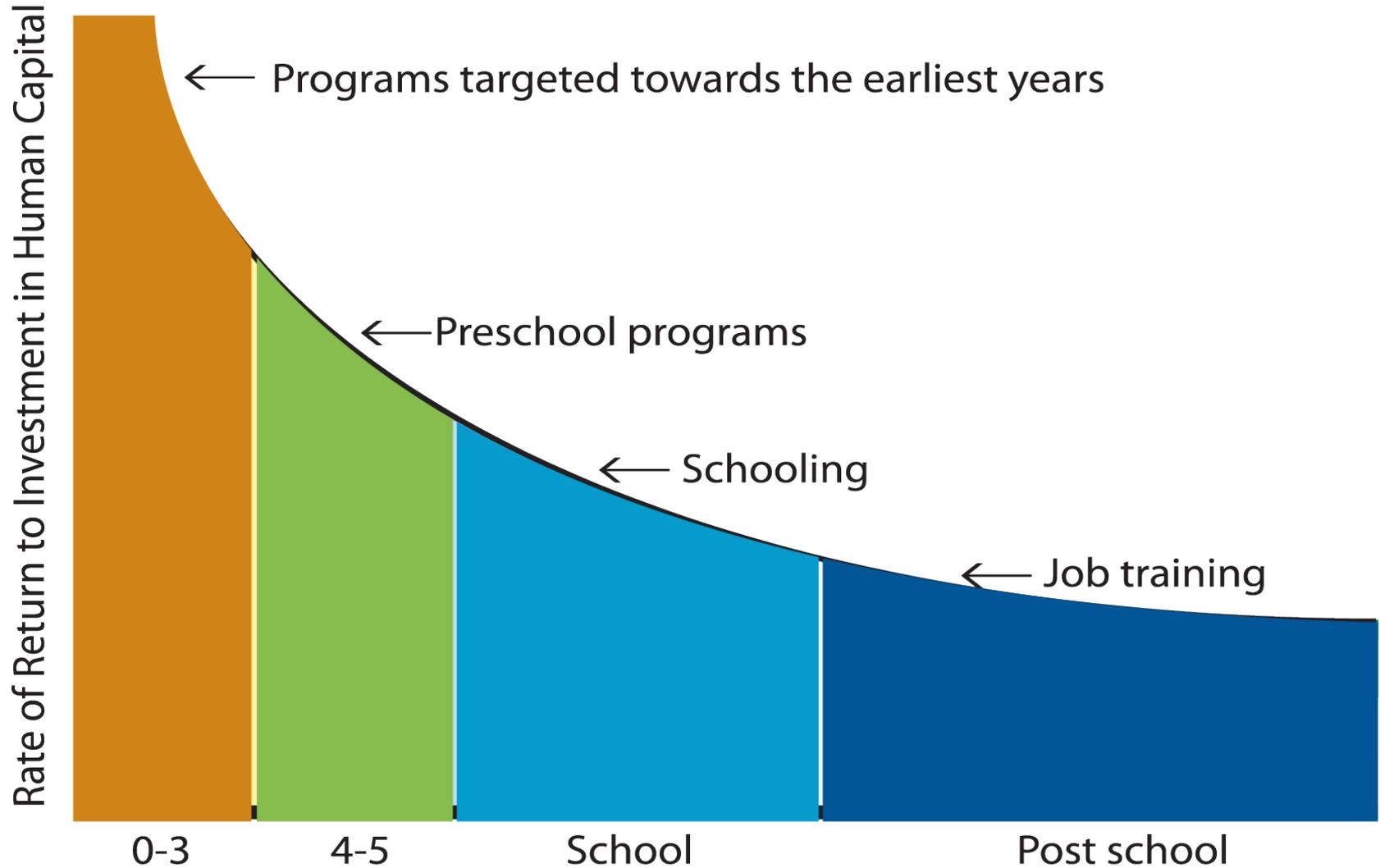




ECONOMIC PROSPERITY



RETURN ON INVESTMENT





COMPREHENSIVE ROI



BETTER HEALTH

- Lower blood pressure
- Healthier weight
- Less drug use
- Less likely to develop a chronic disease such as diabetes



MORE EDUCATION

- 44% more likely to graduate high school
- Overall higher educational attainment



HIGHER INCOME

- Higher earnings
- Less likely to rely on government assistance



ECONOMIC IMPACT ON GA



\$24 BILLION
in parental earnings

The availability of child care in Georgia supports annual parent earnings of at least \$24 billion, which strengthens family economic security.¹

\$4.7 BILLION
generated by the early care industry

The early care and education industry generated \$4.7 billion dollars of economic activity in the state for 2013.

