



**The First 2000 Days**

**Tracy Zimmerman**

**Director of Strategic Communications**

**The foundation for  
all future learning  
is built during  
early childhood.**



# Why Should You Care?

- National Security
- Global Competitiveness
- Economic Well-Being
- Crime Prevention
- Thriving Communities

If you care about these issues, you care about child development.





# Long-term Goal

Create a culture that prioritizes young children and acts to ensure that each young child has the opportunity to succeed.

# Context

- Early childhood discussed in terms of programs--many of which were complicated and hard to understand how they worked.
- No unifying message for the many groups engaged in early childhood issues.
- Diminishing public investment.



# Approach

- Create an **accessible, open-source**, initiative that could serve as an **umbrella** message.
- Cultivate **unexpected** voices to serve as ambassadors.
- Provide opportunities for varying levels of **engagement**.
- Build engagement **capacity** at the local level.



# Accessible Open Source Big Picture

- What may think is old news, may not be for most people.
- Place issue in contexts that audience cares about.
- Need to answer, “What’s in it for me?”



# Accessible Open Source Big Picture

Created a brand and tools that are stand alone and open to anyone.

- PowerPoint Presentations
- Guide/Script for Presentation
- Infographics
- Brochure
- Logo/Web Badges
- e-Alerts, Twitter, Facebook
- Response Cards



# North Carolina Child Care Coalition

PROMOTING HIGH QUALITY EARLY CARE AND EDUCATION SINCE 1990.



## Snapshot of Early Care and Education in North Carolina

Number of Children ages 0-5	758,123
Households in which all parents present are employed	478,732
Employed mothers with children under age 6	281,991
Licensed early care and education child care programs	7,697
Number of children enrolled in licensed child care programs	252,237
Total number of children receiving child care subsidy	87,580
Total number of children on waiting list for child care subsidy	36,838
Total number of children enrolled in NC Pre-K	26,818
% of 4 year olds enrolled in Pre-K	19%
Average annual fee for full-time star rated child care center	\$7,536
Number of child care workforce employees	36,838
Child care center teacher median starting salary	\$9/hour

### Sources of Data:

2010 U.S. Census; 2010-2011 Market Rate Survey, NC Division of Child Development & Early Education; Working in Early Care and Education in North Carolina, June 2012, Child Care Services Association; NC Division of Child Development & Early Education.

## First 2000 Days Campaign

There are only 2000 days between the time a baby is born and when that child shows up for the first day of kindergarten.

[Join the First 2000 Days Campaign](#)

Visit [www.first2000days.org](http://www.first2000days.org)





## *From the Lodge to the Lighthouse* We're striving for a healthier Hyde

### Programs & Services

[Home](#) / [About Us](#) / [Contact Us](#) / [Hours of Operation](#) / [Calendar of Events](#) / [Job Opportunities](#)

#### Child Health from the Hyde County Health Department

- [Child Safety Seats](#)
- [Fluoride Dental Varnishing](#)



[Administration](#)

[Adult Health](#)

[Animal Control](#)

[Board of Health](#)

[Child Health](#)

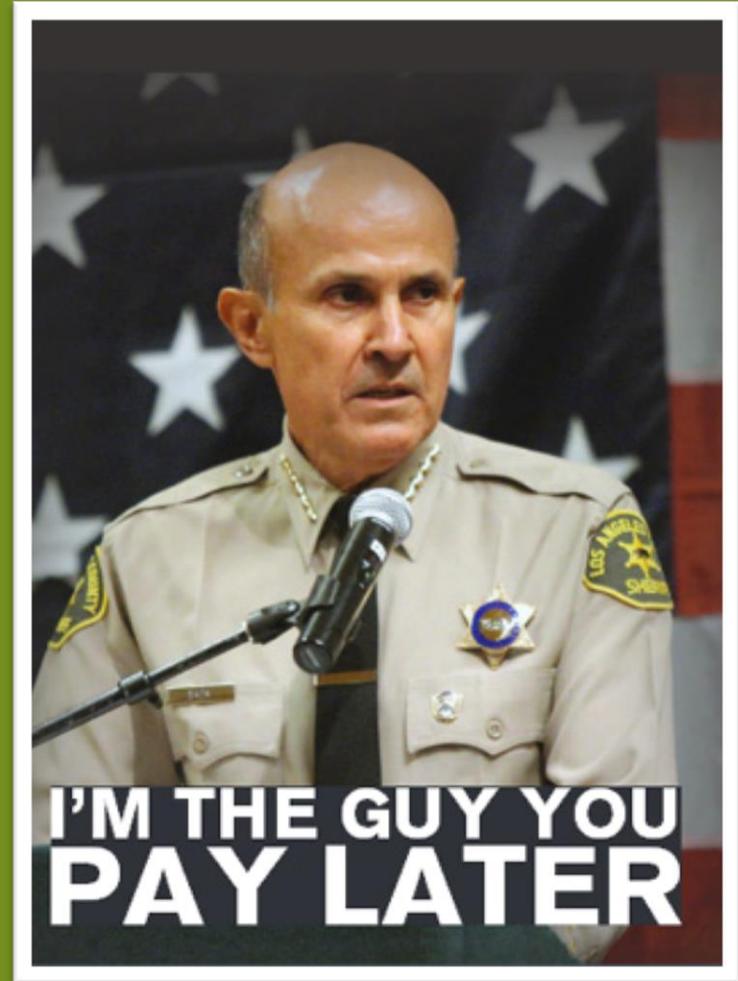
[Communicable Disease](#)

