

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;