



## FRAMING THE ECONOMIC DEVELOPMENT MESSAGE

The following messages/frames have been proven to be effective with a wide variety of audiences, including policymakers, community leaders, parents, and the media. These talking points can be utilized when discussing the economic benefits of investing in early childhood education.

Kids are the citizens of tomorrow; those who participate in early childhood education are better educated, better adjusted, and more productive as adults.

Children who spend time in high-quality environments make better learners, become more responsible citizens, and are more productive members of the workforce.

# ONE VOICE ONE MESSAGE

According to the Federal Reserve Bank and the Economic Policy Institute, investing in high quality early childhood education yields significant returns as these programs improve the quality of life for children, reduce crime, make the future workforce more productive and strengthens the economy.

Improving school readiness is a national concern. Nobel Laureate and economist James Heckman, Microsoft CEO Bill Gates, and the National Governor's Association have all come forward to warn states about the dangers of ignoring needed education reform and highlight early education as a solution.