

CHILD CARE IS CRITICAL FOR THE LONG-TERM DEVELOPMENT OF CHILDREN

Children's brains develop connections faster than at any other time in life. The quality of care children receive in their first years of life plays a critical role in how their brains develops. **In fact, 90% of brain growth happens before kindergarten.** The quality care at this crucial age sets the foundation for critical thinking, reasoning, and interacting with others. Children who receive early quality child care have better outcomes in subsequent years all the way through adulthood. And children receiving early child care are more likely to experience better economic and health conditions as an adult. Research suggests that early investments in children's development will reap benefits over their entire lifetime, building up communities in which they live.

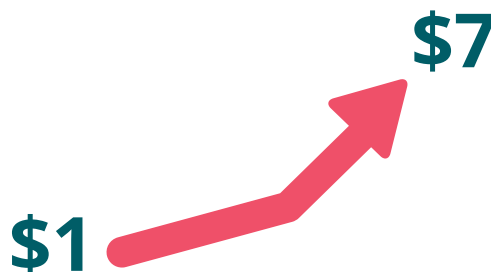
SIMPLY PUT: **INVESTING IN CHILD CARE IS CRITICAL**



From birth to age 5
a child's brain develops more than
at any other time in life



High-quality early childhood
programs provide a 13% return on
investment to communities over
time



For every \$1 dollar invested in early child
care, the community sees a return of
\$7 in economic investments