

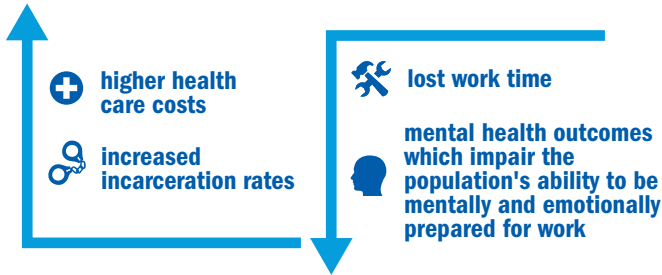
# WOULD YOU INVEST IN A LONG-TERM STRATEGY BACKED BY DECADES OF RESEARCH TO INCREASE YOUR BOTTOM LINE? Good, invest in child development. Here's why:

## WHY do we care about child development?

Because when we create healthier environments for all children, we're promoting a healthier and more productive nation. When we invest in children now, we don't have to pay later, as individuals or society. But this goal of a healthy and productive future is undermined by Adverse Childhood Experiences (ACEs).

## WHY does this affect me?

ACEs not only lead to lifelong negative effects for the child who experiences them, but also creates a drain on businesses and taxpayers. Studies have shown that ACEs lead to:



The negative experiences children face early in life can create a population that is less able to work consistently and productively.

## WHAT

*are Adverse Childhood Experiences?*

**Adverse Childhood Experiences /ACEs/ noun**

A term used to describe a wide range of factors which may occur in the home under the age of 18 – such as emotional, physical, or sexual abuse; loss of a parent through divorce, death or incarceration; experiencing hunger or being exposed to violence – that can contribute to lifelong physical and behavioral health challenges. A child is more at risk for ACEs when the child's parents experience stressors like social isolation, underemployment, lack of health care, depression or the inability to access basic necessities.

The CDC estimates depression to cause

# 200 million lost workdays

each year at a cost to employers of **\$17 to \$44 billion**

Learn more about ACEs by visiting the Centers for Disease Control website at [www.cdc.gov/violenceprevention/acestudy](http://www.cdc.gov/violenceprevention/acestudy).

## HOW can my business make a difference?



**Implement policies that help create healthier families and more productive employees** such as flex-time for employees, which helps reduce the stress of managing family schedules while still being active and productive employees.



**Use corporate sponsored events to inform employees about community services** they can take advantage of that help create connections within the community. This can reduce the feeling of being alone or isolation and increase parental knowledge.



**Use the important community and public policy capital that you have** to promote federal and state policies that promote healthy families while helping to improve the future climate for your business.



**Support funding for resources in your community that reduce parental stress** such as pre- and post-school programs or funding for home visiting programs.

Government plays an important role in the promotion of safe, stable, nurturing relationships and environments for families which are proven to help reduce ACEs, but so do businesses.

**We can promote great childhoods for all children and a brighter future for families and our country.** You can help.

