A Message Template for Early Child Development and Budgets and Taxes

**LEVEL ONE**

Values

- Prosperity + Ingenuity
- Prevention

**LEVEL TWO**

Issue Category

- Child Development is a collective concern
- Leverage Budgets and Taxes to support ECD

TO CONCRETIZE LEVEL TWO

Simplifying Model

- Brain Architecture (how programs enhance development) +
  Pay Now or Pay Later + Serve and Return +
  Can't Do One W/o the Other
- Forward Exchange (how taxes work and what budgets provide)

**LEVEL THREE**

Specific Policy Solutions

- Bolster funding for ECD programming, including community-teacher-parent training; Develop, strengthen, improve, and expand high quality programs to support next generation;