

Why are the early years a smart investment?

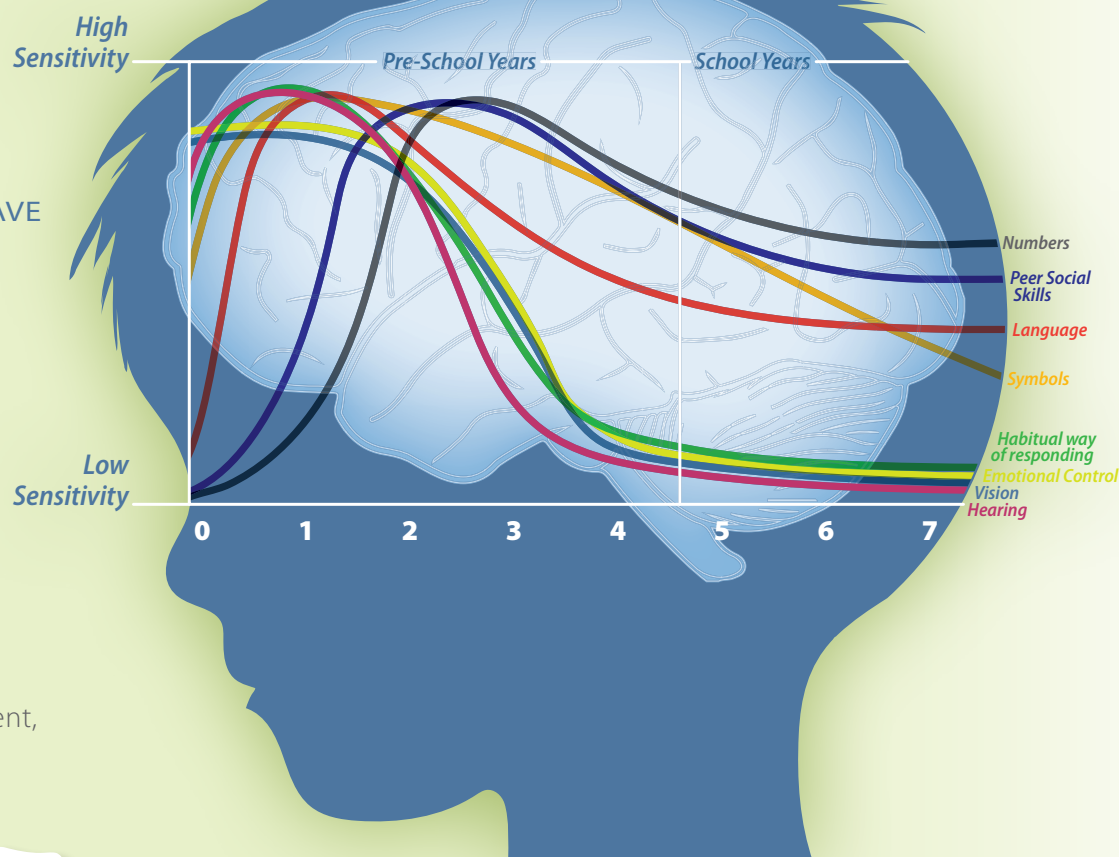
You may already know

that because of the way the brain develops after birth, **A CHILD'S FIRST YEARS HAVE A PROFOUND IMPACT ON THE REST OF THEIR LIFE.**

During these first years, **"WINDOWS OF OPPORTUNITY"** open wide and investments into children are maximized.

This chart ►

shows how the preschool years are the **MOST ACTIVE PERIODS** of brain development, and most sensitive to development opportunities.



Investments in a child during these **EARLY YEARS** **PAY DIVIDENDS** to society and the economy **THEIR WHOLE LIFE THROUGH** including in the form of savings to the healthcare, education, justice, and social service systems.

In fact, some economists project that **INVESTMENTS IN EARLY CHILDHOOD** provide more return on investment than formal education or job training — one study suggests investments in children aged 0–3 produces a benefit of **10 to 1** (Heckman, goo.gl/SDHnXh)

There's an infinite number of ways to help young children develop, and everyone has a role to play. **THE GOOD NEWS IS** that we're learning more each day about how best to invest in that **WINDOW OF OPPORTUNITY.**

2x

A three-year old's brain is twice as active as an adult's