

The Basics



*None of us
can do
alone what
all of us
can do
together!*



Fun, Simple, and Powerful!

Adapted from Dr. Ron Ferguson & The Boston Basics Campaign



The Basics PALMETTO



Maximize Love,
Manage Stress



Talk, Sing, and Point



Count, Group, and
Compare



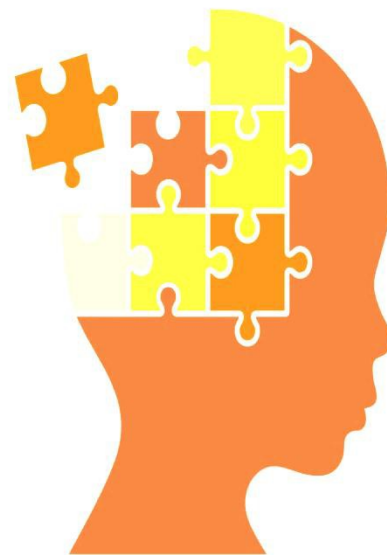
Explore through
Movement and Play



Read and Discuss
Stories

Three Compelling Facts

- 80% of brain growth happens in the first three years.
- Racial, ethnic, and socio-economic skill gaps are very clear in national data by the age of two.
- Science is clear about the types of lived experiences in the first three years that really make a difference!



We face a moral imperative to act!

