



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 and
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 and
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.

Text [THEBASICS](tel:42828) to 42828 or visit uwsa.org/the-basics to subscribe to receive The Basics Southwest Alabama news and information.

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WHAT ARE THE BASICS PRINCIPLES?

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

DO ALL FIVE PRINCIPLES 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.

Who Is Involved?

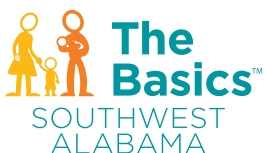
Lots of people! Partners include hospitals, health centers, schools, community centers, childcare providers, churches, family members, and others.

What If I'm Not a Parent?

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

How Can I Learn More?

Visit uwsa.org/the-basics or connect with us on social media for information on the campaign, opportunities in your community, tips, and videos.



United Way
of Southwest Alabama

uwsa.org/the-basics

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