



## First 2000 Days PowerPoint Guide

This document provides suggested talking points for giving First 2000 Days presentations in your community. This is not intended to be a script. We encourage you to personalize the presentation and use your own style.

We recognize that you are not necessarily early childhood experts. That's why we are reaching out to you! If you get questions that you cannot answer, that is a great time to remind attendees that there is an excellent resource in their community—the Smart Start local partnership. We also have provided the source information where applicable for each slide.



### For more information about this presentation contact:



The North Carolina Early Childhood Foundation  
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### IMPORTANT – READ FIRST!


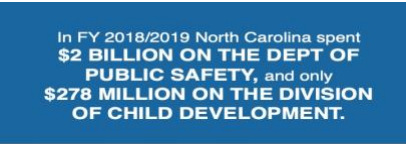
The PowerPoint includes two videos, one in Slide 18 and the other in Slide 29. Due to the size of these files, we've provided the hyperlink to the videos. **Click the picture of the video. It will open the video in YouTube. This will require a wireless connection! If you will not have access to a wireless connection, please email us and we will provide the electronic movie files.** You will want to test the files before giving your presentation.


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<p>1</p> 	<p><i>Before beginning the presentation, introduce yourself to the group. Share briefly why early childhood issues are personally important to you as a business person, health care provider or other community member.</i></p> <p><i>If the group is small enough, ask each person to take a moment to say their name, affiliation, and something they like most about the county in which they live. This ice-breaker puts people in positive mind set. It also provides you with a great segue.</i></p> <p>Today, we are going to talk about an issue that impacts the quality of our community; we are going to talk about why early learning matters to all of us, and what's at stake for children and our community.</p>	
<p>2</p> 	<p>Why are we even talking about birth to 8?</p> <p>What happens in children's first eight years of life sets the foundation for all of the years that follow. The most rapid period of development in human life happens from birth to eight.</p> <p>It's so defining that end of third grade outcomes can predict academic achievement and career success.</p>	


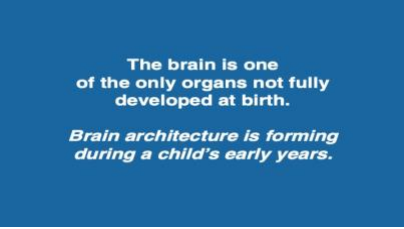
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<p>3</p> <p><b>The Stakes are High</b></p> <ul style="list-style-type: none"> <li>• National Security</li> <li>• Global Competitiveness</li> <li>• Economic Well-Being</li> <li>• Crime Reduction</li> <li>• Thriving Communities</li> </ul> <p>If you care about these issues, you care about child development.</p> 	<p>So why does this matter to you? Your community? Our nation?</p> <p>If you care about issues such as national security, global competitiveness and crime reduction, then today we'll explain why you should care about early care and learning programs.</p>	
<p>4</p>  <p><b>A Call to Action</b></p> <p>Military leaders, business executives, and law enforcement officers are calling for greater investments to ensure our <b>national security</b>, <b>reduce crime</b> and to keep us <b>globally competitive</b>.</p>	<p>And you don't have to take my word for it.</p> <p>Just look at who is supporting early childhood investments.</p>	