¹Economic Impact of the Early Child Care and Education Industry in Georgia,"Georgia State University's Andrew Young School of Policy Studies and the University of Georgia's Carl Vinson Institute of Government (2016) [Download PDF](#).



THE BUSINESS CASE

“

We have all learned the key to the best fruits and vegetables starts with specialized nurturing including the appropriate soil, the right amount of water, and the right amount of sun. The same is true for our children – it is so important that we nurture them for future success and quality early learning ensures our children’s fullest potential can be realized.

”



Todd Greene
VP of Community and Economic Development,
Federal Reserve Bank of Atlanta



WORK SKILLS IN HIGH DEMAND



Communication



Teamwork



Work Ethic



**Intellectual
Curiosity**



**Critical
Thinking**



**Problem
Solving**



**Social-
Emotional**



VIOLENT CRIME REDUCTION



**The best way to
reduce crime is
to invest in kids.**

fightcrime.org

***Fight Crime:
Invest in Kids***



VIOLENT CRIME REDUCTION

Low-income children who attend high-quality early education programs are **70% less likely** to be arrested for a violent crime by age 18.



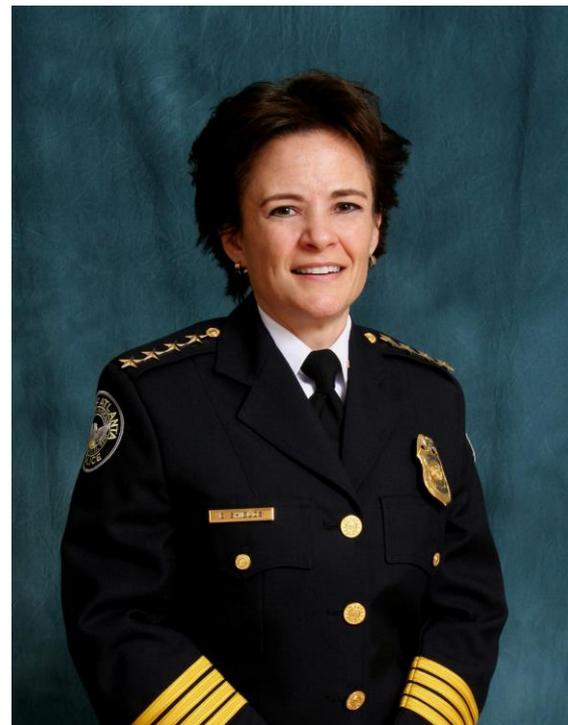


THE LAW ENFORCEMENT COMMUNITY

“

Public safety is about forming partnerships that benefit the citizens of Atlanta, and our officers truly enjoy giving back by reading to children during the summer. The **Atlanta Police Department** is a proud participant in the annual Mayor's Summer Reading Club and supports GEEARS mission of providing **quality early learning education and healthy development for Atlanta's children.**

”



Chief Erika Shields
Atlanta Police Department



Georgia appropriations in FY 2016-17

\$1.16 Billion



Dept. of Corrections

\$413 Million



**Dept. of Early Care
and Learning (DECAL)**



NATIONAL SECURITY



Our national security depends on our willingness to invest in our children.

High-quality early education will help solve problems that disqualify the vast majority of adults from military service.