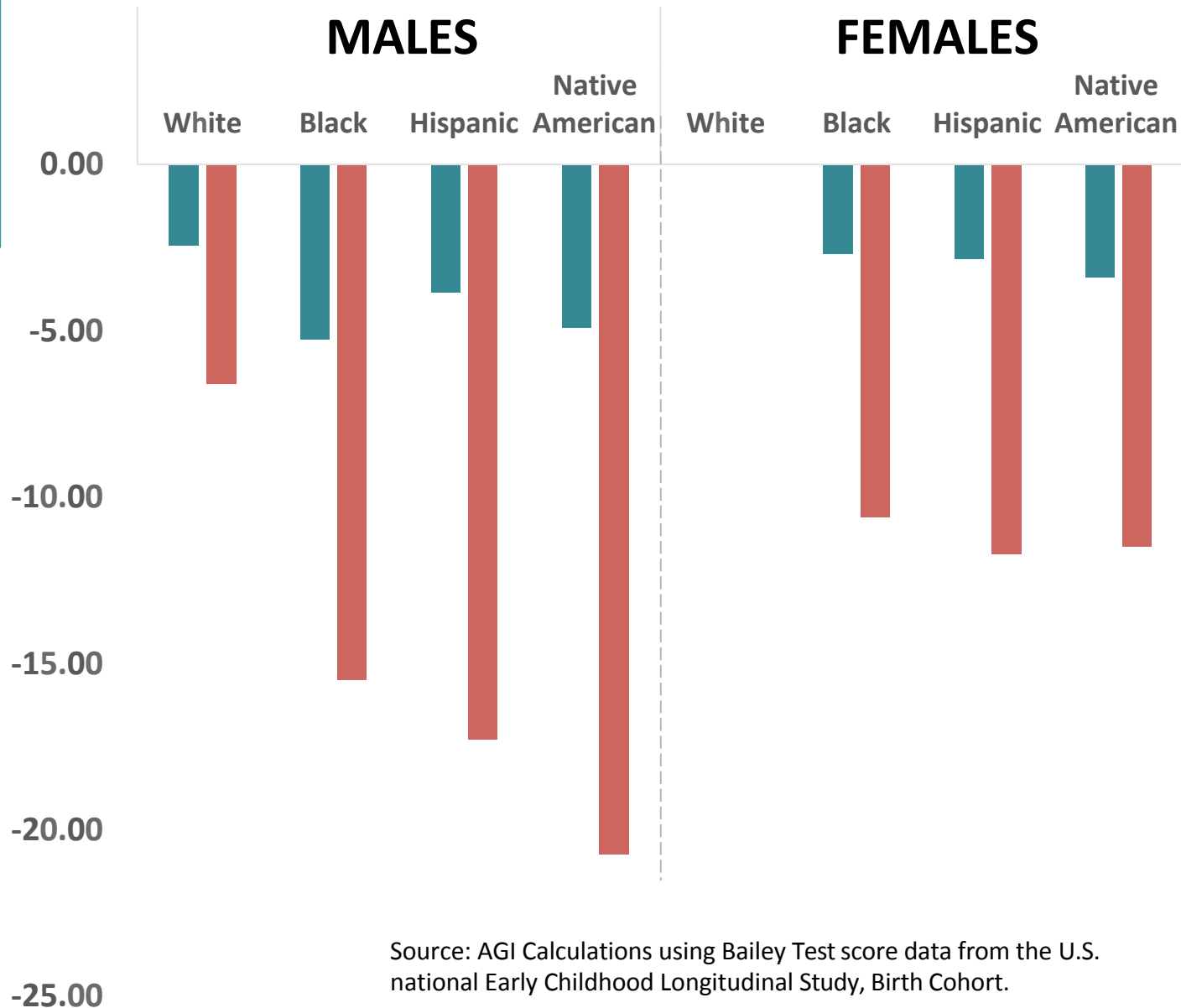
Cognitive Gaps in Early Childhood

(As a percentage of scores for white females)



■ At 1 Year Old

■ At 2 Years Old



Source: AGI Calculations using Bailey Test score data from the U.S. national Early Childhood Longitudinal Study, Birth Cohort.

Why do gaps open so early?

