Social and emotional skills, sometimes called “soft skills,” are as important as cognitive skills in determining success in school, work and life.

These skills are developed during children’s earliest years. Learning to play with others develops language skills and improved teamwork; making up games and rules develops negotiation skills; learning to follow rules develops ethics; and early exploration develops creating thinking and problem solving skills.

Health in the earliest years lays the groundwork for future well-being. High-quality early child development programs with health and nutritional components help prevent adult chronic diseases and promote better health.

A study of children who participated in the Carolina Abecedarian early learning program showed significantly improved health as adults as compared to the group that did not participate. They experienced fewer illnesses as adults, made healthier lifestyle choices, had lower rates of high blood pressure and had significantly lower risk of heart disease.

For children to have the opportunity to realize their potential, they need good health, strong families, and high-quality early learning and school experiences.

- **Good Health:** Early experiences are built into our bodies.
- **Strong Families:** Parents are a child’s first and best teacher.
- **Quality Early Learning:** Brains are built, not born.

Nobel prize-winning economist James Heckman’s research found that dollars invested in early education have the greatest return on investment.

High-quality early development and learning yields:

- Fewer special education placements
- Higher graduation rates
- Reduced crime
- Higher earnings
- Less reliance on social services

www.cetewisconsin.org
When we invest in a child’s 2000 DAYS
we create the best outcomes in education, health, and economic well-being for everyone in Wisconsin.

There are only 2,000 days between the time a baby is born and when he or she will begin kindergarten.

During that time, brain architecture is forming, creating the foundation for all future learning.

The CETE Network website makes it easy to show your support for young children.
www.cetewisconsin.org

Get the info
• Keep up to date on early childhood news

Pass It On
• Share resources.
• Link to the website.
• Host a presentation.

Take Action
• Sign the commitment to young children.
• Become a Champion.

There are only 2,000 days between the time a baby is born and when he or she will begin kindergarten.

Higher salaries
At-risk children who participated in a high-quality early childhood program were more likely to be employed and earned 33% higher average salaries.

Higher graduation rates
High-quality early childhood programs increase graduation rates by as much as 44%.

Higher reading & math scores
A 2011 Duke University study found children had higher third grade reading and math scores in counties that received more funding for early care and education programs, and when those children were younger.

Health & Nutrition
Early education, with health and nutritional components, help improve adult health and prevent chronic disease.

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