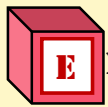


Help Kids Thrive — Birth to Five

Change the First Five Years and You Change Everything!

OUR MISSION: Every child will get a great start in life. New Mexico will increase investments in early care and education so children thrive and find success in school and their lives.



EXPAND access to high quality early care, education, and health services for *all* children, starting with the most under-served and at-risk populations.



INVEST in and support professional development and continue quality improvements for early childhood professionals and programs.



SUPPORT families' roles as their child's first and most important teachers beginning with prenatal care and family engagement.



DEVELOP stable and long-term funding sources for the full continuum of early childhood services.

OUR CHALLENGE: New Mexico's investment in young children falls short.

- Fewer than 15 percent of 4-year-olds can attend NM pre-K.
- More than 2,000 children are on a growing waiting list for sliding-fee child care assistance.
- Out of an annual budget of more than \$5 billion, New Mexico spends just **1%** on early care and education — that's just one penny out of every dollar.



Invest in Children Now!

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More information available at 505-243-5437

New Mexico's Kids Need Your Help!

Please speak up on behalf of our children

- The first five years of a child's life are the most important years — that's when brain development lays the foundation for future learning.
- Every \$1 invested by the state on early care and education saves \$8 to \$16 in future costs.*

What you can do:

- Register to vote and vote on Nov. 2nd.
- Talk to your friends and neighbors about how important it is for all kids to get high quality child care, education, and health care.
- Talk with the families you serve about the importance of being informed and involved in elections.
- Ask candidates if they are willing to fully fund early care and education programs.
- Hold an open house and invite candidates to see quality early care and education first-hand.
- Educate the candidates about how early care and education helps a child succeed in school and life — tell them success stories about children you've served.
- Urge the candidates to support an adequate and stable source of funding for early care and education programs so that **all** of New Mexico's children have the same opportunity to succeed.



Photo courtesy of UNM Family Development Program.

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* The Productivity Argument for Investing in Young Children, James J. Heckman and Dimitriy V. Masterov. http://jenni.uchicago.edu/Invest/FILES/dugger_2004-12-02_dvm.pdf.