Anyone who wants to be our next Governor must listen to Californians and make early childhood care and education a priority. That’s why we are working to ensure that every candidate for governor publicly commits to supporting early care and education and takes action to do so from day one in office.

Choose Children 2018 is a statewide campaign committed to ensuring California’s next governor is a champion for young children who makes early childhood care and education more accessible, affordable, and of higher quality and takes action to do so from day one in office.

Our Vision

California needs a “children’s governor” who understands that investing in quality early childhood care and education (known as “ECE”) is essential to the future success of babies, toddlers and preschoolers. Our next governor must be a visible and vocal champion for young children.

Our Priority

Anyone who wants to be our next Governor must listen to Californians and make early childhood care and education a priority. That’s why we are working to ensure that every candidate for governor publicly commits to supporting early care and education and take immediate action during the first 100 days of their Administration and beyond.

87% of Californians believe our next governor must invest more in our youngest kids

The 2018 California governor’s race represents a defining moment for the future success of our youngest children, and ultimately, the strength of our state. In this upcoming election, California must elect a governor who chooses children.
WHY CHOOSE CHILDREN?

Quality early childhood care and education is essential to the health, development, and future success of California’s kids. The facts are clear:

- Kids who receive quality early childhood care and education do better in school, are more likely to attend college, and are better prepared for the workforce.
- The first five years of life – when a baby’s brain absorbs knowledge like a sponge – are the building blocks for a child’s future. Investing in kids’ healthy development as early as possible sets them up for future success.
- Investing in the early years makes California’s economy stronger. Children who attend preschool have higher rates of employment and home ownership as adults. A 10% increase in preschool enrollment in Los Angeles alone would result in $10.8 billion more dollars into our economy.

California is failing our kids

Education, health and well-being are rights, not privileges. Every child should be able to receive quality early care and education. Yet, since 2008, the state of California has cut early childhood programs by over $1 billion dollars and reinvestments have been lethargic.

Too many children are denied the right to enroll in early childhood programs because it is too expensive, too far from home, or space isn’t available.

- $1B in budget cuts to state early education programs over the last decade.
- 86% of eligible babies and toddlers have no access to affordable early childhood education programs.
- 75% of families seeking licensed childcare can’t find it.
California’s next governor must **prioritize early child care and education from the first day in office**. Early childhood care and education policies should be part of the next governor’s 100-day action plan, and his or her first budget must include resources to support child development programs.

The facts are clear: children who receive quality early childhood care and education are more successful. In the classroom. In college. In the workforce. And in life. Greater investment in early childhood care and education will protect and improve the lives of California’s working and middle-class families by giving their children the best chance for success in life.

**A governor who “chooses children” will commit to the following key principles:**

**Ensure every child has access to quality early learning**

All children should be able to receive early education opportunities like child care, preschool, and full-day kindergarten to prepare them for school and give them the best shot at success as they grow up.

**Make child development programs more affordable**

High-quality childcare, preschool along with other learning and development programs must be affordable for all families in California. All babies and toddlers should also receive developmental screenings, early interventions, and other critical health services. No child (starting at birth) should be denied these essential supports due to income level.

**Support parents of children 0 to 3 years**

A child begins learning the minute they are born, and their first teachers are parents. Therefore, all families must receive educational resources and health services that promote the healthy growth and brain development of their children. All parents should have longer paid family leave to stimulate greater child bonding, and we must provide an array of services to expectant and new parents starting at pregnancy.
HOW TO GET INVOLVED

SIGN-UP ✔
Visit choosechildren.org to show your support for quality early childhood care and education, and to receive regular email updates from the campaign. You’ll be the first to hear about new developments, events, and ways to get involved.

COMMUNICATE ✔
Share with friends and family the need to elect a “children’s governor.” Be a voice for children by letting your network know that the next governor must take immediate action during the first 100 days of their administration to support our youngest children.

EVALUATE ✔
Review the candidates’ websites and campaign literature. Listen and watch their debates. Are they talking about how they will support infants, toddlers and preschoolers? Are they offering a vision for how they will prioritize making early childhood development programs more accessible, affordable and of higher quality for more families?

VOTE ✔
Exercise your fundamental right as an American – for yourself and for our children’s futures. Register to vote at registertovote.ca.gov.

Campaign Contacts
Choose Children 2018 is an initiative led by the Silicon Valley Community Foundation’s Center for Early Learning in partnership with community, business, philanthropic, and educational leaders throughout California.

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