

Early childhood development
directly affects
economic vitality.

We can tell you how.



Families

need tools for
literacy.

Learning begins at birth. In fact, a child's brain experiences its most expansive growth and development between birth and 5 years old. **The human brain develops more rapidly between birth and age five than during any other subsequent period.**

However, 95% of public investment in education occurs after age 5. ¹



Cathy W. Howard, Ph.D.
Vice Provost, Division of Community Engagement
Associate Professor, Psychology
Virginia Commonwealth University

Children

must start school
ready to learn.

School readiness is about children's ability to adjust to the demands of school. Children need to be able to interact with others positively, pay attention, remember lessons, follow a teacher's directions, finish tasks, and practice what they have learned.

Children who know the alphabet when they enter kindergarten are 20 times as likely to be able to read simple words aloud at the end of kindergarten. ²



Stewart D. Roberson, Ph.D.
Superintendent
Hanover County Schools

Quality

pre-kindergarten
cuts crime.

In 2004, 8,035 juveniles in the Richmond region entered the local juvenile justice system. ³ Research has shown that **children who did not attend school based early childhood education programs were 70% more likely to be arrested for violent crime by age 18.** ⁴



Colonel Rodney D. Monroe
Chief of Police
Richmond City

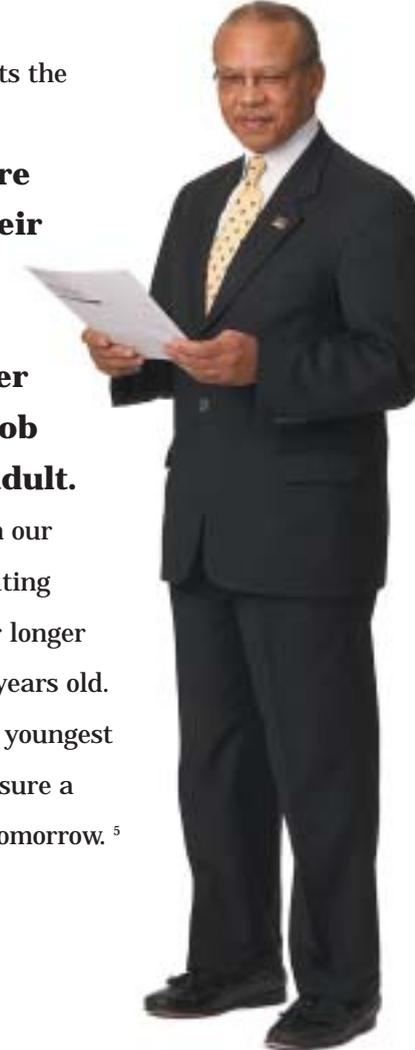
Investing

in children's early care makes
economic sense.

School success impacts the business community.

Children who are successful in their early years will be better able to achieve higher education and job training as an adult.

But 14% of centers in our region reported a waiting period of 6 months or longer for children under 2 years old. Intervening with our youngest citizens today will ensure a prepared workforce tomorrow. ⁵



Jon C. King
President & CEO
Exclusive Staffing

Families

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Early identification of special needs

in children under age 6
can reap great benefits.

Enrolling a child in
special education at
least two years before
kindergarten **can**
produce savings of
\$30,000 to \$100,000
per child.⁶



Colleen A. Kraft, M.D.
Pediatrician & President
Virginia-American Academy of Pediatrics

Children

must start school
ready to learn.

Research shows that
students who are
behind in the first
grade are likely
to remain behind
in grade four.

High-quality preschool
programs provide a
foundation for a successful
start and students who
are successful are more
likely to grow into
productive citizens.⁷



Marcus J. Newsome, Ed.D.
Superintendent
Chesterfield County Schools

Quality

pre-kindergarten
cuts crime.

