



FIRST THINGS FIRST

CORE MESSAGES ABOUT EARLY CHILDHOOD

90% of a child's brain develops by the time they are 5 years old. So, the job of helping kids get ready for school starts the day they're born.

Strong families are the building blocks of a strong society. It's crucial that parents have the tools they need to support children with stable, nurturing environments in their earliest years.

Critical social and behavioral skills, such as motivation, self-discipline, focus, and self-esteem, begin to take root from birth to 5 years old. Successful people share these traits and we must give children the tools to develop these essential skills.

Kids who start behind usually stay behind when they get to school. We need to invest in all kids in the early years, so they are prepared and ready to succeed on their first day of kindergarten.

CORE MESSAGES ABOUT FTF

90% of a child's brain development happens before kindergarten, and a child's early experiences lay the foundation for a lifetime of success.

Arizonans created First Things First to give all kids the opportunity to start kindergarten prepared to succeed.

FTF partners with parents to give them the information and support they need to make the best choices for their families and feel confident in their role as their child's first teachers.

To date, FTF has dedicated more than \$630 million to support strong families, improve early learning opportunities for kids birth to 5 years old and promote better health for young kids.

Everyone benefits when more kids arrive at school prepared to be successful.

ELEVATOR SPEECHES

30 seconds

Did you know that 90% of a child's brain development happens before they are 5 years old? Research shows that what happens to kids in the early years sets the foundation for a lifetime of success. It's crucial that parents have the tools they need to support children with stable, nurturing environments in their earliest years. Strong families are the building blocks of a strong society. That's why First Things First partners with communities to strengthen families and help more kids arrive at kindergarten prepared to succeed.

60 seconds

Getting kids ready for school means more than packing their lunches, filling their backpacks, and getting them to the bus on time. Since 90% of a child's brain develops before kindergarten, the job of getting kids ready for school starts the day they're born. Critical social and behavioral skills, such as motivation, self-discipline, focus, and self-esteem, also begin to take root from birth to age 5. It's crucial that families have the tools they need to support children with stable, nurturing environments in their earliest years.

First Things First partners with communities to support parents in their role as their child's first teacher. By giving parents the information they need to make the best choices for their families, improving early learning opportunities for young kids, and ensuring that more children arrive at school healthy, we increase their chances of doing well in school. And, when kids are successful, we all benefit.