

90% of a  
 child's brain  
 development  
 happens  
 by age 5.



## So why do we invest only 4% in early childhood education?

We spend the least on our children when they need it the most. For tens of thousands, the result is a bad start in life from which they never recover. That's not only bad for the kids. It's bad for everyone. Research has shown that every dollar spent on early childhood education delivers a \$7 return on investment. That means fewer dropouts. Less crime. Better workforce. And happier adults. Don't you think our children are worth the investment? Help make sure our community makes early childhood learning a priority. Visit the Smart Beginnings Website to discover how a smart investment now can pay big dividends in the future.

\* Source: Shonkoff, J., & Phillips, D. *From Neurons to Neighborhoods: The Science of Early Childhood Development.*

### What can you do to help?

- Sign up for the Smart Beginnings email alerts and newsletter
- Request a Smart Beginnings speaker for your club or group
- Ask elected officials to support early education funding
- Talk, read and play with your child daily



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SMART BEGINNINGS

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Ready for School — Ready for Life

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