
FIRST 2000 DAYS

EDUCATIONAL & ENGAGEMENT TOOLS

NOW AVAILABLE FOR LICENSING OUTSIDE OF NORTH CAROLINA



There are only 2000 days from the time a baby is born to when that child begins kindergarten. Experiences during those first 2000 days have a lasting impact of children's academic achievement, health and career success.

The First 2000 Days initiative was created to build bipartisan support for investments and policies in children's early care and education by positioning child development as an issue that impacts everyone. The narrative about the urgency and importance of brain development in the early years has staying power. Since 2012, communities working on the initiative have engaged unexpected and influential voices (such as business leaders, clergy, and law enforcement professionals) as messengers and champions for young children.

Due to the success of the initiative in North Carolina and the numerous requests from across the country to replicate the work, the North Carolina Early Childhood Foundation now offers lifetime licenses to states and entities outside of North Carolina.

A training module is also available for communities investing in a First 2000 Days license to learn about the success of the initiative in NC to inform goal setting, strategies and tactics for creating engagement campaigns.

The training is customized for the state or community, so please contact Lisa Finaldi for further information: lfinaldi@buildthefoundation.org

AUTHORED WORK AVAILABLE

Each segment is available separately or as a package. Non-exclusive licenses are given for the express use of advancing early childhood initiatives. The authored works will be provided electronically in the original design format. Allowable modifications to the authored works will be articulated in the licensing agreement.

SEGMENT 1 • PRESENTATION MATERIALS

Power Point Presentation, the Guide, List of Sources, and Tips and Reflections for Presenters + bonus program from faith audiences. *General audience presentation and guide are also available in Spanish.*

Segment cost: \$2,500

SEGMENT 2 • EDUCATIONAL MATERIALS

Infographic, Brochure, Faith Report

Segment cost: \$300

SEGMENT 3 • ENGAGEMENT TOOLS

Call to Action Cards and Commitment to Young Children Pledges for four audiences (general, business, faith, law enforcement); Training Agenda for Presenters, Action Plan Template, Pyramid of Engagement.

Segment cost: \$400

All three segments: \$3,200

THE FIRST 2000 DAYS TOOLS IN ACTION

Communities in North Carolina are using these tools in a variety of ways, including:

FIRST 2000 DAYS PRESENTATION

Individuals across the state were trained to give the presentation resulting in thousands of North Carolinians hearing a message about why early learning matters to all of us.

The Partnership for Children of Johnston County shared their experience using the presentation, *"the First 2000 Days presentation has become a great tool for any of our champions to use. Several champions have stepped forward and taken a lead in promoting our initiative."*

Smart Start of Henderson County said, *"the message has opened doors for us to collaborate more closely with our school system, communities of faith and the local children's museum. We've presented to the local Chamber of Commerce and the message was well received. It has also helped bridge a gap that's we've previously had with law enforcement."*

FIRST 2000 DAYS EDUCATIONAL MATERIALS

By customizing the educational materials to specific audiences, organizations have been able to engage a wider segment of the population in their community. For example, with the faith materials in hand, community organizations

hosted more than a dozen local and regional faith summits across the state to engage faith leaders and congregants in early learning.

For Smart Start of New Hanover County, the ability to connect to the faith community has been transformational. *"Our participation in the Faith Summit paved the way for some true partnerships in the community. We now have a dedicated group of faith leaders who take initiative to hold events around bettering the first 2000 days for the children in our community. The Summit became the impetus for new projects involving multiple churches, speaking engagements and education of powerful community leaders..."*

FIRST 2000 DAYS ENGAGEMENT TOOLS

With a clear and compelling message and the companion educational and engagement tools, organizations have widened and deepened community support for early learning.

The Martin-Pitt Partnership for Children shared how the First 2000 Days has helped them engage elected officials, *"The First 2000 Days Initiative has been a galvanizing force for our Partnership. A North Carolina House of Representative member, who attended the initiative's launch, has been a very outspoken advocate in his community presentations for the importance of the early years."*

NC CHAMPIONS

CORINA KNOTT, Account Executive with Interstate Outdoor, Inc. in Selma, NC

Knott is a board member of the Smithfield/Selma Chamber of Commerce and the Central Johnston Rotary Club. Knott's commitment to educating her community about the importance of a child's early years has led her to give First 2000 Days presentations across the county.

CLIFFORD BARNETT, Pastor of Warner Temple AME Zion Church in Wilmington, NC

Barnett hosted two First 2000 Days Summits that attracted more than 400 community members. Collaborating with Smart Start of New Hanover County, many attendees are now engaged in supporting early learning, especially literacy in their community.

"If we think as parents and as community leaders that we are raising presidents, we will be more cognizant of what we put in them, what we give to them and what we read to them." — Clifford Barnett



**NC Early Childhood
FOUNDATION**
CONNECTING POLICY TO IMPACT

The First 2,000 Days is an initiative of the North Carolina Early Childhood Foundation.
More information is available at buildthefoundation.org/initiatives/first-2000-days/