



ASSOCIATION FOR THE EDUCATION OF YOUNG CHILDREN

Joining Together for Quality Early Care and Education

- **Film** is a powerful medium that can tell a story with power and grace. **Documentaries** integrate historical fact with human interpretation to educate, motivate and inspire viewers.
- Idaho AEYC is working to make an educational documentary about quality child care. The film combines scientific research and human stories from right here in Idaho to chronicle a positive early childhood experience.

Research in context

According to the Center on the Developing Child, Harvard University

- The path to our nation's future prosperity and security begins with the well-being of all our children, yet state and federal policy makers **often struggle with confusing information** about which strategies can actually improve outcomes for children.
- Advances in neuroscience, molecular biology, genetics, and child development research, combined with four decades of rigorous program evaluation data, can now provide the common ground.... for conversation.



Quality child care matters

- A positive early childhood experience can make the difference between success and struggle in school.
- Improving the quality of early childhood programs is what we do at Idaho AEYC.
- Your support for this project will inform and inspire parents, policy makers and business leaders to take action.
- Public awareness can lead to extraordinary change (think Mother's against drunk drivers).



Why you should help

- Quality early child care and education for young children is smart economic and workforce development.
- Employees miss more work due to problems with child care than for any other reason.
- The best employees want quality child care settings for their children.
- Quality child care settings strengthen families on all levels.



Together we can do this



Idaho AYESC will distribute to:

- Idaho's Chambers of Commerce
- Service and faith based groups
- Community presentations by business champions
- Media

The message will benefit

- families
- businesses
- policy makers

Your dollars make the difference

Please support this worthy cause to sponsor the documentary and its distribution by contributing to help Idaho families raise successful children.



- Additional facts from research

- Early experiences determine whether a child’s brain architecture will provide a strong or weak foundation for all future learning, behavior and health.
- Young children need positive relationships, rich learning opportunities, and safe environments, not quick fixes or magic bullets.
- Four decades of program evaluation research point to the following effectiveness factors that can enhance development in the first five years of life:
 - Access to medical care for pregnant women and children
 - Reduce the level of known neurotoxins in the environment
 - Not all services are effective – programs with a combination of highly skilled staff; small class size and high adult-to-child ratios; language-rich environment, age appropriate curricula and stung materials in a safe physical setting; warm, responsive interactions between staff and children; and high consistent levels of child participation.
 - Programs that cost less because they employ less skilled staff are a waste of money if they do not have the expertise to produce measurable results.
 - Scaling up successful, model interventions into effective, multi-site programs is a formidable challenge that can be addressed at least in part by establishing quality standards and monitoring service delivery on a routine basis.
- Program evaluation research also identifies intervention strategies that have been shown to be effective for children and families
 - Skilled home visitors can produce significant results for new parents and children
 - High quality, center-based early education programs can enhance child cognitive and social development
 - For young children experiencing significant adversity, programs that support parents and offer high quality care and education for the children have positive impacts on both
 - For young children experiencing toxic stress from abuse or neglect, severe maternal depression, parental substance abuse, or family violence, interventions that provide specialized services matched to the problem can prevent the disruption of brain architecture and promote better developmental outcomes for children
 - For families living in poverty, work-based income supplements for working parents have been demonstrated to boost achievement of some young children
- Effective programs are implemented well, evaluated regularly and improved continuously.
- Ensuring that children have positive experiences prior to entering school is likely to lead to better outcomes than remediation programs at a later age, and significant up-front costs can generate a strong return on investment.