Fun, Simple, and Powerful!

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

Adapted from Dr. Ron Ferguson & The Boston Basics Campaign
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)

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.

Words the child heard spoken per hour:

- Low-Income Families: 616 words per hour
- Working Class Families: 1251 words per hour
- Professional Families: 2153 words per hour

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

- Low-Income Families: 50% (i.e. Half as much encouragement as scolding)
- Working Class Families: 200%
- Professional Families: 600%

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

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Too many fall behind early and never catch up.

Average racial and ethnic gaps equal 3 to 4 years of learning by age 17*

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

Cognitive Skills

One higher curve for all groups
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.