

Our Littlest Learners Are Our Smartest Investment



Noah is five years old. He's healthy, thriving in a nurturing environment, and ready to succeed in kindergarten! From the moment he was born, he grew in a community immersed in support. From the hospital, to his home, and onward to school, his county's Smart Start agency ensured Noah and his family had what they needed from the start. Noah's future is bright. He's more likely to graduate high school, succeed in his career, and give back to his community — all because he has been supported since birth!

Smart policymakers like you know that investing in our youngest children and families *now* will save our state money in the *future*.



Invest in better access to early care and education to create a stronger North Carolina workforce.

Data shows that before the pandemic, **North Carolina lost nearly \$2.4 billion each year as a result of parents being unable to work due to our state's child care crisis.**

That number continues to grow.

Parents are often forced to stay at home because of child care challenges – and some can't work at all, losing North Carolina millions in business and tax revenue.

Additionally, the early childhood workforce is often underpaid and overworked – with many choosing to leave the workforce, creating an even bigger child care crisis.

We must invest funds so our entire workforce is supported and each child in North Carolina has access to affordable, high-quality early education options.





Ensure families have the right tools to support their children's healthy development.

Raising happy, healthy children can be hard! Funding Smart Start ensures that more families have access to important resources such as home visits from highly trained health professionals who are knowledgeable about baby and family needs.

When families have more resources, children can build strong relationships, improve academic skills, and enhance their health.

We must invest in programs and initiatives that ensure families feel supported and have access to the tools that will help children grow up healthy and ready for kindergarten.



Your constituents are with you: North Carolina voters overwhelmingly support investing state funds in early childhood.

When you invest in Smart Start, you're investing in community infrastructure, building a strong, thriving North Carolina for all.



Our economy gains \$414 million in tax revenue alone.



Parents and caregivers are more likely to grow in their careers, contribute to their communities and raise healthy families.



North Carolina children are supported during the most critical phase of brain development. This ensures they have the right tools to start kindergarten on track, graduate high school and succeed in their careers.



Businesses employ a more focused, motivated workforce – and tax revenues increase.

Move one step closer to supporting each child in North Carolina: Invest in the Smart Start Network.

1100 Wake Forest Road
Raleigh, NC 27604
info@smartstart.org
www.smartstart.org