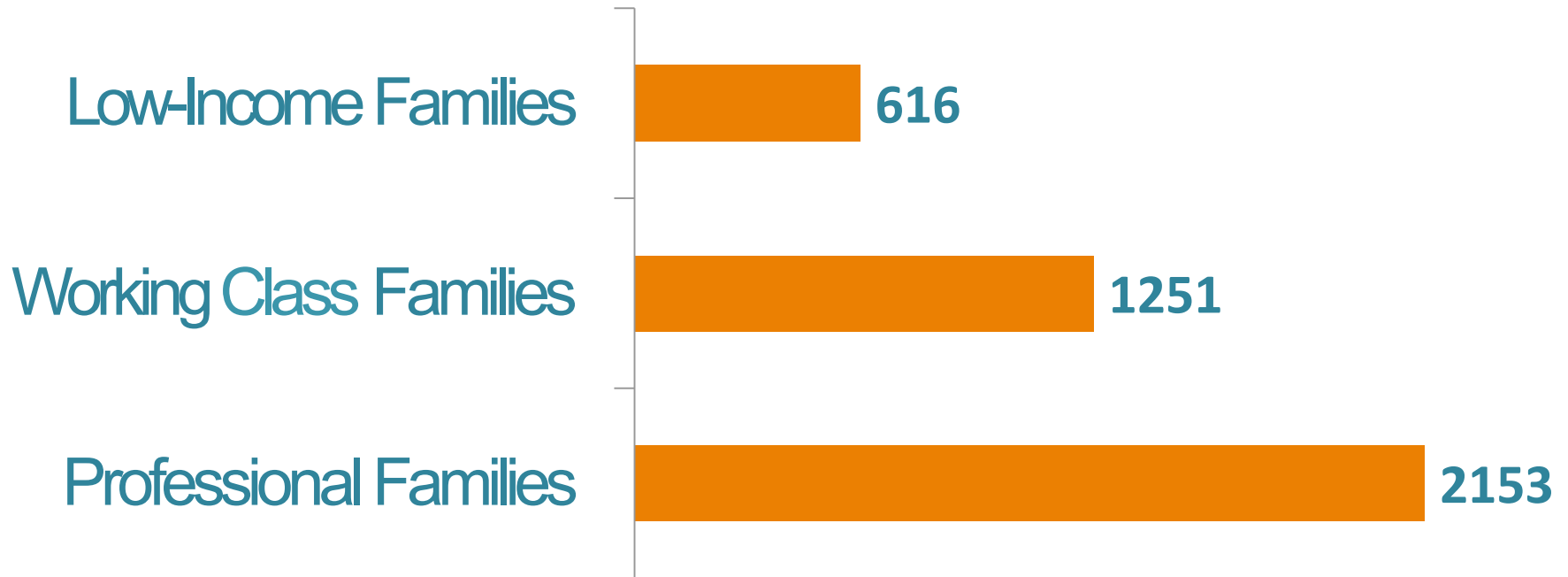


In one landmark study,* advantaged children in the U.S. heard as many as 30 million more words by the age of 3 compared to children whose families were receiving public assistance.



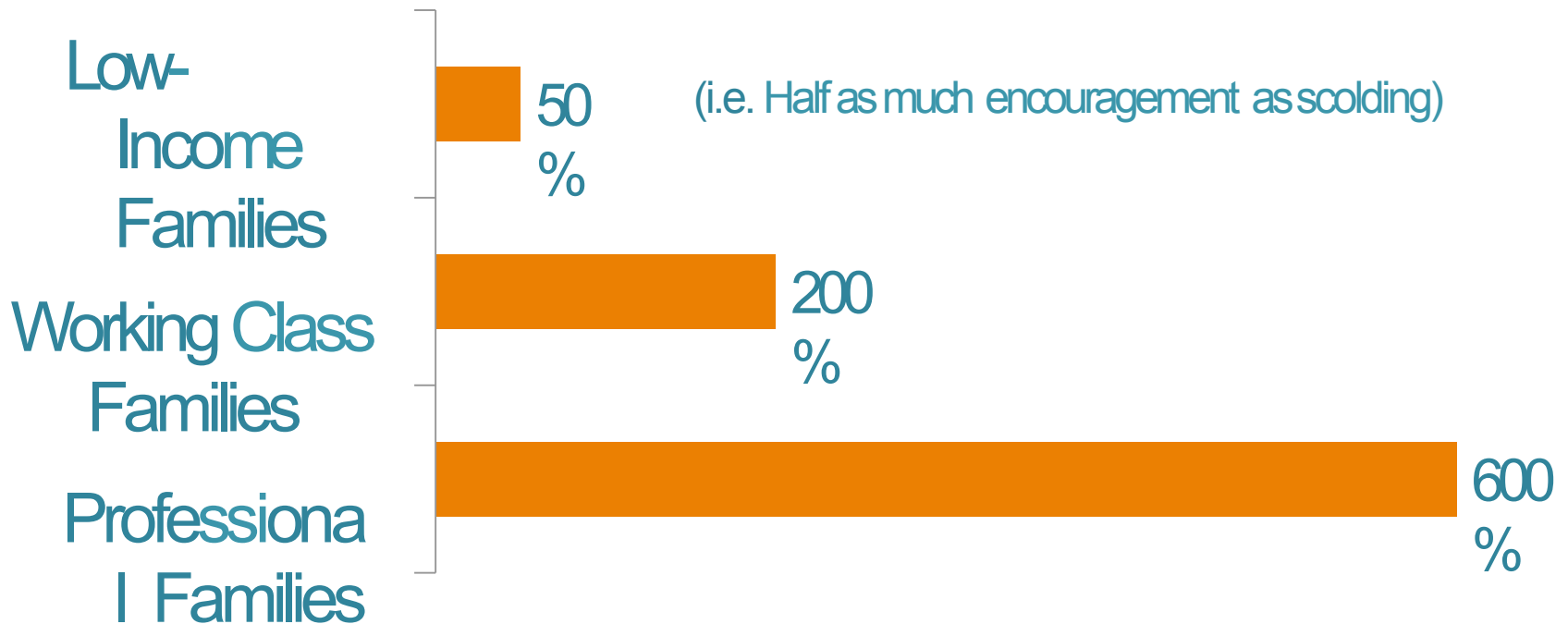
*Betty Hart and Todd R. Risley (1995). *Meaningful Differences in the Everyday Experiences of Young American Children*. Baltimore: Brookes.
Also, Betty Hart and Todd R. Risley (2003, "pring"). "The Early Catastrophe: The 30 Million Word Gap by Age 3" (2003, spring}. *American Educator*, pp.4-9.