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<p>5</p>  <p><b>It's Essential to National Security</b></p> <p>General Wesley Clark, General Hugh Shelton and senior military officials say our national security depends on early childhood investments.  <a href="http://www.missionreadiness.org">www.missionreadiness.org</a></p> 	<p>Military leaders are making early childhood a priority. They say it's a matter of our national security.</p> <p>Senior retired military leaders formed a national security organization, <i>Mission Readiness</i>, to call for smart investments in America's children.</p> <p>Their top policy agenda item (and there are only three) is expanding high-quality early childhood education programs.</p>	<p><a href="http://www.missionreadiness.org">www.missionreadiness.org</a></p>
<p>6</p> <p>In NC, 23% of high school graduates <b>score too low</b> on the Armed Forces Qualification Test to join the Army.</p> <p>71% of Americans aged 17 to 24 cannot meet the military's eligibility requirements. In NC, it's 72%.</p> <p><b>OVER 700,000 YOUNG NORTH CAROLINIANS ARE UNABLE TO JOIN THE MILITARY.</b></p>	<p>So why is the military interested in early childhood? One reason is because 71% of Americans 17 to 24 cannot meet the military's eligibility requirements. There are three main reasons:</p> <ul style="list-style-type: none"> <li>• They cannot meet the physical requirements,</li> <li>• They have a criminal record, or</li> <li>• They didn't graduate from high school.</li> </ul> <p>And even those that do graduate from high school are not necessarily prepared to pass the military's qualification tests.</p> <p>In North Carolina, almost a quarter of high school graduates who take the Armed Forces eligibility test score too low.</p> <p>The military increasingly relies on high-tech systems and needs a skilled workforce to operate effectively.</p>	<p><a href="#"><u>Ready, Willing and Unable to Serve, Mission Readiness</u></a></p> <p><a href="http://www.gpo.gov/fdsys/pkg/CHRG-113shrg85631/html/CHRG-113shrg85631.htm"><u>http://www.gpo.gov/fdsys/pkg/CHRG-113shrg85631/html/CHRG-113shrg85631.htm (recently updated from 75 to 70%)</u></a></p> <p><a href="#"><u>Shut Out of the Military: Today's High School Education Doesn't Mean You're Ready for Today's Army</u></a></p>

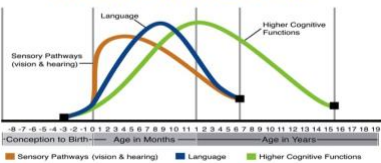
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<p>7</p>  <p><b>It's Essential to Crime Reduction</b></p> <p>Law enforcement officials say the best strategy to reduce crime is to invest in early childhood.  <a href="http://www.fightcrime.org">www.fightcrime.org</a></p>	<p>Law enforcement officials are also speaking up about early childhood issues.</p> <p>They have formed an organization called <i>Fight Crime: Invest in Kids</i>. It is an organization of police chiefs, sheriffs, prosecutors and others in law enforcement professionals.</p> <p>They are calling on state and federal lawmakers to support high-quality early education programs as a critical strategy to reduce crime, lower corrections costs and save taxpayers money.</p> <p>They have a campaign called, "I'm the Guy You Pay Later." As we will see later in the presentation, we can either pay when children are younger to ensure they have a strong start or pay much more later if they don't.</p> <p>One of the groups that get paid much more later is law enforcement. That's because at-risk children who do not participate in high quality early childhood programs are much more likely to become chronic offenders as adults.</p>	<p><a href="http://www.fightcrime.org/">http://www.fightcrime.org/</a></p> <p><a href="#"><i>Investing in Children Birth to 5: Proven Solution to Prevent Crime</i></a></p>
<p>8</p>  <p>At-risk children who didn't receive a high-quality early childhood education were 70% more likely to be arrested for a violent crime by age 18.</p>	<p>You can see this in our state's spending. North Carolina spent \$2.8 billion in 2022 on prisons. During that same period, the state Division of Child Development and Early Education spent \$1.5 billion.</p>	<p>NC Open Budget</p> <hr/>



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<p>9</p>  <p><b>It's Essential to Economic Health</b></p> <p>The U.S. Chamber of Commerce says our economic future depends on early childhood investments.</p>	<p>Business leaders and economists also are advocating for greater early childhood investments.</p> <p>It is so important that the U.S. Chamber of Commerce's <i>Institute for a Competitive Workforce</i> says it impacts our economic prosperity and wants greater investments in early childhood.</p> <p>Our global competitors understand how important it is. Did you know the Chinese government recently made early childhood development a national priority?</p>	<p><a href="http://icw.uschamber.com/">http://icw.uschamber.com/</a></p> <p><a href="#"><u>Ready, Set, Go! Why Business Should Support Early Childhood Education</u></a></p> <p><a href="#"><u>Early Childhood Development: A Chinese National Priority and Global Concern for 2015</u></a></p>
<p>10</p> <p>Nearly HALF of the US workforce does not have the basic education and communication skills required to acquire and advance in jobs.</p> <p><b>60% OF NC EMPLOYERS REPORTED COMMUNICATIONS SKILL GAPS AMONG JOB APPLICANTS.</b></p>	<p>The U.S. might want to pay attention because too many of our workers are not prepared to compete in a global market.</p> <p>Many jobs across the state remain unfilled. Employers often cannot find the skilled workers they need.</p> <p>Half of the American workforce does not have the skills needed to obtain or advance in a job.</p> <p>North Carolina employers face these obstacles every day.</p>	<p><a href="#"><u>Reach Higher, America: Overcoming Crisis in the U.S. Workforce</u></a></p> <p><a href="#"><u>Ensuring North Carolina's Global Success</u></a></p>