Adolescents whose
mothers received in-home
support (quality home
visitation programs)
when they were infants
were 55% less
likely to have
been arrested and
80% less likely to
have been convicted
of a crime.⁸



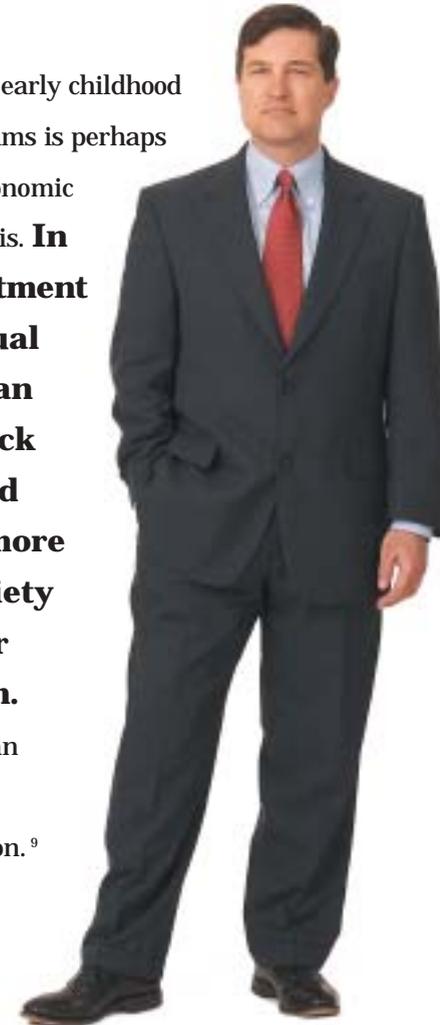
Colonel Henry W. Stanley, Jr.
Chief of Police
Henrico County

Investing

in children's early care makes
economic sense.

Investing money in early childhood
development programs is perhaps
the best form of economic
development there is. **In**
fact, this investment
produces annual
returns that can
exceed the stock
market's — and
can result in more
savings to society
than any other
social program.

A good preschool can
offer a 12% annual
return after inflation.⁹



Jeffrey M. Lacker, Ph.D.
President
Federal Reserve Bank of Richmond

Families

need tools for
literacy.

Did you know that the cost for 1 year of quality early childhood development is more than the cost of 1 year's tuition in a Virginia college? **Affordable, quality childcare is essential to the child's health and future college potential.**¹⁰



Jack O. Lanier, Ph.D.
Professor of Public Health
Virginia Commonwealth University, Medical College of Virginia Campus

Children

must start school
ready to learn.

Regionally, 21% of children entering kindergarten are identified for extra intervention in language and literacy. That's 1 out of 5 children who are not prepared with the literacy skills to succeed in kindergarten. **Reading to and with children at young ages maximizes literacy development.**¹¹



Fred S. Morton, IV
Superintendent
Henrico County Schools



Quality

pre-kindergarten
cuts crime.

It's impossible to arrest and imprison our way out of the crime problem. Law enforcement officials agree, **expanding quality educational childcare and after-school programs is the most effective strategy for reducing youth violence and crime.** And it is time to invest in the programs that are proven to reduce crime and save money.¹²

Colonel V. Stuart Cook
Sheriff
Hanover County



Investing

in children's early care makes
economic sense.

Investing in human capital is smart economic development — and it leads to a satisfying quality of life. You get the most payoff the earlier you invest. **For every \$1 invested in early childhood development programs there is a \$7-\$8 return.**¹³

Katherine E. Busser
Senior Vice President
Capital One Financial Corporation



Families

need tools for
literacy.

The business voice is critical in supporting the need for quality early childhood development programs. **In the Richmond region, 62% of children 0-6 years old are cared for by someone other than a parent — making the need for accessible, affordable high-quality care essential.**¹⁴



Sherrie Brach
President
United Way of Greater Richmond & Petersburg

Children

must start school
ready to learn.

The average child from a professional family hears **215,000** words spoken per week. A child from a family receiving welfare benefits hears **62,000** words spoken per week. **Children who hear fewer words before age 3 have dramatically smaller vocabularies and are unlikely to ever catch up.** Early language skills are an excellent predictor of reading ability by third grade.¹⁵



Deborah Jewell-Sherman, Ph.D.
Superintendent
Richmond City Schools

Quality

pre-kindergarten
cuts crime.