[Environmental Health](#)

[Health Education](#)

# Unexpected Voices

- The messenger is as important as the message.
- Need messengers with credibility for your audience.



# Unexpected Voices

- 405 business leaders attended one of 12 Business Briefings held across state.
- 47% want to remain involved



**“The best research confirms that the importance of the first three years of a child’s life is not just some intuitive belief – it is a biological fact. From years of study, we have learned that the development of the brain is hugely influenced by the emotional and early learning experiences surrounding a child. We must do everything in our power to make those experiences positive.”**

- John Pepper, Former Chairman and CEO, Procter & Gamble,  
Chairman of the Board, Walt Disney Company

#### **Welcome**

Dr. Nancy Brown, Board Chair  
The North Carolina Partnership for Children, Inc

#### **Introduction**

Pam Dowdy, Executive Director  
Wake County SmartStart

#### **One Business Leader to Another**

Paula Fryland, Regional President, Eastern Carolinas  
PNC Bank

#### **First 2000 Days**

Tracy Zimmerman, Director of Strategic Communications  
NC Early Childhood Foundation

#### **Call to Action**

Mark Langford, Director of Finance  
Cisco Systems

*We appreciate your attendance today and look forward to working together for our children, our families and a prosperous future for us all.*

[www.first2000days.org](http://www.first2000days.org)

## Local leaders stress importance of 'first 2,000 days'

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Kit Cramer / John Fletcher/jfletcher@citizen-times.com

Written by  
**Julie Ball**

FILED UNDER

News

**ASHEVILLE** — A lot happens in the first 2,000 days of a child's life.

The connections inside the brain are formed that affect things like problem solving and social skills.

Now a statewide campaign dubbed the "First 2000 Days" aims to raise awareness about how crucial those early years are. The effort aims to connect the dots between what happens in those early years and the impact on the economy and other long-term measures.

"Eighty-five to 90 percent of a child's critical brain development happens during that time period, those first 2,000 days," Kit Cramer, president and CEO of the Asheville Area Chamber of Commerce, recently told a group at the Community Foundation of Western North Carolina.

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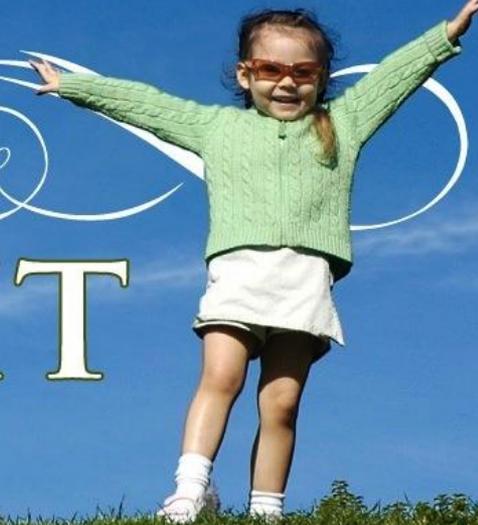
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**First**  
**2000**™  
**DAYS**



**FAITH**  
**SUMMIT**



*“It is a moral obligation for us to provide an environment that enables children to fully explore their innate potential with human dignity.”*  
— *Global Network of Religions for Children*

# Unexpected Voices

- 750 faith leaders attended 1 of 8 Faith Summits
- 30% want to remain involved
- 3 more scheduled

# Unexpected Voices

Pastor Lewis recently entitled his sermon series the First 2000 Days to introduce the a childcare facility addition to his congregation serving children birth to four years of age.



Pastor Jerry Lewis from Grace for All Church in Marion, NC said the western NC Summit was **“truly eye-opening”** for him.

# Unexpected Voices

The President of the NC Sheriff's Association is sending a letter to all 100 sheriffs in North Carolina, urging them to become First 2,000 Days Champions.



# Varying Levels of Engagement



JOIN US AND TOGETHER WE CAN MAKE A DIFFERENCE!

