

# Boston Basics

**Fun, Simple, and Powerful!**

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and Creator of the Basics Campaign;
Board Member, The Basics, Inc., a nonprofit organization.

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# brain development in the first two years

# cognitive skill gaps by the age of 2

mastering basic skills by age 11

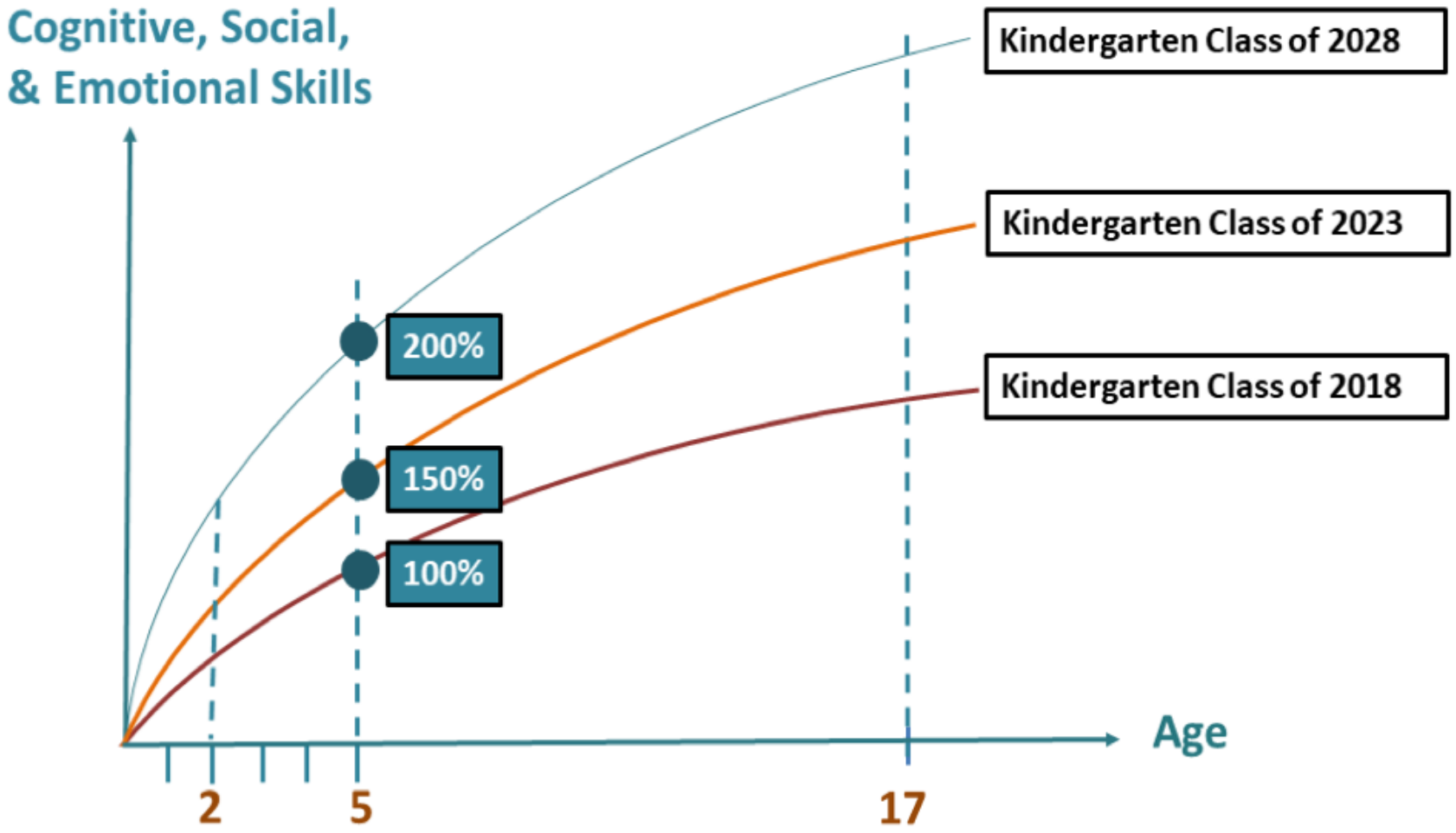
prepared for kindergarten: 82%

not prepared for kindergarten: 45%

When human potential is squandered the whole society loses.