Words the child heard spoken per hour:



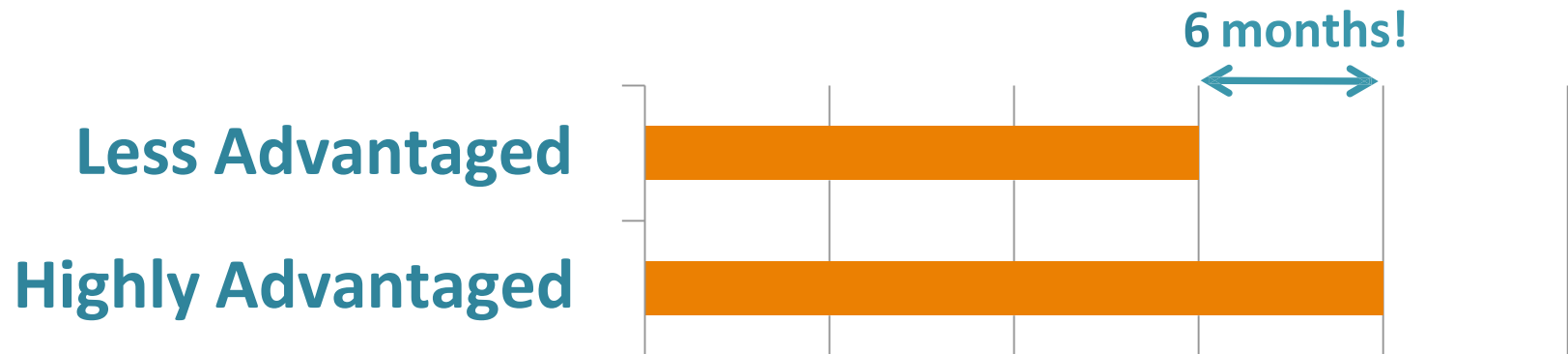
*Betty Hart and Todd R. Risley (2003, "pring}."The Early Catastrophe: The 30 Million Word Gap by Age 3" (2003, spring}. American Educator, pp.4-9.

The ratio of praise or encouragement to reprimands, warnings, or scolding:*



*Betty Hart and Todd R. Risley (2003, "pring"). "The Early Catastrophe: The 30 Million Word Gap by Age 3" (2003, spring}. American Educator, pp.4-9.

