



KNOWLEDGE

- 90% of brain development occurs by age 5
- Education is the optimal pathway to opportunity and economic self sufficiency
- When parents embrace proven early childhood learning practices, home environments are enriched
- Quality early education contributes to children’s readiness for school
- The education pipeline, from home to preschool to adult education, affects the lifelong success of children and parents, and the well-being of communities

EXTERNAL FACTORS

- Many parents and guardians experienced early childhood poverty and trauma themselves, impacting their current abilities to positively parent their children
- Cost of quality preschool is unaffordable for the families who need it most
- Access to quality preschool is limited by affordability and community capacity