

THE BASICS STRATEGY

BECAUSE

The Basics Strategy is grounded in five prove, science-based principles for early learning and brain development,



MAXIMIZE LOVE,
MANAGE STRESS



TALK, SING,
AND POINT



COUNT, GROUP,
AND COMPARE



EXPLORE THROUGH
MOVEMENT & PLAY



READ AND
DISCUSS STORIES

AND

Parents can learn about them in the community through purposeful interactions with trusted service providers and friends in addition to regular receipt of Basics Insights text messages,



Schools



Health Centers,
Pediatricians
and Hospitals



Libraries



Churches
Faith-based
Organizations

THEN

Children across the whole community can experience the development they need from birth to 3 to be ready for school and life,



AND

Achievement disparities between children from different racial, ethnic, and socioeconomic backgrounds will shrink, as kids from all backgrounds start school better prepared for learning and life.



The
Basics™

www.TheBasics.org