

the **Boston** Basics

A stylized illustration of a family consisting of three stick figures. On the left, a woman in an orange dress holds a baby. In the center, a smaller yellow stick figure stands between a taller yellow stick figure on the right, who has his hand on the child's shoulder. The figures are positioned between the words 'Boston' and 'Basics'.

Fun, Simple, and Powerful!

Ron Ferguson

Education Writers Association

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www.BostonBasics.org

***None of us can do alone
what *all* of us can do together.***

Founding Organizations

*Black
Philanthropy
Fund*
a learning and leadership community

 The Achievement Gap Initiative at Harvard University
Toward Excellence with Equity



Mayor's Office

 BOSTON MEDICAL CENTER

 WGBH

80% of Brain Growth
in the First Three Years!

Racial, ethnic, and socio-economic
skill gaps are very apparent
in national data by the age of two!

The Boston Basics



MAXIMIZE LOVE, MANAGE STRESS



TALK, SING, AND POINT

1 2 3

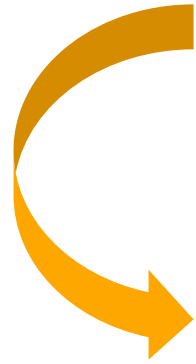
COUNT, GROUP, AND COMPARE



EXPLORE THROUGH MOVEMENT AND PLAY



READ AND DISCUSS STORIES



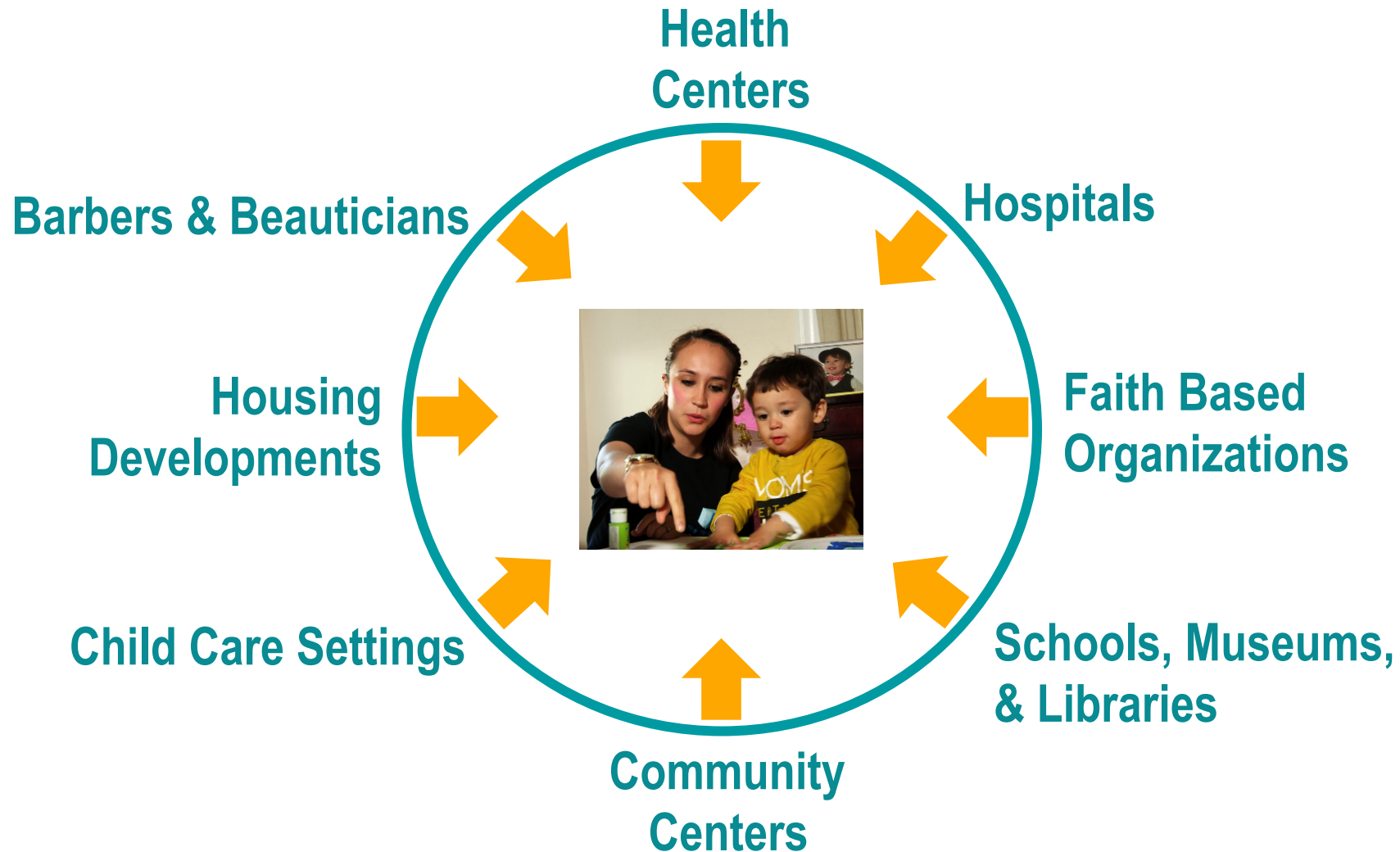
Saturate the community with the Boston Basics.

Make *life* the program!

Help families experience
positive reinforcements
from every direction
for doing the Boston Basics



Socio-Ecological Saturation



Boston Basics Toolkit

- Videos
- Posters
- Booklets
- Baseline Survey on Beliefs
- Train the Trainer Protocols
- Parent Workshop
- Facilitator Training for Parent Workshop
- Website: www.BostonBasics.org
- App (forthcoming)

Face-to-Face Dissemination and Supports

- **Well-Baby Health Care Visits**
- **Adult Check-Ups**
- **Counseling Groups**
- **Home Visits**
- **Trainings for Parents, Extended Family Members, Others**
- **Prenatal Training**
- **Briefings when Leaving the Hospital with the Newborns**
- **Professional Development for Early-Childhood Caregivers**
- **Sermons**
- **Celebrations**
- **Parent Groups & Care Circles**

The English Language Overview Video (Spanish is also available.)



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A stylized illustration of a family consisting of three figures: a woman on the left holding a baby, a small child in the middle, and a man on the right holding the child's hand. The woman and baby are orange, while the child and man are yellow.

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