Investing in early childhood development programs increases public safety and reduces crime. **For every child who participates in a high quality preschool program, the public benefit is \$70,000 in avoided crime costs.**¹⁶



Colonel Thierry G. Dupuis
Chief of Police
Chesterfield County

Investing

in children's early care makes
economic sense.

Research shows that quality early childhood development is an issue that needs attention now. At the Greater Richmond Chamber, we strongly agree. Professional employees rank the ability to balance work and family as the #1 factor in their decision to remain with a company.¹⁷ **The lack of available childcare creating employee absences costs U.S. businesses \$3 billion annually.**¹⁸



James W. Dunn
President & CEO
Greater Richmond Chamber

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Overseeing the direction of early childhood development in the Richmond region is a diverse leadership council:

Dominion, Mr. Thomas Chewning (Chair)
Anthem Blue Cross Blue Shield, Mr. Thomas Byrd
Bon Secours Health System, Mr. Michael Kerner
Capital One Financial Corp., Ms. Katherine Busser
Chesterfield County, Ms. Jana Carter
CJW Medical Center, Mr. Peter Marmarstein
Exclusive Staffing Companies, Mr. Jon King
Federal Reserve Bank of Richmond, Ms. Marsha Shuler
Greater Richmond Chamber, Mr. James W. Dunn
Hanover County, Ms. Marilyn Blake
Henrico County, Mr. George T. Drumwright Jr.
Owens & Minor, Inc., Mr. Gilmer Minor, III
Rainbow Station, Inc., Ms. Gail Johnson
Richmond City, Ms. Saphira Baker
Richmond City Commonwealth Attorney's Office,
Mr. Michael Herring
Richmond City Police Department, Chief Rodney Monroe
United Way of Greater Richmond & Petersburg,
Ms. Sherrie Brach
University of Richmond School of Continuing Education,
Mr. James Narduzzi
Venturi Staffing Partners, Ms. Susan Durnwirth
Verizon Communications, Mr. Steve Clementi
Virginia Commonwealth University College of Humanities
& Sciences, Mr. Robert Holsworth, PhD
Virginia Commonwealth University MCV Campus,
Mr. Jack Lanier, PhD
Virginia House of Delegates, The Honorable John O'Bannon, III
Virginia Union University, Dr. Belinda Anderson

You can help.

- **Redirect state and local dollars in Virginia's budget.**
Help us increase Virginia's financial investment in the work of CHIP (Children's Health Involving Parents) of Virginia, Healthy Families, and the Virginia Preschool Initiative.
- **Invest in early childhood development programs.**
Contribute money, influence policy, or simply promote the work.
- **Recognize childcare as a critical industry.**
There are over 600 childcare programs in the Richmond region contributing to a \$1.4 billion industry in gross receipts across the state. Invest in incentives to create and improve quality childcare programs.
- **Support childcare workforce development.**
There are 4,000 individuals working in the childcare industry in the Richmond region. Invest in scholarships and incentives for childcare workers to upgrade their education and reduce turnover through salary increases.
- **Understand your employees' needs regarding childcare.**
Know the availability and affordability of childcare, and how it affects your employees and your workplace. Consult the Virginia Child Care Resource and Referral Network at http://www.vaccrrn.org/early_childcare.pdf.





Connect the dots...

If families and caregivers can provide quality early childhood development, then children will start school ready to learn.



If children start school ready to learn, they are more likely to read at grade level by 3rd grade.



If children read at grade level by 3rd grade they are more likely to graduate from high school.



If children graduate from high school, they are more likely to go on to higher education and/or enter the job market as a tax-paying citizen.



Employable, tax-paying citizens are critical to a vital economy.

At the **Greater Richmond Chamber**, business leaders from Chesterfield, Hanover, Henrico and Richmond work through the **Success By 6[®]** partnership to promote the need for quality early childhood development.

We support the tireless work of public and private early childhood development programs in the Richmond region and share the vision of **Success By 6[®]**: All children, ages 0-6, will be healthy, well-cared-for, and ready to succeed in school.

For ways you can help, contact:

The Greater Richmond Chamber

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