

MMF FACT SHEET: The Basics (aka Boston Basics)

The Basics consists of 5 parenting and caregiving pillars to promote high-quality cognitive and social emotional development from birth to age 3. The pillars are:

- 1 Maximize Love, Manage Stress
- 2 Talk, Sing, and Point
- 3 Count, Group, and Compare
- 4 Explore Through Movement and Play
- 5 Read and Discuss Stories



Based on these 5 pillars, The Basics Campaign supports community-level initiatives to improve early childhood outcomes, including kindergarten readiness.

The Basics provides handouts and videos and implementation guides to help communities to teach parents/caregivers about the five pillars and their importance to children's growth and learning.

There are three strategies that communities use to implement The Basics:

- **Community Outreach and Awareness** to spread The Basics to all areas of the community where parents/caregivers pay, play, pray and get paid.
- **Spatial Targeting** to pick specific neighborhoods to saturate all areas with The Basics messaging and training.
- **Sectorial Targeting** to focus most strongly on reaching parents/caregivers in a few highly targeted sectors such as healthcare, family service providers, and employers.

The Basics is currently in use in over 30 communities around the United States - including in Calvert County, Maryland - and is also being implemented in other countries. This program has been successful in reaching families and improving outcomes for children who may never attend any formal early learning setting and is free for families as it teaches parents/caregivers how to incorporate learning into everyday activities.

The Basics was originally developed in Boston and is also known as Boston Basics. The founding partners of the Boston Basics Campaign are:

**Achievement Gap Initiative
at Harvard University**

Black Philanthropy Fund

Boston Children's Museum

Boston Mayor's Education Cabinet

**Department of Pediatrics
Boston Medical Center**

WGBH Public Broadcasting

Learn more about The Basics at boston.thebasics.org