

Benefits of Pre-k

Sample Messaging Statements (English)

"Research shows that children who attend high-quality prekindergarten programs increase their opportunities to be successful later in life."

Source: The Pew Charitable Foundation

"By the age of 4, a child from a low-income family will hear 30 million fewer words than a child from a non-low income family."

(Hart & Risley 2003)

"Kindergarten students who attend pre-k were three times more likely to be ready for school."

Source: E3 Alliance

"Children who attend high-quality pre-k are less likely to need special education services."

Source: The Pew Charitable Foundation

"Children who attend high-quality pre-k are more likely to graduate from high school."

Source: The Pew Charitable Foundation

"Children who attend high-quality pre-k have a reduced likelihood of criminal behavior and incarceration."

Source: The Pew Charitable Foundation

How to use messaging statements

- Include in flyers or brochures for marketing your pre-k programs
- Include on your district's website
- Hand out to community and business partners so that they can help spread the word about the benefits of pre-k
- Promote these messages through social media (Twitter, Facebook, etc.)
- Make it your own! Highlight the benefits of your pre-k program using your own district's data