

You can help ensure all children grow up in a safe, stable and nurturing environment by investing in child development.

# HERE'S WHY IT'S IMPORTANT



## WHY DO WE CARE ABOUT CHILD DEVELOPMENT?

Because when we create healthier environments for all children, we're promoting a healthier and more productive future. By investing in children now, we don't have to pay later, as individuals or society. Children's future health and productivity can be undermined by Adverse Childhood Experiences (ACEs).

## WHAT ARE ADVERSE CHILDHOOD EXPERIENCES (ACEs)?

ACEs is a term used to describe negative occurrences in childhood, including abuse, neglect or household dysfunction, which are linked to compromised health and well-being in adulthood. Wisconsin ACE data supports the importance of childhood experiences to lifelong well-being. Source: <http://www.fosteringfutureswisconsin.org/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 our communities.

### IF ACEs COULD BE ELIMINATED:

Work productivity could increase by

**61%**

Suicide & life dissatisfaction could decrease by

**67%**

Anxiety could be reduced by

**56%**

Source: <https://preventionboard.wi.gov/Pages/AboutPrevention/EffectsofChildMaltreatment.aspx>



## HOW CAN I AND MY COMMUNITY MAKE A DIFFERENCE?

- 1** Build and support community resources for families
- 2** Financially support organizations that assist children and families
- 3** Sponsor a training to learn more about ACEs and child abuse prevention

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

Learn more at [preventchildabusewi.org](http://preventchildabusewi.org)



**Children's**  
Hospital of Wisconsin



**Prevent Child Abuse**  
Wisconsin