



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](http://www.palmettobasics.org) for information on the campaign, opportunities in your community, tips, and videos.



#### MAXIMIZE LOVE, MANAGE STRESS

Babies thrive when the world feels loving, safe, and predictable. Caregiving that is affectionate and responsive develops a sense of security and self-control.



#### TALK, SING, AND POINT

Babies learn language from the moment they are born. They learn through loving interactions with their caregivers, not TV or phones. Eye contact, pointing, and real words teach the most about communication.



#### COUNT, GROUP, AND COMPARE

Children are born wired to learn numbers, patterns, sizes, shapes, and comparisons. What they learn about math in the first few years makes a difference when they get to school.



#### EXPLORE THROUGH MOVEMENT & PLAY

Children are born curious about the world. They are like scientists. Pay attention to your infant or toddler's interests. Help them learn through play and exploration.



#### READ AND DISCUSS STORIES

The more we read with young children, the more prepared they become to enjoy reading and do well in school. Even infants enjoy the shapes and colors in books. Let them hold the book, turn the pages. Point to the pictures and talk about what you see.

Scan the QR code with your phone to watch a short video!



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[www.palmettobasics.org](http://www.palmettobasics.org)