# OUR RESPONSE:

A system to raise life trajectories at scale,
for entire communities.



5 Basics, grounded in science

+

a strategy for reaching  scale.

# The 5 Basics:



MAXIMIZE LOVE, MANAGE STRESS

TALK, SING, AND POINT

COUNT, GROUP, AND COMPARE

EXPLORE THROUGH MOVEMENT AND PLAY

READ AND DISCUSS STORIES

# A SYSTEM OF TOOLS ALL TIED TO THE 5 BASICS

## A Searchable Online Toolkit for Partners who Deliver and Reinforce the Basics to Parents




## Online Videos and other Resources for Parents

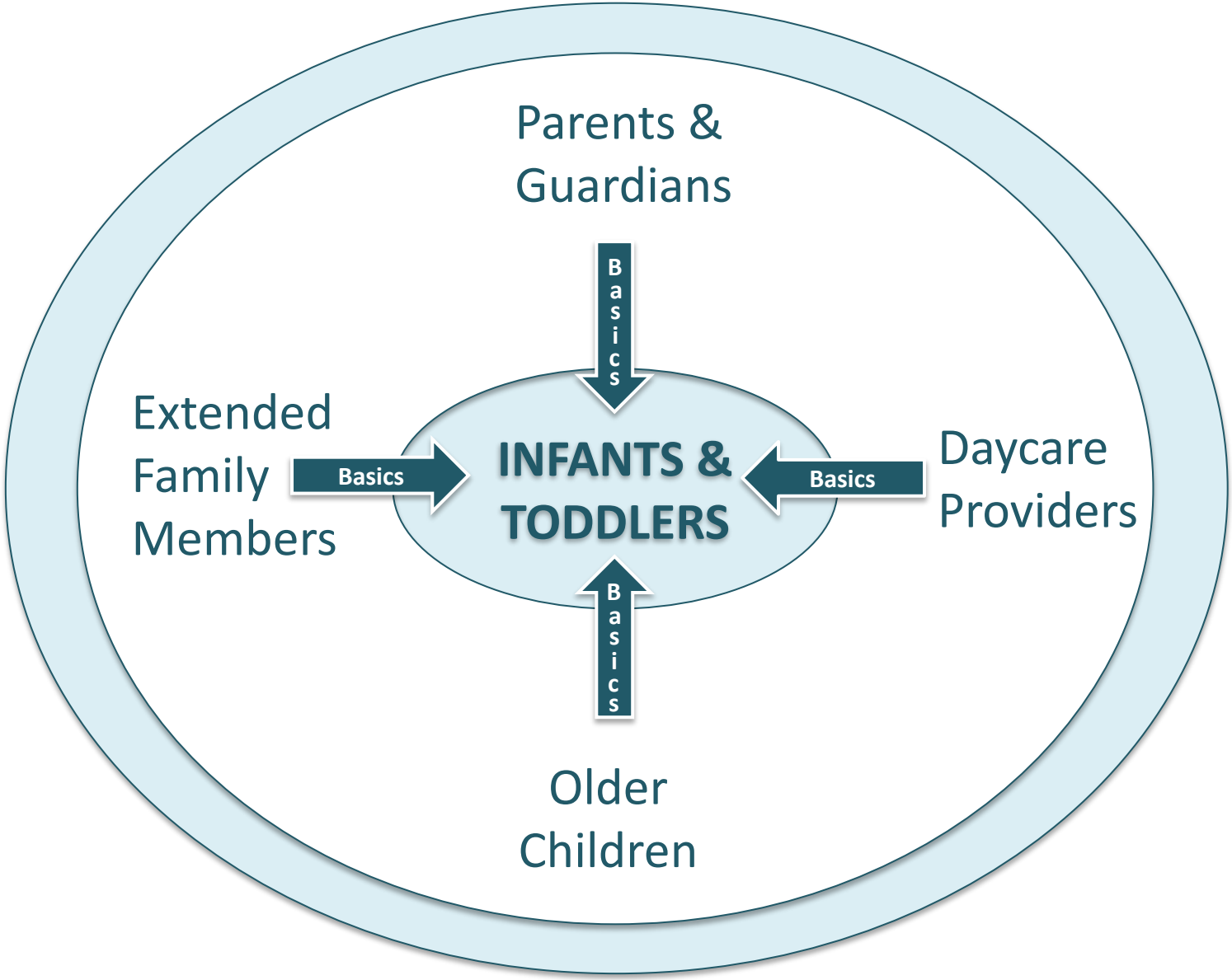


## Twice-Weekly Text Messaging for Parents

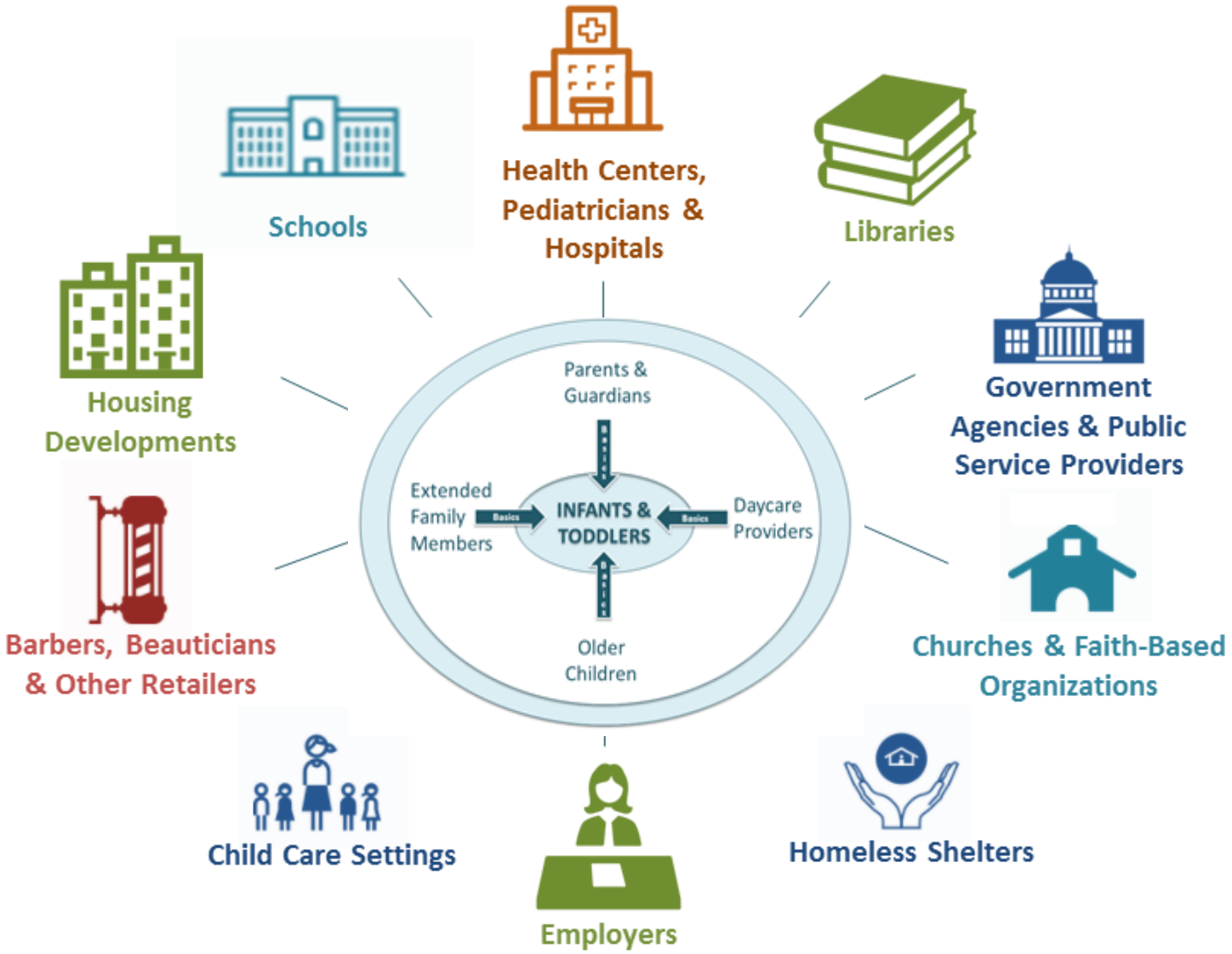


# Basics Care Circles

## Surrounding Infants and Toddlers with the Basics



# Surround Care Circles with Support for the Basics



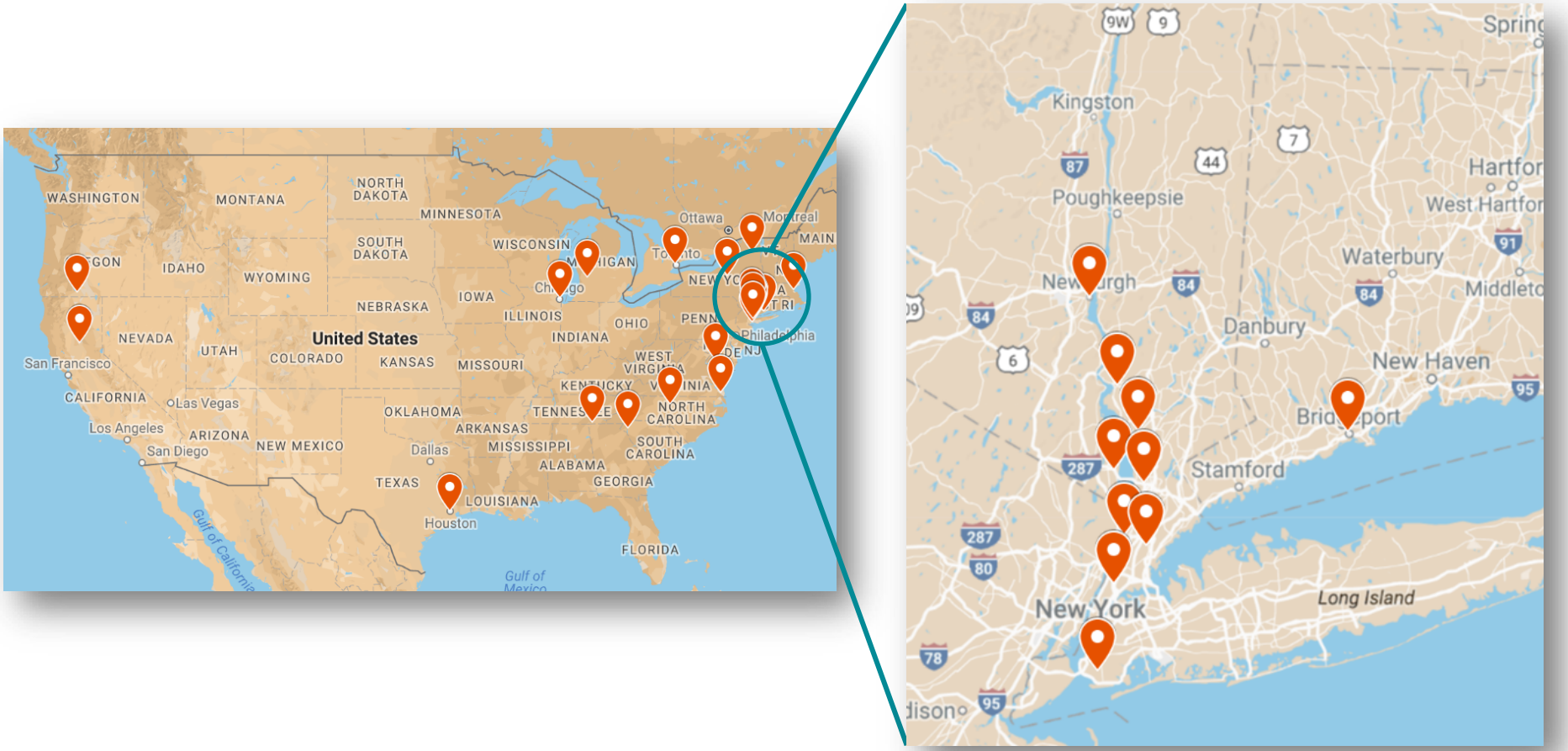
# The Basics
## Learning Network



# U.S. Communities in the Basics Learning Network



# There must be something in the Hudson…




Hudson River Valley




Nations where efforts are starting.

Nations where there is interest.

# Planning is underway for a ***Basics Business Network***, to reach:

- Employees
- Customers
- The Broader Community



**For example, the Basics are being shared with employees at Partners Healthcare Headquarters in Somerville, MA**

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