

# THE BASICS STRATEGY

## BECAUSE

The Basics Strategy is grounded in five proven, 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](http://www.TheBasics.org)