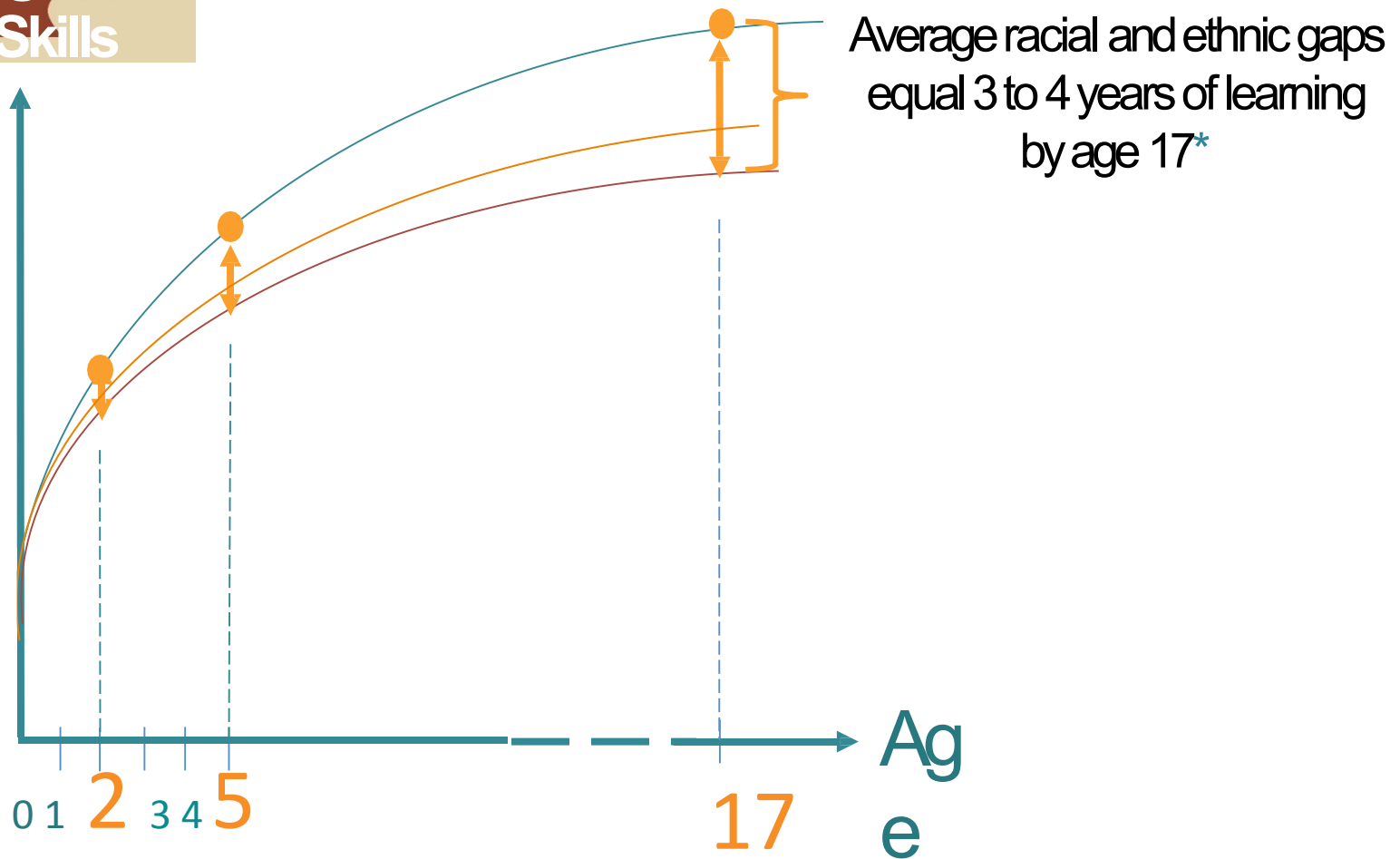
In another major study,* less advantaged children were six months behind the highly advantaged in language processing skills by the age of two!



Anne Fernald, Virginia Marchman, and Adriana Weisleder (2013). "“E” Differences in Language Processing “kill and Vocabulary are Evident at 18 Months.” *Developmental Science* Volume 16, Number 2, pages 234-248.

