



For more information visit
www.nowforlater.org.



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NOW
FOR
LATER™
The preparation starts now



The Facts

The preparation children receive before entering kindergarten greatly influences how they will perform in school and throughout the rest of their lives.*

- The most cost-effective route to strengthening the workforce is to invest in early education, according to Nobel prize-winning economist Dr. James Heckman.
- “A large body of empirical work . . . has established that fundamental cognitive and non-cognitive skills are produced in the early years of childhood, long before children start kindergarten” (Heckman, 2007).
- Longitudinal studies indicate a societal return on investment in early childhood programs of approximately \$10 per \$1 invested.
- Achievement gaps can be identified in children as young as nine months of age, but research indicates most, if not all, of the gap found at age five and age eight could be eliminated by an intensive two-year early childhood program for infants and toddlers.

*Go to www.nowforlater.org for more facts and all references.

Take Part

As a leader in your community, now is the perfect time to give back and get involved. Here are a few easy ways you can bring about greater access to high-quality early learning programs in your community and across the state:

- Learn about the importance of early learning.
- Write an op-ed to your local newspaper.
- Contact your local and state leaders letting them know you support early learning.
- Organize an event to educate others about the importance of early learning.



Your Next
Great Investment