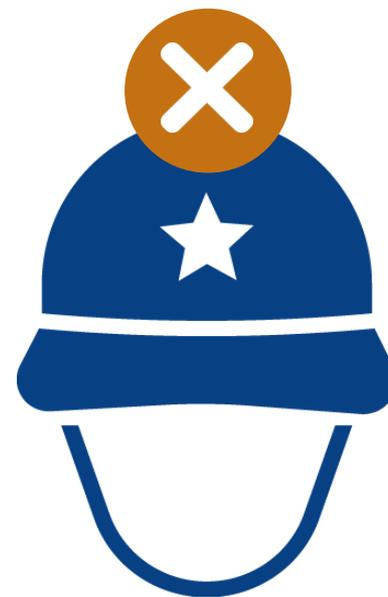
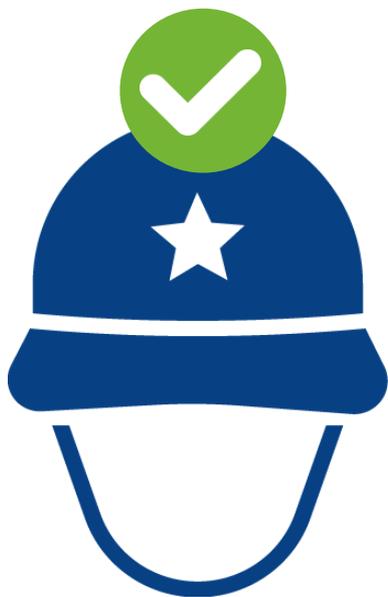
missionreadiness.org





NATIONAL SECURITY

Of Georgia high school graduates who try to join the military, **1 in 4 score too low** on the Armed Forces Qualification Test to join the Army.





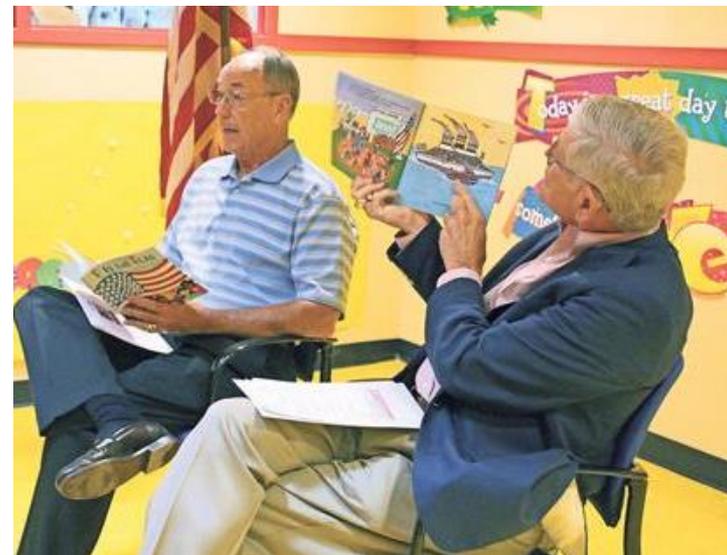
NATIONAL SECURITY

“

All of Georgia's children should be given the chance to succeed at whatever they choose.

Access to high-quality early education can help children grow the skills and strength in mind and body they need to make the proper decisions to excel.”

Lieutenant General
John P. Otjen, U.S. Army, Retired



Admiral (Ret.) Casey Coane,
U.S. Navy and Major General
(Ret.) David Bockel, U.S.
Army



THE FAITH COMMUNITY

“

The first 2,000 days are important because I have a 7-month-old baby girl at home. Every child deserves the same chance that she is getting in our home – a chance to grow and be as smart and as able as possible.



Dr. Raphael G. Warnock
Senior Pastor,
Ebenezer Baptist Church

”



THE FAITH COMMUNITY

“

We know from all of the research birth to 5 is the time when the brain truly develops. We have an obligation and responsibility to together focus on those 2,000 days so we can give every child a chance to be successful in this world.

”

Rabbi Peter Berg
Senior Rabbi, The Temple





What can we do
to build a strong
foundation for
the children of
Georgia?





BUILDING A STRONG FOUNDATION

We know what works:



Provide high quality early learning experiences



Facilitate child health



Support strong families



HIGH QUALITY EARLY LEARNING

We aren't born with the skills that enable us to **control impulses, make plans, and stay focused.**

We are born with the *potential* to develop these capacities.

Playing & talking
with others



Develops language
and team work skills

Making up
games and rules



Encourages problem
solving & creative
thinking

Following the
rules of play



Fosters
self-regulation

Exploring the
world around
them



Supports
intellectual curiosity



HIGH QUALITY EARLY LEARNING

Qualified, well-trained teachers





HIGH QUALITY EARLY LEARNING

Low teacher-student ratios





HIGH QUALITY EARLY LEARNING

Responsive, language-rich interactions





HIGH QUALITY EARLY LEARNING

Individualized instruction





Focus on active learning and social-emotional development





HIGH QUALITY EARLY LEARNING

Safe and supportive environments





HIGH QUALITY EARLY LEARNING

Engagement with families





HIGH QUALITY EARLY LEARNING

Georgia has implemented *Quality Rated*, the state's quality rating and improvement system for childcare.

