



Your company or organization plays a crucial role in helping us spread the word about **The Basics in Southwest Alabama**



Text **THEBASICS** to **42828**
or
uwsa.org/the-basics

or
QR CODE

to subscribe to receive
The Basics' Monthly News



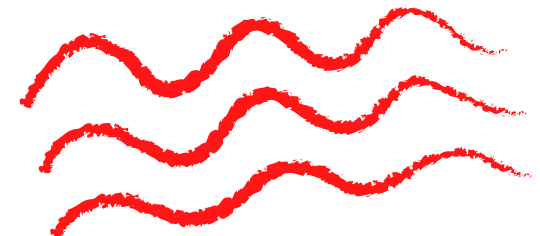
251-431-0115 EXT 208
dcurry@uwsa.org
218 St. Francis Street
Mobile, AL. 36602

Here is how you can help:

- Invite someone from *The Basics of Southwest Alabama* to speak at an employee meeting
- Share the *The Basics* overview video
<https://vimeo.com/646170820>
- Provide information about *The Basics of Southwest Alabama* to all employees
- Post information about *The Basics* in common areas such as lobbies, breakrooms and elevators. We can provide you with a variety of printed materials
- Share the link to *The Basics of Southwest Alabama* website and/or the videos on your intranet or other communications channels



80%
of brain growth
happens in the
first three years



Science Shows

Beginning from birth, young brains develop like little muscles, getting bigger and stronger the more interaction the infant or toddler receives.



The Basics' Principles are **FIVE SIMPLE, FREE and POWERFUL** ways to boost children's brain development and learning that are based on the latest science.

The 5 Basics Principles



MAXIMIZE LOVE, MANAGE STRESS

Babies and toddlers thrive when their world feels loving, safe, and predictable. Show your love.



TALK, SING, AND POINT

Babies learn language from the moment they are born. Respond with eye contact and a loving voice.



COUNT, GROUP, AND COMPARE

Every child's brain is wired for math. Talk about numbers, shapes, and patterns with everyday objects.



EXPLORE THROUGH MOVEMENT AND PLAY

Babies are like scientists who love making discoveries. Find their interest.



READ AND DISCUSS STORIES

Reading turns kids into confident thinkers. Make reading FUN!



The Basics' Principles don't require fancy toys or extra hours to your day. It's all about the way you interact with the child during the time you already spend together.