## GET THE INFO



SIGN UP FOR ALERTS  
LIKE US ON FACEBOOK  
FOLLOW US ON TWITTER

## PASS IT ON



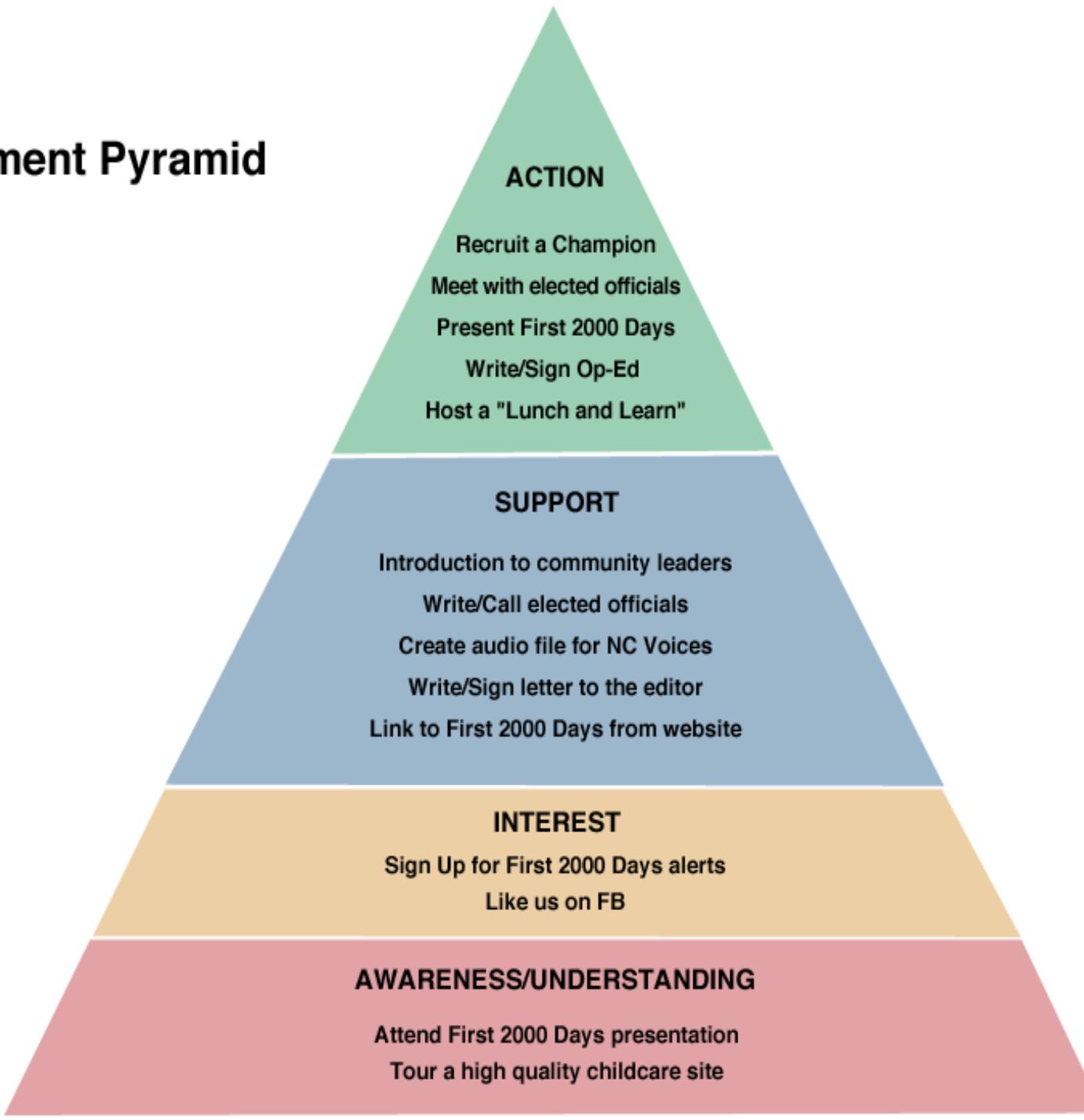
TELL A FRIEND  
SHARE THE INFO  
LINK TO THE FIRST 2000 DAYS

## TAKE ACTION



SIGN THE PLEDGE  
POST A PICTURE  
HOST A PRESENTATION  
BE AN NC VOICE  
BECOME A CHAMPION

# Community Engagement Pyramid



# Varying Levels of Engagement

As you leave, we ask you to commit to supporting quality early care and learning. Please check all that apply.

