80% of brain growth happens in the first three years after birth. That’s why the Palmetto Basics Campaign is working to make sure that every parent and caregiver knows what they can do to make the most of this opportunity to give the infants and toddlers they love a great start in life.

The Basics are five fun, simple, and powerful ways to help all our children become the happiest and most successful they can be.

Help spread the word!

Who Is Involved?
Everyone! Partners include hospitals, health centers, community centers, child care providers, churches, and others.

What If I’m Not a Parent?
Doesn’t matter! We want everyone to know The Basics. Learn so that you can help spread the word and encourage parents and caregivers of young children.

How Can I Learn More?
Visit www.palmettobasics.org for information on the campaign, opportunities in your community, tips, and videos.