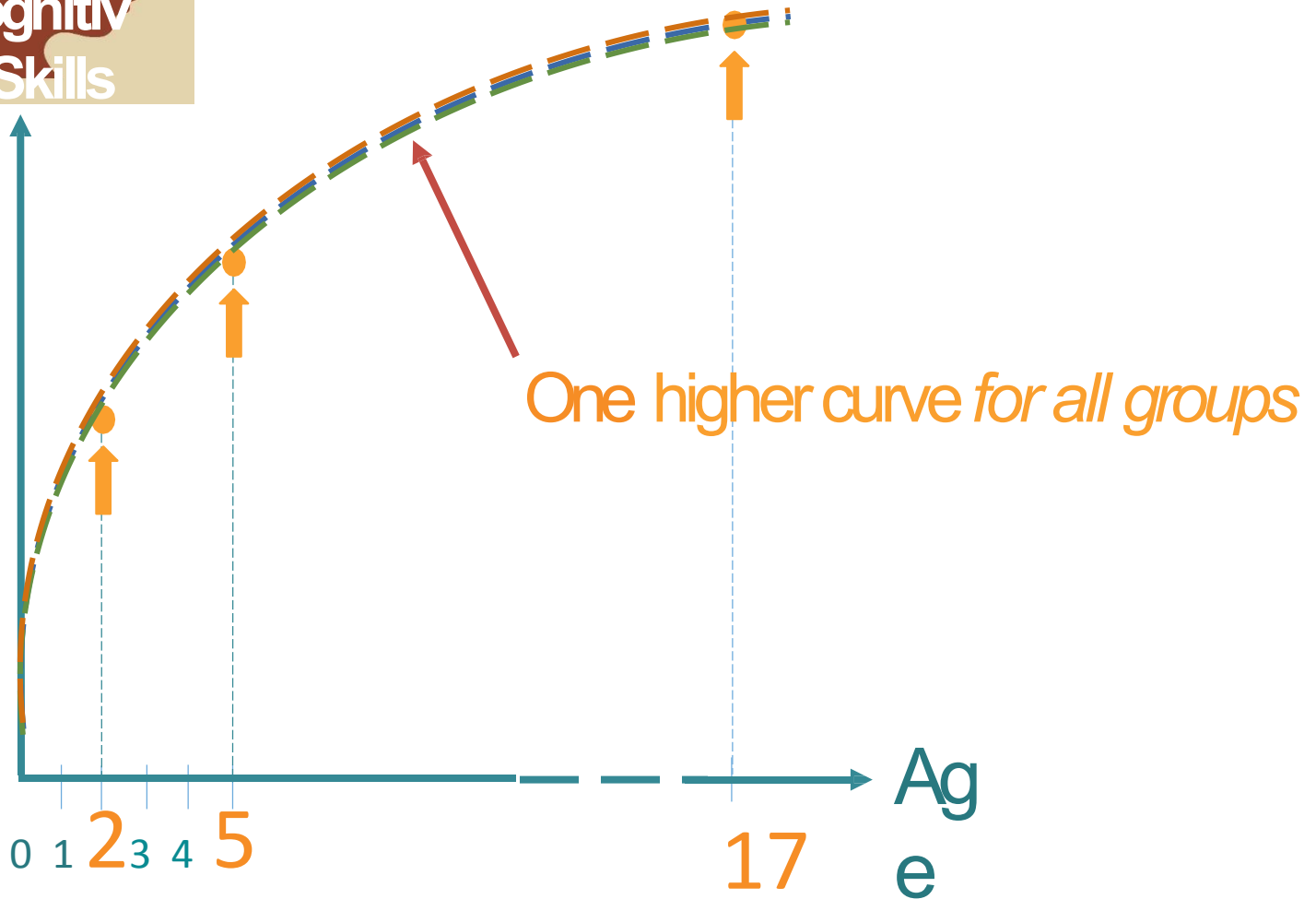


Too many fall behind early and never catch up



*This refers to the gap between blacks, Latinos, and Native Americans, compared to whites, on the National Assessment of Educational Progress.

Our Aspiration



There will never be enough capacity in high quality programs to serve all of the families and children that could benefit.

So, let's
saturate the community
with *The Basics*.



Make *life* the program!

Help families experience
positive reinforcements
from every direction
for doing *The Basics*



The idea is to work through existing institutions and social networks.

The Basics offers new tools and relationships to support the work of existing organizations and programs, not a new front-line program.

However, outreach and support capacity is still necessary to advise and support implementation.

A Vision for the Future

- The norms and routines of early parenting will include The Basics.
- Far more children will arrive at school prepared to succeed, with far fewer falling off track before reaching kindergarten.
- Achievement will be higher among children from every background.
- Performance gaps by race, ethnicity, and background will greatly diminish.
- A growing share of young adults will become successful contributors, with a falling share struggling and requiring supplemental supports.

Watch The Basics Overview video.