

High Quality Child Care Matters to Everyone!

Smart Start and high quality child care make it possible for parents to work.

Smart Start and high quality child care drive economic growth throughout the state.

High Quality Child Care Matters to:

❖ **Children** - To be competitive in the global economy children must enter school ready for success; therefore quality child care must be considered a vital part of the state's economic infrastructure.

❖ **Economic Development** - Quality child care contributes to businesses' bottom line by reducing absenteeism and turnover.

The child care industry generates \$1.77 billion annually in North Carolina. High quality child care contributes to future economic growth by making the community attractive to business and economic investment.

❖ **Future Workforce** - High quality child care prepares the future workforce for active participation in the global economy.



Smart Start is an incredibly effective and efficient private/public partnership.

- **Ninety-two cents of every dollar goes directly to ensuring that children and families have the experiences they need to thrive.**

Economic Development

- The child care sector is a large employer, providing a significant number of jobs for Region A and more than 47,000 across North Carolina.
- Child care is important in supporting the creation of new jobs as well as expanding and retaining existing jobs in the community.
- Child care is increasingly important to businesses looking to locate or relocate their business.
- Quality child care is part of the world-class education system that economic development experts believe will attract businesses to the state.
- Local businesses rely on and benefit from a reliable, high-quality, and diverse child care market.



Workforce Development

- Parents need to go to work knowing their children are safe and learning. A strong child care system meets employees' needs and increases their productivity and retention.
- Business owners, employees, and job seekers rely on Smart Start for high quality, reliable child care.
 - The average working parent misses five to nine days of work per year because of child care problems, costing U.S. businesses \$3 billion a year in lost productivity.
 - Studies show that high quality child care improves productivity, reduces absenteeism, and cuts turnover.

Future Workforce Development

- High quality child care supports the development of the future workforce. By improving children's early education, children are better prepared to enter school and achieve educational success.
- Long term studies show that quality child care experiences, particularly for low income children, decrease the likelihood of special education enrollment, juvenile delinquency, adult incarceration and welfare participation, which increase overall quality of life and reduce the burden on tax payers.
- Our future workers are today's newborn babies. Building a strong and productive labor force largely depends on how we invest in children today.
 - U.S. Chamber of Commerce Report: *"Early childhood education has a tremendous impact on the national economic security and the viability of the American dream."*
 - The experiences children have early in life and the environments in which they live literally shape the wiring of the brain and strongly affect whether they grow up to be healthy, productive members of society.