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<p>11</p> <div data-bbox="191 302 594 527"> <p><b>Faith Leaders Agree</b></p> <p>National faith-based organizations such as Shepherding the Next Generation and the Global Network of Religions for Children are advocating for greater investments in early care and learning.</p>  </div>	<p>The faith community also supports and speaks out for investments in early care and learning through national organizations such as <i>Shepherding the Next Generation</i> and at the state and local levels across the country.</p> <p>The Children’s Defense Fund sponsors an annual National Observance of Children’s Sabbath to shine a spotlight on the importance of early learning.</p>	<p><a href="http://www.shepherdingthenextgeneration.org/">http://www.shepherdingthenextgeneration.org/</a></p> <p><a href="http://www.childrensdefense.org/programs-campaigns/faith-based-action/childrens-sabbaths/">http://www.childrensdefense.org/programs-campaigns/faith-based-action/childrens-sabbaths/</a></p>
<p>12</p> <div data-bbox="191 721 594 911"> <p><i>“My faith calls me to ensure that each child in every community has the opportunity to become the very best person God has created him or her to be.”</i></p> <p>Reverend Tommy James, First Baptist Church—Burnsville, NC</p> </div>	<p>For many children, their first connection to the community beyond their immediate family is their church, synagogue or mosque. It is a time when young parents often reconnect to their faith and turn to their religious community for support and guidance.</p>	
<p>13</p> <div data-bbox="191 1057 594 1284"> <p><b>It’s Critical</b></p> <p>To understand why these leaders care so much about birth to eight, we need to understand how brains and children develop.</p>  </div>	<p>Wow! We expect a lot from these little ones—national security, crime prevention, economic prosperity.</p> <p>Why are military, business and law enforcement leaders saying early childhood is so critical for our success?</p> <p>We’ll have to start with a crash course in brain development!</p>	


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<p>14</p> 	<p>To understand why birth to 8 is such an important time period, you need to understand a key concept about child development.</p> <p>It is a <u>dynamic</u>, <u>interactive</u> process that is <u>not predetermined</u>. It occurs in the context of relationships, experiences and environments.</p> <p>Harvard University pediatrician Jack Shonkoff puts it this way, “brains are built not born.”</p> <p>Our brains are biologically prepared to be shaped by experiences. So early learning experiences determine learning capacities, behaviors, and even our health.</p>	
<p>15</p> 	<p>It all comes down to the brain. The brain’s foundation for all future learning is built during early childhood.</p> <p>The brain is one of the only organs not fully developed when a baby is born.</p> <p>While the brain’s cells are formed before birth, the connections, the wiring that forms the architecture, happens in infancy and early childhood.</p>	<p><a href="#"><i>The Science of Early Childhood Development</i></a>, Center for the Developing Child at Harvard University</p>





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<p>16</p> <p><b>Early Experiences Form Brain Architecture</b></p>  <p>The graph shows three curves representing different brain functions over time. The x-axis is labeled 'Age in Months' from -8 to 18 and 'Age in Years' from 0 to 18. The y-axis represents the level of synaptic density. The orange curve (Sensory Pathways) peaks at 4 months. The blue curve (Language) peaks at 9 months. The green curve (Higher Cognitive Functions) peaks at 1 year.</p>	<p>Let's take a look at what is happening during these early years. Every experience a baby has forms a neural connection in the brain. These connections—called synapses—form very rapidly in the early years – one million per second. And then those that are not used are shed.</p> <p>Synapses are what connect brain cells. They form a network in the brain. This network influences everything from intellectual capacity to problem solving to language.</p> <p>How that wiring is formed, either as a strong or weak foundation depends on that child's interactions with the world around him or her. Genes are only part of the equation.</p> <p>This graph shows when those connections peak for different brain functions.</p> <p>You can see how much happens in those first years on this graph. The synapses that form for vision and hearing peak at just 4 months; for language at 9 months; and for higher cognitive functions at 1 year!</p>	<p><a href="#"><i>InBrief: The Science of Early Childhood Development</i></a></p>


