



Tips for Presenting the First 2000 Days

1. **Make the presentation your own** – use your own words. Consider a short but personal story to add to the presentation that relates to the issue. Stories and examples are very concrete and people relate to them the best. It is also a good contrast to the data in the presentation.
2. **Don't worry about not being an expert.** Very few people who give this presentation are experts in the field of early childhood learning. You don't have to know everything! Audiences are very understanding.

Here are some tips for those of us that aren't early childhood learning experts:

- Review source material in the presentation guide.
 - Review the website – it is a good place to refer people to for further info.
 - Decide ahead of time who you can refer people to when you don't have the answer to a specific question. Have that information handy.
 - Tell your audience up front that you are someone who has been learning about this issue and is concerned about our children's futures and believe that you can help make a difference.
3. **Focus on the goal** – Our goal in these presentations is to provide information in a way that will inspire others to get involved. The best presentations are those where the presenter is perceived as authentic and hopeful and where the material presented supports that hopefulness and does not overwhelm the audience.

Tell your audience that this presentation is part of a statewide tour where North Carolinians are talking about the importance of early childhood learning. Being a part of something larger is a good motivator.

4. **Key Points/Suggested Emphasis** – there are a handful of key points we want to emphasize to our audiences including:
 - Our country's prosperity, safety and security depend on our investment in early childhood education.
 - The first 2000 days of life has life-long consequences on learning, behavior and health.
 - There is ample evidence to support the benefit of these investments, including the financial return from these commitments.

Learn more at www.first2000days.org. The First 2,000 Days is an initiative of the North Carolina Early Childhood Foundation, www.buildthefoundation.org.

- What is lacking is a groundswell of public will to invest.
 - We need you to become a First 2000 Days Champion!
- 5. Frequently Asked Questions/Comments** – hands down the most questions and comments come from the data about military readiness. People have a hard time believing or want to talk more about how it is possible that 75% of Americans age 17-24 cannot meet the military eligibility requirements.

But when you break it down to the top reasons: lack of physical fitness, lack of a high school diploma and a criminal record, it becomes more clear that it is possible. We also talk about how the military is becoming increasingly high tech, requiring a skilled workforce.

The other popular question, sometimes articulated as a comment, is about the responsibility of parents.

Question: Why can't parents be responsible for their child's early learning?

Answer: Parents are children's first and most important teacher. Across North Carolina, parents are engaged and dedicated to their children's early learning experiences. At the same time, many parents rely on childcare programs so that they are able to work and support their families.

In North Carolina, nearly a half a million children under six have all parents working. And nationally, about 80% of children birth to five participates in some type of early care and education arrangement prior to entering kindergarten. Parents are entrusting child care providers with more than the health and safety of their children while they work to support their families, they are entrusting their children's developing brains.

6. First 2000 Days Materials Available

Educational Materials

- Presentation in 2 formats, both come with guides; review technology (equipment needed, etc.). Also one for faith audiences.
- Trifold brochure
- Info graphic fact sheet
- Lapel Pins
- Stickers

Tools

- Pyramid of Engagement
- Response Card
- Website

7. Asking the Audience to Get Involved

Decide ahead of time whose responsibility this will be – the presenter or another person, such as the host of the meeting. This is a critical part of the program as it determines the focus of the follow up work.

We want people to become involved in ways that use their knowledge, talent and relationships. Key to this is reviewing the response card with your audience. Ask them to also note anything that they want to share on the back of the card, such as “I know the CEO of X” or “I would like to engage my congregation”, etc.

Be sure that someone has been assigned to collect Response Cards from the tables. The response cards should be given to a member of your community team.

8. Resources

Here’s a great resource for making excellent presentations!

<http://blog.hubspot.com/blog/tabid/6307/bid/33553/The-10-Commandments-for-Giving-a-Perfect-Presentation.aspx>