

# WHY should you support quality child care and early childhood education?

**Children** are born learning. Their early years determine a child's path to learning and success in life and the workplace.

**Working parents** depend on **quality child care providers** to be their partners in giving their children a good start in life.

**Business** depends on those same parents to keep the economy thriving.

**Arkansas's future workforce** is in child care.

- Better Beginnings is **your partner** in sustaining today's workforce and building a skilled, quality workforce for the future.
- **Building the best communities** means supporting quality early learning environments for all children. Creating and supporting the highest quality child care in your community happens when you support Better Beginnings programs.
- Achievement gaps begin before kindergarten. Children need **access to Better Beginnings programs** long before age 5. You can help provide better opportunities for the children and families in your area by supporting Better Beginnings quality child care programs.
- **Arkansas child care providers are the workforce behind our workforce.**
- Workforce quality, absenteeism and productivity improve dramatically when parents are able to **choose the highest quality care** for their children.
- Better Beginnings child care programs **support a thriving community and workforce.** Your support of Better Beginnings is a way to contribute to your community's success.



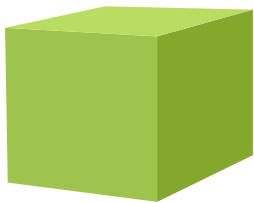
See the next page  
to find out  
**WHAT YOU CAN DO.**

The return on investment  
in quality early learning  
environments is better  
opportunities  
for your community.

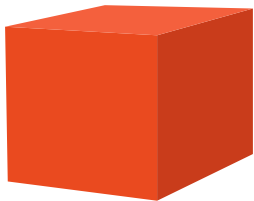
[ARBetterBeginnings.com](http://ARBetterBeginnings.com)



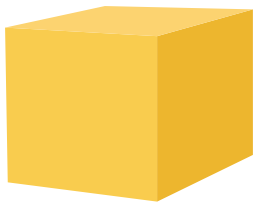
# WHAT can you do to support quality child care and early childhood education?



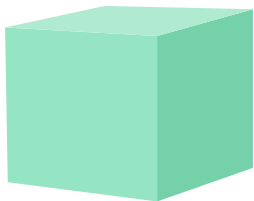
**Champion high quality early child care** and early childhood education in meetings and conversations with families, employees, legislators and community stakeholders.



**Direct your employee parents to our website** to help them understand the purpose of Better Beginnings and the long-term benefits of high-quality early childhood education.



Inform your employees about **tax credits** available to parents for choosing a Better Beginnings child care program.



Consider offering **financial incentives** to employees for choosing the highest quality child care.

Your **community's economic development** efforts can be better if you can demonstrate access to the best child care – Better Beginnings certified programs.

For more details regarding the return on investment in quality early care and education, see ***The ROI of Early Childhood Education.***



**better beginnings**  
EVERY CHILD DESERVES OUR BEST



**ARBetterBeginnings.com • 501-320-6161**



Better Beginnings means **better opportunities.** Investing in quality child care learning environments for all Arkansas children creates better opportunities for our children, families, workforce, and communities.

**Visit our website to:**



Share this tool with your staff for finding star-rated quality child care



Discover and share how children learn through play



Watch our informational video to discover how quality child care and early childhood education can affect your bottom line

