

INVESTING *in the* EARLY YEARS

Join the Council for Early Child Development for a webcast about the cost of investing—or not—in children & families.

Canada needs the best minds and most productive talents to address numerous challenges, including an aging population and climate change. Yet 25% of kindergarten-aged children across Canada do not meet all of the developmental benchmarks they need to thrive now and into the future.

Why is this important? For one thing, because young children who are not school ready are less likely to be job ready. Traditionally, public policy has prioritized investments in post-secondary education and job skills training to promote a skilled workforce. However, recent ground-breaking research conducted by the Human Early Learning Partnership (HELP), based at UBC, confirms an international consensus: the most cost-effective human capital interventions occur among young children. HELP's research shows that **eliminating early vulnerability—the real brain drain—is 7 times more valuable to the economy than eliminating the Government of Canada's current debt.**

HELP is currently featuring the **economic evidence for smart family policy** in Canada as part of a strategy to mobilize interest among non-traditional stakeholders, including the business community. Supported by this economic evidence, the policy solutions outlined in *15 by 15: A Comprehensive Policy Framework for Early Human Capital Investment* redress child vulnerability, gender inequality, and family poverty, among other social justice issues.

JOIN US FOR A WEBCAST WITH TWO OF *15 by 15's* AUTHORS

Join Paul Kershaw and Lynell Anderson for a 90 minute webcast on April 7, 2010. The presenters will discuss:

- *15 by 15's* applicability across the country,
- the implications of the fact that most vulnerable children are not poor,
- why early child development is a vital issue for business and
- the family policy changes needed to capitalize on the economic potential that comes with reducing early vulnerability

This webcast is geared towards community practitioners and educators who want to learn more about the economic arguments for investing in the early years. We encourage you to participate in groups so that you can discuss the presentation with each other.

AN OPPORTUNITY to TALK to the AUTHORS!

Following the presentations there will be an opportunity to pose questions of the presenters. Participants will have the option of emailing in questions ahead of time or posing them live, during the Question & Answer period.

For more information about *15 by 15* research, visit www.earlylearning.ubc.ca.

SAVE THE DATE!

APRIL 7, 2010

TIME:

9 - 10:30 am Pacific

10 - 11:30 am Mountain

11 am - 12:30 pm Central

12 - 1:30 pm Eastern

1:00 - 2:30 pm Atlantic

1:30 - 3:00 pm

Newfoundland



Details on how to register for this event will be circulated in the next few weeks. For information contact Allison Black at ablack@councilecd.ca or 416.849.1332.