Stay up-to-date on early childhood news with alerts from the First 2000 Days

Link the First 2000 Days website to our congregation's website

Share First 2000 Days information with my congregation (sermons, bulletins, web sites, newsletters, social media)

Host a First 2000 Days presentation for my congregation

Review and enhance our early childhood and family programming

Other (Please describe on back of card)

Name J. Michael Scott

Title Sr. Pastor

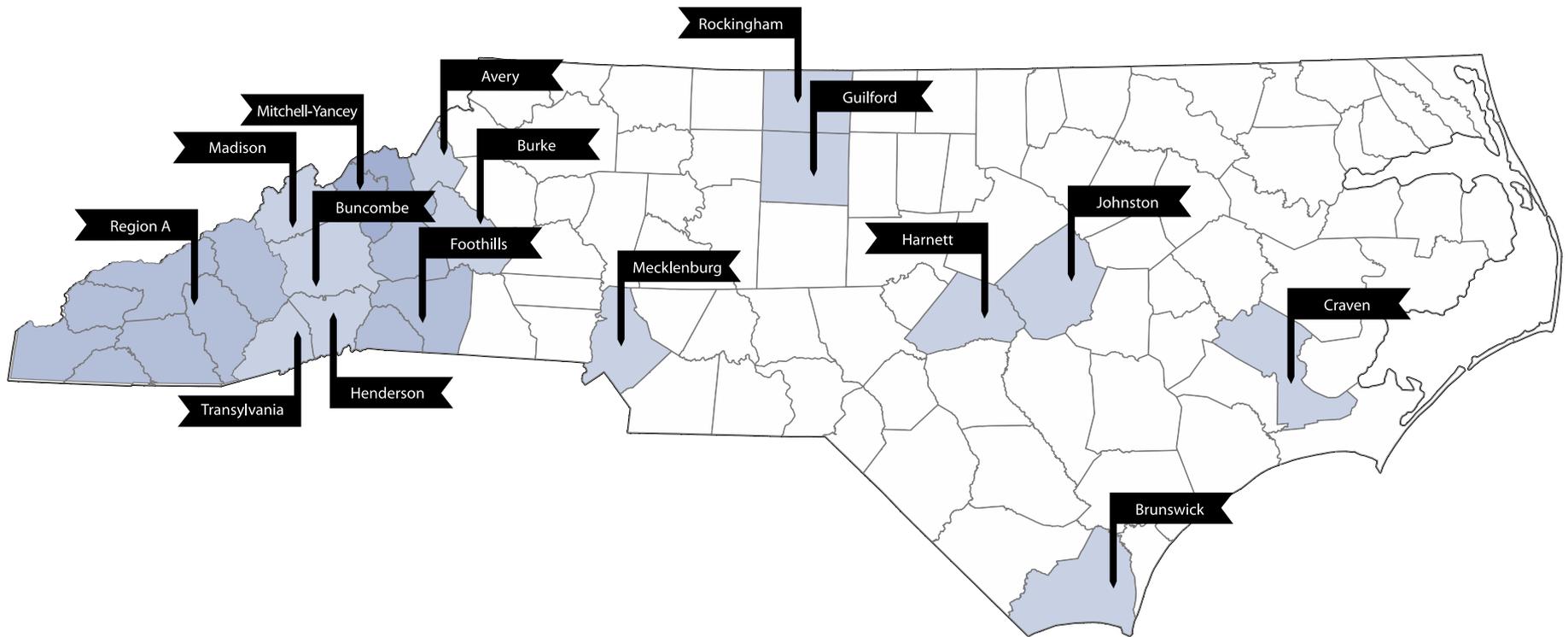
Congregation NEW DIRECTION LIFE MINISTRIES

# Local Capacity

- Critical for sustainability. When the grant ends, the work lives on.
- They're there, and they know their community.
- Policymakers live in communities and want to hear from constituents.



# Local Capacity



# Local Capacity

Work with local organizations to develop structures and work plans for reaching out to community leaders and influencers, building champions and educating and engaging businesses, civic organizations and the faith community.



# First 2,000 Days Champions



William Anderson  
Asheville Chief of Police  
Buncombe County



Tommy James  
Pastor  
Yancey County



Velva Jenkins  
Vice President  
Brunswick Community  
College  
Brunswick County



Kelly J. Stewart  
Assistant Vice President  
Federal Reserve  
Bank of Richmond  
Charlotte Branch

**Rep. Brian  
Brown  
(R-Pitt  
County)**





The First 2,000 Days Campaign is an initiative of the NC Early Childhood Foundation.

We work to build public will, accelerate what works and ignite action toward a to close the achievement gap and raise outcomes for all young children.

[www.buildthefoundation.org](http://www.buildthefoundation.org)

[www.facebook.com/buildthefoundation](https://www.facebook.com/buildthefoundation)

[www.first2000days.org](http://www.first2000days.org)

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