



A Project with Rotary International District 7070 and Partners

June 2006

Volume 1, Number 1

In This Issue

- The Early Years Issue
- Getting Your Club Involved
- How Healthy Beginnings Can Help

Research of interest:

CCSD publishes report on the state of children in North America For more information, visit: www.ccsd.ca

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The Early Years Issue

In their landmark report "The Early Years Study, Reversing The Real Brain Drain" J. Fraser Mustard and Margaret McCain compiled an overwhelming amount of research and scientific evidence which clearly indicates that preconception to age 6 are years of tremendous brain growth. If this opportunity is not capitalized upon the cost of remediation and lost opportunity is staggering.

The brain is formed in the earliest years and what a child is exposed to affects brain development:

- If a child is exposed to love they learn how to love.
- If a child is exposed to violence and/or abuse the child learns and develops, with a predisposition in violence and abuse.
- If a child is read to, it improves their learning abilities.
- The nourishment a child receives in the early years impacts their development as a whole.

The Child Care Education Foundation states that today, it costs Canada \$2.5 billion every year for remedial education because of delayed intervention or negative early experience.

Work-family conflicts cost Canadian businesses \$4.7 billion a year annually.

\$1.00 invested in the early years results in a \$7.00 payback to society.

The reality is, an investment in early childhood development (zero to age six) will help cure societal ills as children are our future.

Getting Your Club Involved

1. Identify one or more Club champions who are interested in children's issues and programs. These members will lead the club's efforts in the community.
2. Contact the Early Years Centre in your community.
www.ontarioearlyyears.ca
3. Develop a relationship with the Early Years Centre in your community and assess current and on-going community programs and needs for children aged 0-6.

4. Identify opportunities for your club to contribute by facilitating improvements based on community needs and service gaps.
5. Take action.

How Healthy Beginnings Can Help You

Healthy Beginnings is here to help you support children in your community. The role of Healthy Beginnings is multifaceted and includes:

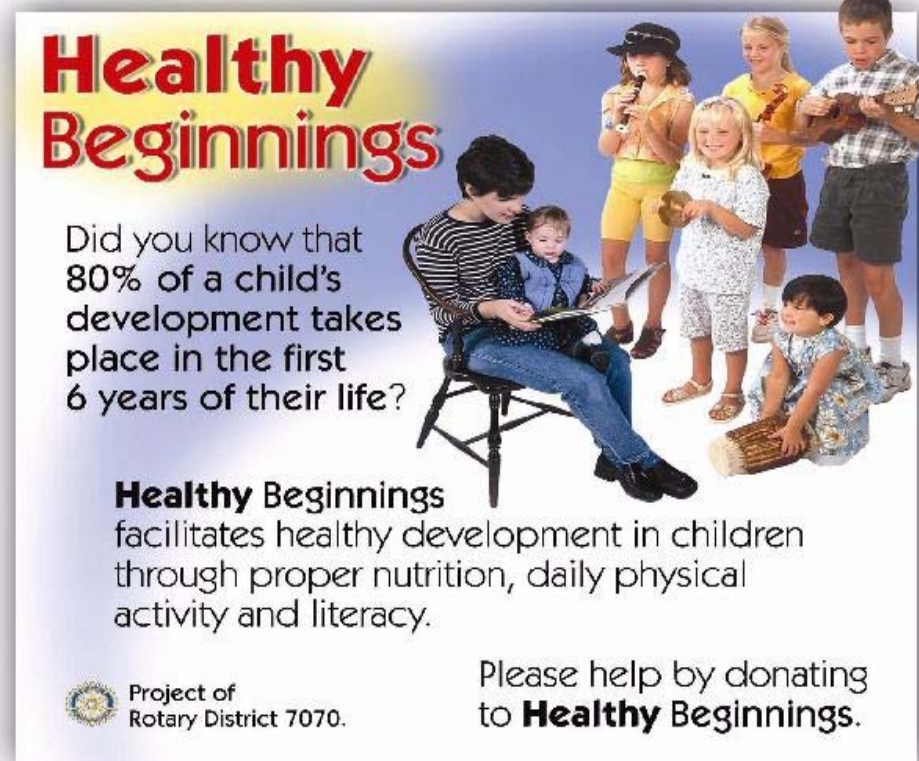
- ⇒ To build capacity within Rotary Clubs to support children, preconception to age six, and families in your respective communities.
- ⇒ To provide information and resources to clubs so you are informed about the issues relating to child development and support.
- ⇒ To help foster relationships between local Rotary Clubs and community organizations to support children and their families.
- ⇒ To promote the importance of Healthy Beginnings to all.
- ⇒ We will work with you however we can to support children in your community.

Our focus is on creating awareness about the early child development issue through you and your clubs, and ensuring it is being addressed and supported in your neighborhoods.

Together we can make a difference through:

1. Public Awareness
2. Leadership and communication
3. Improving Service Delivery & Increasing the Investment
4. Building Partnerships

Where there are holes, Healthy Beginnings wants to work with you and other Rotarians to fix them, through advocacy, sweat equity and financial support or whatever other action makes sense.



Healthy Beginnings

Did you know that **80%** of a child's development takes place in the first **6 years** of their life?

Healthy Beginnings facilitates healthy development in children through proper nutrition, daily physical activity and literacy.

Project of
Rotary District 7070.

Please help by donating to **Healthy Beginnings**.

Charitable Registration Number 88570 9212 RR0001