Over half of eligible Georgia providers are participating.

Qualityrated.org





PROMOTE HEALTH OF CHILDREN & FAMILIES





PROMOTE HEALTH OF CHILDREN AND FAMILIES



Wellness Checks



Immunizations



Developmental screenings



Good nutritional options



Safe, active environments



Wrap-around social support services



Support Strong Families





Support Strong Families



Family friendly business practices

- Family leave
- Flexible schedules



Home visiting programs

Voluntary programs that offer support to parents, prenatally and/or with young children



Access to family medical homes

Where primary care physicians know their patients and can support the well-being of all family members



- **The First 2000 Days** are critical in a child's brain development.
- **Brains are built, not born.**
- **Earliest experiences shape brain architecture, creating a strong or weak foundation for future learning.**
- **By investing in our youngest children we have the capacity to enhance the human and economic potential of our state.**



- Encourage positive, nurturing relationships between adults and young children, which support the emotional and intellectual growth of our youngest citizens.
- Support programming that ensures children and families have access to high quality early childhood experiences that support healthy development.

In the First 2000 Days we have the opportunity to create a strong foundation for learning and success.

Our future depends upon it.



BIRTH 1YEAR 2YEARS 3YEARS 4YEARS 5YEARS 6YEARS 7YEARS 8YEARS

Get Involved



- ✓ Use one of the talking points to start a conversation about the First 2000 Days.
- ✓ Host a presentation at your workplace, civic organization, or congregation.
- ✓ Start your next staff meeting with the First 2000 Days video.
- ✓ Take a photo and tweet why you think the First 2000 Days are important - #GaFirst2KDays

Join the First 2000 Days movement!



Campaign Leader (Partner)

Our Campaign Leaders commit their organization to integrate the message of the importance of early childhood development into their work, goals, strategies, and events. While the promise is strong, the actions can be simple.

Campaign Leader (Partner)

- Add the First 2000 Days web button to your website
- Include prepared early childhood facts in your organization's newsletter
- Present the campaign video and presentation to board and staff members
- Share pre-drafted campaign posts on your organization's social media and newsletters when asked
- Incorporate early childhood into your organization's strategies
- Invite other organizations to become Campaign Leaders

CHAMPIONS

Our Champions play key roles in community outreach. They are trained to give the First 2000 Days presentation, suggest opportunities to give presentations and are presenters themselves. These community influencers carry the First 2000 Days message with them in their professional and personal life.

Champions

- Submitting a photo + quote or video clip about the importance of the first 2,000 days of a child's life that will be shared online or in print
- Sharing campaign updates via email, social media, and in person
- Presenting the First 2000 Days PowerPoint and/or Video to businesses, organizations, or community groups
- Committing to engage in informal conversations with their network about the First 2000 Days campaign
- Encouraging those in their network to donate to early childhood efforts
- Wearing their First 2,000 Days lapel pin to events

ADVOCATES

Our Advocates pledge to serve as advocacy leaders for quality early childhood in Georgia.

Advocates

- Add their name to our list of Advocates who pledge to advocate for quality early childhood in Georgia
- Purchase and wear a 2,000 Days shirt in order to spark dialogue – receive a free First 2000 Days pin with your purchase
- Contact legislators about early childhood issues when asked
- Engage in informal discussions with their network
- Sign up as a Georgia First 2000 Days volunteer for partner organizations
- Attend First 2000 Days Campaign Leader events in their community

SUPPORTERS

Our Supporters make a small commitment that leads to a large impact by donating to and uplifting organizations supporting quality early childhood in Georgia.

Supporters

- **Subscribe to the GEEARS email list to get updates on the campaign**
- **Add your name to our list of Supporters who pledge to spread knowledge and passion for early education**
- **Donate to an organization supporting quality early childhood in Georgia**

FANS

Our Fans commit to receiving and sharing campaign updates and early childhood updates.

Fans

- Share information about the First 2000 Days on their social media or via email
- “Like” or share a post about the First 2000 Days
- Subscribe to the GEEARS email list to get updates on the campaign



QUESTIONS?





Contact

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