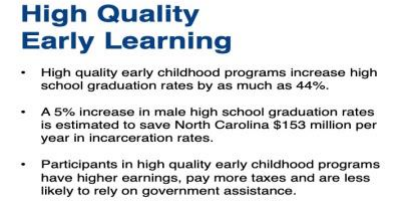
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<p>17</p> 	<p>You may be wondering why this effort is called the First 2000 Days. It's because there are only about 2,000 days from the time a baby is born until he or she will begin kindergarten.</p> <p>I am going to share a short video with you. It will explain how early experiences are built into our bodies and brains, for better or for worse, with lifelong consequences for learning, behavior, and health.</p>	
<p>18</p> <p><b>Early Experiences Build Brain Architecture</b></p> 	<p><b>Click the picture of the video. It will open the video in YouTube. Requires a wireless connection! If you'd like the actual movie file, please contact us at <a href="mailto:ncecf@buildthefoundation.org">ncecf@buildthefoundation.org</a>.</b></p> <p><b><a href="http://youtu.be/VNNsN9IJkws">http://youtu.be/VNNsN9IJkws</a></b></p>	<p><a href="#"><u>Experiences Build Brain Architecture</u></a></p>
<p>19</p> <p><b>Early Experiences Build Brain Architecture</b></p> <ul style="list-style-type: none"> <li>▪ Brains are built, not born.</li> <li>▪ There is rapid growth, then the brain prunes.</li> <li>▪ Connections that are used a lot are strengthened; those that are not, pruned.</li> <li>▪ This process shapes how brains are wired.</li> </ul>	<p>As we saw in the video, just like building a house, it's much more cost effective to build it right than to have to fix the foundation after it's built.</p>	

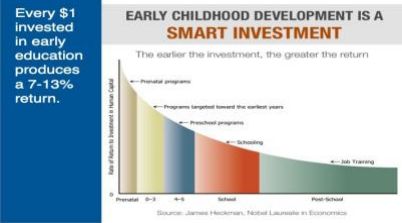

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<p>20</p> 	<p>We tend to talk a lot about academic skills. Yet social and emotional skills are just as important—and some say more important.</p> <p>Being able to focus, hold, and work with information in mind, filter distractions, and switch gears is like having an air traffic control system at a busy airport to manage the arrivals and departures of dozens of planes on multiple runways.</p> <p>Acquiring the early building blocks of these skills is one of the most important and challenging tasks of the early childhood years.</p> <p>A survey of business leaders found that employers view these “soft” skills as even more important to work readiness than traditional skills like reading, writing and math.</p>	<p><a href="#"><u>Are They Really Ready to Work? Employers' Perspectives on the Basic Knowledge and Applied Skills of New Entrants to the 21st Century U.S. Workforce</u></a></p>
<p>21</p> 	<p>In the workplace, these skills translate to honesty, trustworthiness, team building, effective communications, conflict resolution and positive attitudes.</p> <p>Who know what it's like to work with someone who doesn't have these skills?!</p>	

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<p>22</p>  <p><b>We know what works!</b>  <small>There are decades of research and numerous studies, including longitudinal randomized trials with more than 40 years of data.</small></p>	<p>Here's the best part of what I am going to share with you today – we know what works! We know what children need for a strong foundation, and we know the policies and interventions that can help ensure that all children have the opportunity to fulfill their potential.</p> <p>Now that we've seen all that happens during those early years, it's easier to understand why there is urgency, and why military, law enforcement and business leaders are talking about early learning.</p> <p>Fortunately, we know that high-quality early childhood programs have a profound impact on children and their communities.</p> <p>There are several rigorous longitudinal studies that have looked at the long-term outcomes of participants in early childhood learning programs and their benefit to society.</p> <p>In each case, the majority of those returns are to society – not just to the individual. So while the individuals who participate do have better jobs, better education and better lives, in terms of dollars returned from the investment, it is society that is the big winner, primarily through savings in crime and justice, health care and educational remediation costs.</p>	<p><a href="#"><u>Meta-Analysis of the Effects of Early Education Interventions on Cognitive and Social Development</u></a></p>

