



## 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:**


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### **IMPORTANT – READ FIRST!**


The PowerPoint includes a video on Slide 18. We've provided the hyperlink to the video. ***Click the picture of the video. It will open the video on YouTube. This will require a wireless connection.*** You will want to test the files before giving your presentation.



Slide	Notes	Source
<p>1</p> 	<p>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.</p> <p>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 a positive mindset. It also provides you with a great segue.</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><b>WHY BIRTH TO EIGHT?</b></p> <p>The most rapid period of development in human life happens from birth to age eight.</p> <p>End of third grade outcomes predict:</p> <ul style="list-style-type: none"> <li>▪ academic achievement</li> <li>▪ career success</li> </ul> 	<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 the 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 <u>national security</u>, <u>reduce crime</u> and to keep us <u>globally competitive</u>.</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>	

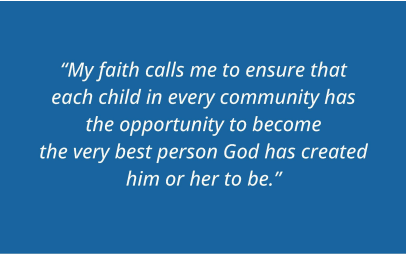

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<p>5</p> <p><b>IT'S ESSENTIAL TO NATIONAL SECURITY</b></p> <p>Generals and senior military officials say our national security depends on early childhood investments.  <a href="http://www.missionreadiness.org">www.missionreadiness.org</a></p>  <p><b>MISSION: READINESS</b>  <small>CONVULS FOR A STRONG AMERICA</small></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, Mission Readiness, 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="#">Mission Readiness</a></p>
<p>6</p> <p>77% of Americans aged 17 to 24 cannot meet military eligibility requirements.  <b>IN NORTH CAROLINA IT'S 72%</b>          Nearly half of disqualifications are for multiple reasons.</p> <p><b>Poor health, lack of a high school diploma or GED and involvement in crime contribute to ineligibility</b></p>	<p>So why is the military interested in early childhood? One reason is because 77% 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 qualification tests.</p> <p>The military increasingly relies on high-tech systems and needs a skilled workforce to operate effectively.</p>	<p><a href="#">Ready, Willing and Unable to Serve, Mission Readiness (early report on this issue - some data has changed)</a></p> <p><a href="#">Shut Out of The Military: More than one in five recent high school graduates is not academically qualified to enlist in the U.S. Army</a></p> <p><a href="#">Even More Young Americans Are Unfit to Serve, a New Study Finds. Here's Why.</a></p>




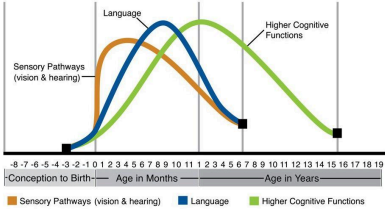
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<p>7</p> <p><b>IT'S ESSENTIAL TO CRIME REDUCTION</b></p> <p>Law enforcement officials say the best strategy to reduce crime is to invest in early childhood.  <a href="http://www.fightcrime.org">www.fightcrime.org</a></p> 	<p>Law enforcement officials are also speaking up about early childhood issues.</p> <p>They have formed an organization called Fight Crime: Invest in Kids. 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 had 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="#">Investing in Children Birth to 5: Proven Solution to Prevent Crime</a></p>



Slide	Notes	Source
<p>8</p> <div data-bbox="193 300 598 581"> <p>In 2022 North Carolina spent <b>\$3.3 BILLION</b> on the Department of Justice &amp; Public Safety and only <b>\$230 MILLION</b> on the Division of Child Development and Early Education</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> </div>	<p>You can see this in our state's spending. In 2022, North Carolina spent more than \$3 billion on the Department of Justice and Public Safety and only \$230 million Division of Child Development During that same period.</p>	<p><a href="#">Open Budget: NC Reports on Demand</a></p>
<p>9</p> <div data-bbox="193 755 598 1058"> <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>  </div>	<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 Institute for a Competitive Workforce says it impacts our economic prosperity and wants greater investments in early childhood.</p>	<p><a href="#">US Chamber of Commerce Foundation Solutions</a></p>


Slide	Notes	Source
<p>10</p> <p>Insufficient affordable, high quality child care is costing NC at least \$2.9 billion annually in lost revenue for parents, employers, and the state.</p> <p><b>37% of students with children in the U.S. say child care challenges has caused them to consider dropping out of college.</b></p>	<p>Many jobs across the state remain unfilled. Employers often cannot find the skilled workers they need and many parents and caregivers are not completing their post secondary education or quitting work due to the lack of access to quality, affordable child care.</p> <p>In NC, we need 2 million adults with post secondary degree or high quality credentials by 2030 to have a robust and ready workforce. In 2023, we only had 1.5 million.</p> <p>Employers across the country face hiring obstacles every day.</p>	<p><a href="#">Early Education in the Time of COVID-19: An Economic Analysis for North Carolina</a></p> <p><a href="#">Gallup: State of the Student Experience</a></p> <p><a href="#">MyFutureNC</a></p>
<p>11</p> <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> 	<p>The faith community also supports and speaks out for investments in early care and learning through national organizations such as Shepherding the Next Generation 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="#">Shepherding the Next Generation</a></p>

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<p>12</p>  <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>	<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> <div data-bbox="205 656 369 716"> <p><b>THIS WORK IS CRITICAL</b></p> </div> <div data-bbox="205 729 380 846"> <p>To understand why these leaders care so much about birth to eight, we need to understand how brains and children develop.</p> </div> <div data-bbox="411 634 598 938">  </div> </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>	


