In 1993, North Carolina policymakers created Smart Start as an innovative solution to a problem: children were coming to school unprepared to learn. Locally, Smart Start of New Hanover County is an independent non-profit agency that serves all children from birth to age 5 and their families with a focus on promoting children's health and emergent literacy skills, enhancing the quality of and access to childcare, and strengthening families.

Smart Start
of New Hanover County

We help build communities

Did You Know...

Our national security, crime prevention, and economic prosperity all depend on our investments in the youngest members of our society in the **first 2,000 days of life.**

90% of **brain development occurs in the first 2,000 days of life.**

Social and emotional skills, sometimes called "soft skills", are as important as cognitive skills in determining success in school, work, and life.

Children develop in an environment of relationships - quality matters!

Early experiences determine how brains are wired.

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Smart Start
of New Hanover County

Working to ensure young children have all they need to succeed.

NEW HANOVER COUNTY

What is Smart Start?

Why Smart Start Matters

Smart Start Services

Birth to Kindergarten:

2,000 days that matter!

*There are only **2,000 days** between the time a baby is born and when he or she begins kindergarten. During this crucial time, brain architecture is forming and the foundation for growth and development is being established.*

Smart Start of New Hanover County is in the brain building business. It is a simple equation: a young child + caring adults + a supportive community = a healthy, happy, and productive citizen. When a society invests wisely in children and families, the next generation will benefit from a lifetime of productivity and responsible citizenship.

Visit our

WEBSITE

www.newhanoverkids.org

What do young children need to succeed?

Developmental Supports

All children are unique and grow and develop as individuals. Smart Start helps families, the community, and early educators by providing the information they need to help children grow in all areas of development – social-emotional, cognitive, physical, language, and approaches to play and learning.

Supported and Supportive Families

Young children develop in an environment of relationships. Smart Start works to help families create warm, positive, interactive, safe, and secure relationships. Through parent trainings, group meetings, and intensive home visiting programs, Smart Start works to strengthen families and help them create environments that promote optimal child development. These include parental resilience, social connections, concrete supports in times of need, knowledge of parenting and child development, and children's social and emotional competence.

How does Smart Start help?

Supportive Communities

Children grow up not just in families, but in communities. Smart Start works to empower New Hanover County as a community ready to support young children and their families by working with businesses, faith-based organizations, parents, service organizations, medical providers, local government agencies, schools, and others to create a system that ensures our children will flourish.

High Quality Child Care

Children who attend high quality child care programs experience lasting benefits such as increased math, language, and social skills. By providing technical assistance and professional development opportunities, Smart Start works to improve the quality of child care by supporting early educators' professional development and fostering conditions that create safe, nurturing, child-focused, and stimulating environments and positive teacher-child interactions.