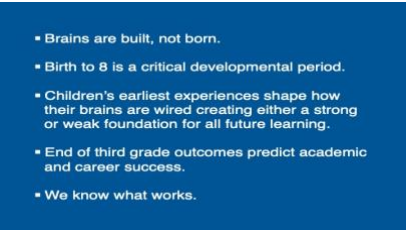
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<p>23</p> <p><b>Build a Strong Foundation</b></p> <ul style="list-style-type: none"> <li>• Children's Health and Development, Beginning at Birth</li> <li>• Supported and Supportive Families and Communities</li> <li>• High-Quality Birth-through-Age-Eight Learning Environments, with Regular Attendance</li> </ul>	<p>So, what do children need to build a strong foundation?</p> <ul style="list-style-type: none"> <li>• Children's Health and Development, Beginning at Birth</li> <li>• Supported and Supportive Families and Communities</li> <li>• High-Quality Birth-through-Age-Eight Learning Environments with Regular Attendance</li> </ul> <p>There are large bodies of research around each of these three areas that we don't have time to go into today. However, I want to give you a sense of how critical each of these is.</p>	
<p>24</p> <p><b>Good Health</b></p> <p>Children that participated in a high quality early learning program that included health screenings and nutrition components had better adult health and less chronic disease, including lower levels of hypertension, metabolic and syndrome and obesity in their mid-30s.</p> 	<p>Did you know that many common diseases such as high blood pressure, diabetes, and heart disease are linked to processes and experiences that occurred in early childhood or even prenatally?</p> <p>High quality early learning programs that include health screenings and nutrition can result in better adult health and less chronic disease.</p>	<p><a href="http://heckmanequation.org/content/resource/research-summary-abecedarian-health">http://heckmanequation.org/content/resource/research-summary-abecedarian-health</a></p>



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<p>25</p> <div data-bbox="191 302 594 526"> <p><b>Strong Families</b>  Home visiting programs—voluntary programs provided by qualified professionals to parents, prenatally and/or with young children—reduce health care costs, improve school readiness and success, reduce need for remedial education and increase family self-sufficiency.</p>  </div>		

Slide	Notes	Source
<p>26</p> <div data-bbox="191 298 594 526">  <p><b>High Quality Early Learning</b></p> <p>NC 3<sup>rd</sup> graders have <b>higher standardized reading and math scores and lower special education placement rates</b> in counties that received more funding for Smart Start and More at Four (NC PreK) when those children were younger.</p> </div>	<p>Third grade is a pivotal point. It's a time when children go from learning to read to reading to learn. In fact, children that are not reading proficiently by this time are much more likely to drop out of school.</p> <p>Fortunately, about a third of the achievement gap can be eliminated with high quality early education programs.</p> <p>We've seen the benefits first hand in North Carolina. Duke researchers found that third graders have higher reading and math scores and lower special education placements in counties that spent more money on Smart Start and More at Four –now NC PreK—when those children were younger.</p> <p>What's really significant about the study is it found that all children in the community were impacted, regardless of whether or not they were touched by a Smart Start or More at Four program. This is what's known as a spillover effect.</p>	<p><a href="#"><u>Meta-Analysis of the Effects of Early Education Interventions on Cognitive and Social Development</u></a></p> <p><a href="#"><u>Investments In Smart Start and More at Four Generate Broad Education Benefits</u></a></p>
<p>27</p> <div data-bbox="191 1019 594 1218">  <p><b>High Quality Early Learning</b></p> <ul style="list-style-type: none"> <li>• High quality early childhood programs increase high school graduation rates by as much as 44%.</li> <li>• A 5% increase in male high school graduation rates is estimated to save North Carolina \$153 million per year in incarceration rates.</li> <li>• Participants in high quality early childhood programs have higher earnings, pay more taxes and are less likely to rely on government assistance.</li> </ul> </div>	<p>Going back to the pay now or pay more later concept, look what happens when you increase the male high school graduation rate.</p> <p>Everybody wins when children have the early experiences that they need to thrive.</p>	<p><a href="#"><u>Lifetime Effects: The HighScope Perry Preschool Study through Age 40</u></a></p> <p><a href="#"><u>Invest in Early Childhood Development: Reduce Deficits, Strengthen North Carolina's Economy</u></a></p> <p><a href="#"><u>Lessons Learned: A Review of Early Childhood Development Studies</u></a></p>