Slide	Notes	Source
<p>14</p> <p><b>THIS WORK IS DYNAMIC</b></p> <p>The foundation for all future learning is built during early childhood.</p> <p>Child development is a <b>dynamic, interactive</b> process that is <b>not predetermined</b>.</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, 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><a href="#">The Brain Architecture Podcast</a>, Center for the Developing Child at Harvard University</p> <p><a href="#">Brain Architecture</a>, Center for the Developing Child at Harvard University</p>
<p>15</p> <p>The brain is one of the only organs not fully developed at birth.</p> <p><i>Brain architecture is forming during a child's early years.</i></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="#">The Science of Early Childhood Development</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 illustrates the timing of synaptic formation for different brain functions. The x-axis shows age from conception to 19 years, divided into months (0-12) and years (1-19). The y-axis represents the level of synaptic formation. Three curves are shown: Sensory Pathways (vision &amp; hearing) peaks at 4 months, Language peaks at 9 months, and 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="#">InBrief: The Science of Early Childhood Development, Center for the Developing Child at Harvard University</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>Click the picture of the video. It will open the video on YouTube. Requires a wireless connection</p> <p><a href="http://youtu.be/VNNsN9Ijkws">http://youtu.be/VNNsN9Ijkws</a></p>	<p><a href="http://youtu.be/VNNsN9Ijkws">Experiences Build Brain Architecture</a>, Center for the Developing Child at Harvard University</p>


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<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>	
<p>20</p> <p><b>IT'S MORE THAN ACADEMICS</b></p> <p>As essential as they are, we aren't born with the skills that enable us to control impulses, make plans, and stay focused. We are born with the <i>potential</i> to develop these capacities.</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="#">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</a></p>




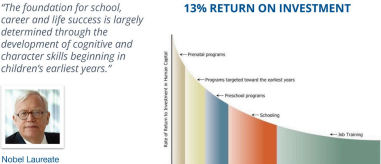
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<p>21</p>  <p>Learning to play with others → Language skills and improved teamwork</p> <p>Making up games and rules → Negotiation skills</p> <p>Learning to follow rules → Sound ethics</p> <p>Early exploration → Creative thinking and problem solving</p>	<p>In the workplace, these skills translate to honesty, trustworthiness, team building, effective communications, conflict resolution and positive attitudes.</p> <p>Who knows 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></p> <p>There are decades of research and numerous studies, including longitudinal randomized trials with more than 40 years of data.</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="#">Meta-Analysis of the Effects of Early Education Interventions on Cognitive and Social Development, National Institute for Early Education Research</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 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="#">Heckman Research Summary: Abecedarian &amp; Health</a></p>

Slide	Notes	Source
<p>25</p> <p><b>STRONG FAMILIES</b></p> <p>Voluntary home visiting 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> 	<p>Home visiting programs help new parents and parents-to-be by providing education, information and resources. Home visitors may discuss the importance of a healthy pregnancy, how babies grow and learn, child safety issues, parent coping skills, and resources available in the community. Some offer comprehensive medical, nutritional and social services.</p> <p>There are numerous home-visiting programs with significant evidence to show they improve outcomes for children. These outcomes are substantial and include:</p> <ul style="list-style-type: none"> <li>• Reduced cases of abuse and neglect,</li> <li>• Improved school readiness and success in school,</li> <li>• Enhanced prenatal and child health, increased immunizations, and improved child nutrition,</li> <li>• Good parenting behaviors and attitudes,</li> <li>• Parental self-sufficiency and</li> <li>• Reduced youth crime and delinquency.</li> </ul>	<p><a href="#">Pew Trust Home Visiting Project</a></p> <p><a href="#">Home Visiting in VA</a></p>

Slide	Notes	Source
<p>26</p> <p><b>HIGH QUALITY EARLY LEARNING</b></p> <p>NC 3<sup>rd</sup> graders have higher standardized reading and math scores and lower special education placement rates in counties that received more funding for Smart Start and More at Four (NC PreK) when those children were younger.</p> 	<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 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 NC PreK. This is what's known as a spillover effect.</p>	<p><a href="#">Meta-Analysis of the Effects of Early Education Interventions on Cognitive and Social Development</a>, National Institute for Early Education Research</p> <p><a href="#">Impact of North Carolina's Early Childhood Programs and Policies on Educational Outcomes In Elementary School</a>, Duke University</p>
<p>27</p> <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>	<p>Going back to the pay now or pay more later concept, look at 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="#">Lifetime Effects: The HighScope Perry Preschool Study through Age 40</a></p>

Slide	Notes	Source
<p>28</p> <p><b>HUMAN CAPITAL CREATES ECONOMIC CAPITAL</b></p> <p><i>"The foundation for school, career and life success is largely determined through the development of cognitive and character skills beginning in children's earliest years."</i></p> <p><b>13% RETURN ON INVESTMENT</b></p>  <p>Nobel Laureate Professor James Heckman</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="#">Federal Reserve Bank of Minneapolis: Laying the Foundation</a></p> <p><a href="#">The Heckman Equation: Early Childhood Has a High Rate of Return</a></p>
<p>29</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>	

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<p>30</p> <p><b>ACT NOW. IT'S EASY!</b></p> <ul style="list-style-type: none"> <li>✓ Sign the commitment to young children and encourage others to do the same</li> <li>✓ Host a presentation at your workplace, a professional or civic organization or congregation</li> <li>✓ Become 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>You can go through the action items on the slide and encourage your audience to become involved.</p>	
<p>31</p> <p></p> <p><b>FIND OUT MORE ABOUT THE FIRST 2000 DAYS</b></p> <p>NC Early Childhood Foundation ncecf@buildthefoundation.org <a href="https://buildthefoundation.org">buildthefoundation.org</a></p> <p></p>	<p>There's a great resource that 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>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>Thank you.</p>	