WHAT ARE THE BASICS™?

Science shows that 80% of brain growth happens by the age of three! Beginning from birth, young brains develop like little muscles, getting bigger and stronger the more you and your family interact with your child.

The Basics are five fun, simple, and powerful ways to help all our children aged 0-3 grow to be happy and smart.

Do all of the Basics every day to help your child become the amazing person you know they can be.



Maximize Love, Manage Stress

Babies and toddlers thrive when their world feels loving, safe, and predictable. Respond with smiles, words, and touch to help them see, hear, and feel your love. You will help them develop a sense of security and self-control.



Talk, Sing, and Point

Babies learn language from the moment they are born.
Respond to their sounds, and later, their words. Connect with
eye contact and a loving tone of voice, while pointing to help
them know what you are talking about.



Count, Group, and Compare

Every child's brain is wired for math. Talk about numbers, shapes, patterns, and comparisons as you go about your routines together. Watch your child learn to love math.



Explore Through Movement and Play

Babies are like scientists who love making discoveries. Watch to see what interests your child, then encourage their curiosity and help them learn when they play and explore.



Read and Discuss Stories

Reading turns kids into confident thinkers. Make books a regular part of your relationship from the very beginning. With infants, point at the pictures and speak with excitement. With toddlers, just make it fun.



Lots of people! Partners include hospitals, health centers, schools, community centers, childcare providers, churches, family members, and others.

What If I'm Not a Parent?

You still care about children!
Learn about the Basics.
Encourage parents and
caregivers to make sure their
children experience all five with
everyone who cares for them.

How Can I Learn More?

Visit www.thebasics.org or connect with us on social media for information on the campaign, opportunities in your community, tips, and videos.



www.TheBasics.org

The Basics Community-Level Logic Model

If we invest these INPUTS

Framework (Five Basics)

 Simple, comprehensive framework for promoting cognitive and social-emotional development of children aged 0-3

Tools & Resources

- Modular; can be adapted for diverse settings & contexts
- Embody principles of adult behavior change

Local Basics Backbone Entity

Community-Based Partner Organizations that Engage Families

Technology

Funding

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Organizational Management, Infrastructure Updates &	Fundraising	Refinement of Tools & Learning Resources Refinement and adaptation of tools and resources, informed by data and input from providers and parents/caregivers	Basics Learning Community and	Collection of data in to track implementation progress, outcomes, and inform continuous improvement	Monitoring	Strategic mix of print, digital, advertising, PR, and special events, with coordinated branding, messaging, and storytelling across the city	Marketing and	Support for Commun Recruitment Onboarding and training Coaching as needed Community of practice with opportunities for professional development, networking, and celebrating progress	And accomplish these
Necessary staffing and a robust	Increased financial viability/vitality	Improved resources to support effective sharing of The Basics	Basics Learning Community and Local Backbone Capacity-Building	Up-to-date process and outcome data	Monitoring and Evaluation	 Increasing number of media impressions Increasing rates of digital engagement (e.g. website, social media, newsletter) 	Marketing and Communications	Support for Community-Based Partner Orgs Increasing number of partner orgs sign on to engage families with The Basics More providers are prepared to share The Basics The Basics More parents/caregivers are engaged in Basics conversations and activities More parents/caregivers are enrolled in Basics Insights text messaging	It will produce these OUTPUTS

DUTPUTS	Leading to these OUTCOMES	OUTCOMES
	Short-Term	Long-Term
r oras sian	Community Level	Levei
he Basics to share engaged in	 The Basics become instantiated in system-level efforts 	 Socioecological saturation at the community level Sustainable funding streams have been identified and
ng	Organization Level	1 Level
impressions Jagement newsletter)	 Attitudes: Providers in partner orgs value The Basics in their work Knowledge & Skills: Providers know The Basics and are skilled at discussing them with parents/caregivers 	Sustainable processes and norms have been institutionalized for delivering The Basics with quality
	The Basics with parents/caregivers	
ome data	Parent/Caregiver Level	er Level
lding	 Awareness: Parents/caregivers are aware of The Basics 	Parents/caregivers routinely
A DESCRIPTION OF THE PROPERTY	 Attitudes: Parents/caregivers value The Basics and their role in early 	and proficiently use The Basics with their children
CITCOLO	 brain development Knowledge & Skills: Parents/caregivers know The Basics 	 Parents/caregivers remain engaged and proactive in support of learning and
itality	 and use them effectively Behavior: Parents/caregivers use 	move through the K-12 system
ust upport scale	I	



Improvements

Having this Ultimate IMPACT Child Level

from different backgrounds, more positive learning trajectories through school and life. Improved developmental and learning outcomes (including as measured by school readiness assessments), smaller gaps between children