Slide	Notes	Source
<p>28</p> 	<p>These benefits have economic value.</p> <p>This graph shows Nobel prize winning economist James Heckman’s research that found that dollars invested in early education have the greatest impact.</p>	<p><a href="#">Letter to the National Commission on Fiscal Responsibility and Reform</a></p>
<p>29</p> 	<p>This brief video shares some of Professor Heckman’s findings. This video reflects Heckman’s first findings about ROI prior to his new information that the rate could be as high as 13%.</p> <p><b>Click the picture of the video. It will open the video in YouTube. Requires a wireless connection! If you’d like the actual movie file, please contact us at: <a href="mailto:ncecf@buildthefoundation.org">ncecf@buildthefoundation.org</a>.</b></p> <p><b><a href="http://youtu.be/g9E2slx9tgo">http://youtu.be/g9E2slx9tgo</a></b></p>	<p><a href="#">Early Childhood has a High Rate of Return</a></p>



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<p>30</p>  <ul style="list-style-type: none"> <li>▪ Brains are built, not born.</li> <li>▪ Birth to 8 is a critical developmental period.</li> <li>▪ Children's earliest experiences shape how their brains are wired creating either a strong or weak foundation for all future learning.</li> <li>▪ End of third grade outcomes predict academic and career success.</li> <li>▪ We know what works.</li> </ul>	<p>Let's take a moment to recap what we learned at the beginning of the session.</p> <ul style="list-style-type: none"> <li>• Brains are built, not born.</li> <li>• Birth to 8 is a critical developmental period.</li> <li>• Children's earliest experiences shape how their brains are wired creating either a strong or weak foundation for all future learning.</li> <li>• End of third grade outcomes predict academic and career success.</li> <li>• We know what works.</li> </ul>	
<p>31</p> <p><b>Act Now! It's Easy!</b></p> <ul style="list-style-type: none"> <li>✓ Talk with one person this week about the importance of the early years for children and our state.</li> <li>✓ Sign the commitment to young children at <a href="http://www.first2000days.org">www.first2000days.org</a> and encourage others to do the same!</li> <li>✓ Host a presentation at your workplace, civic organization or congregation.</li> <li>✓ Keep up-to-date on early childhood news from the First 2000 Days.</li> <li>✓ Learn more about becoming a First 2000 Days Champion.</li> </ul>	<p>When we invest in early childhood care and education, we create the best outcomes in education, health, and economic prosperity.</p> <p>We may not all define success exactly the same way. But whether it's economic development opportunities, third grade reading, successful students, thriving communities, or the workforce pipeline, early childhood investments are a critical piece.</p> <p>One thing I'm sure of is that we all want children to have the opportunity to grow into happy, successful, contributing adults.</p> <p><i>You can go through the action items on the slide and encourage your audience to become involved.</i></p>	

Slide	Notes	Source
<p data-bbox="184 233 226 261">32</p> <p data-bbox="205 321 428 375"><b>Find out more about the First 2000 Days:</b></p> <p data-bbox="205 391 281 407">Lisa Finaldi</p> <p data-bbox="205 407 401 423"><a href="mailto:lfinaldi@buildthefoundation.org">lfinaldi@buildthefoundation.org</a></p> <p data-bbox="205 440 527 456"><a href="http://www.buildthefoundation.org/initiative/first-2000-days/">www.buildthefoundation.org/initiative/first-2000-days/</a></p>  	<p data-bbox="619 269 1493 334">There's a great resource that can I encourage you to take a look at: <a href="https://buildthefoundation.org/initiative/first-2000-days/">https://buildthefoundation.org/initiative/first-2000-days/</a>.</p> <p data-bbox="619 375 1482 513">You'll find all the information we've talked about today. You can also read about our First 2000 Days Champions and you can add your name to the growing list of North Carolinians supporting early learning!</p> <p data-bbox="619 553 772 581">Thank you.</p>	