



### CORE MESSAGE

The earliest experiences that our children have set the stage for their entire lives. We build a stronger workforce full of talented innovators and inspiring leaders when we prioritize young children and families. We'll lay the groundwork for a stronger state and economy when every child in Montana can reach their full potential.

### TALKING POINTS

- Parents and caregivers play the most active and significant role in their babies' healthy development. Voluntary, evidence-based home visiting is a proven strategy to support parents in nurturing their children.
- Parents want support to nurture their young children's healthy development. They want resources that can teach them about the importance of early brain development and how to set their babies up for a healthy life.
- Trained home visitors partner with families to help them meet their own goals to promote their young children's healthy development.
- High-quality home visiting programs can increase children's school readiness.
- Home visiting programs are proven to enhance parents' abilities to support their children's overall development.
- Home visiting programs are proven to improve child health and development.
- Home visiting programs are proven to be effective in improving family economic self-sufficiency.
- Home visiting programs produce a substantial return on investment.
- Parenting is difficult even under the best of circumstances. Babies are the most likely age group to suffer from abuse or neglect. In Montana, almost 29 babies out of every 1,000 experience maltreatment – that's almost double the national average. (State of Babies).
- Home visiting programs are evidence-based programs to support families and prevent child maltreatment.
- Home visiting programs are a cost effective strategy to promote infant health and development and improve a family's foundation.