

Education Writers Association, Early Childhood Seminar; Chicago, IL,  
November 7, 2017



# ***Making LIFE the Program*** for Kids and Parents with ***The Basics*** as a Birth-to-3 Curriculum

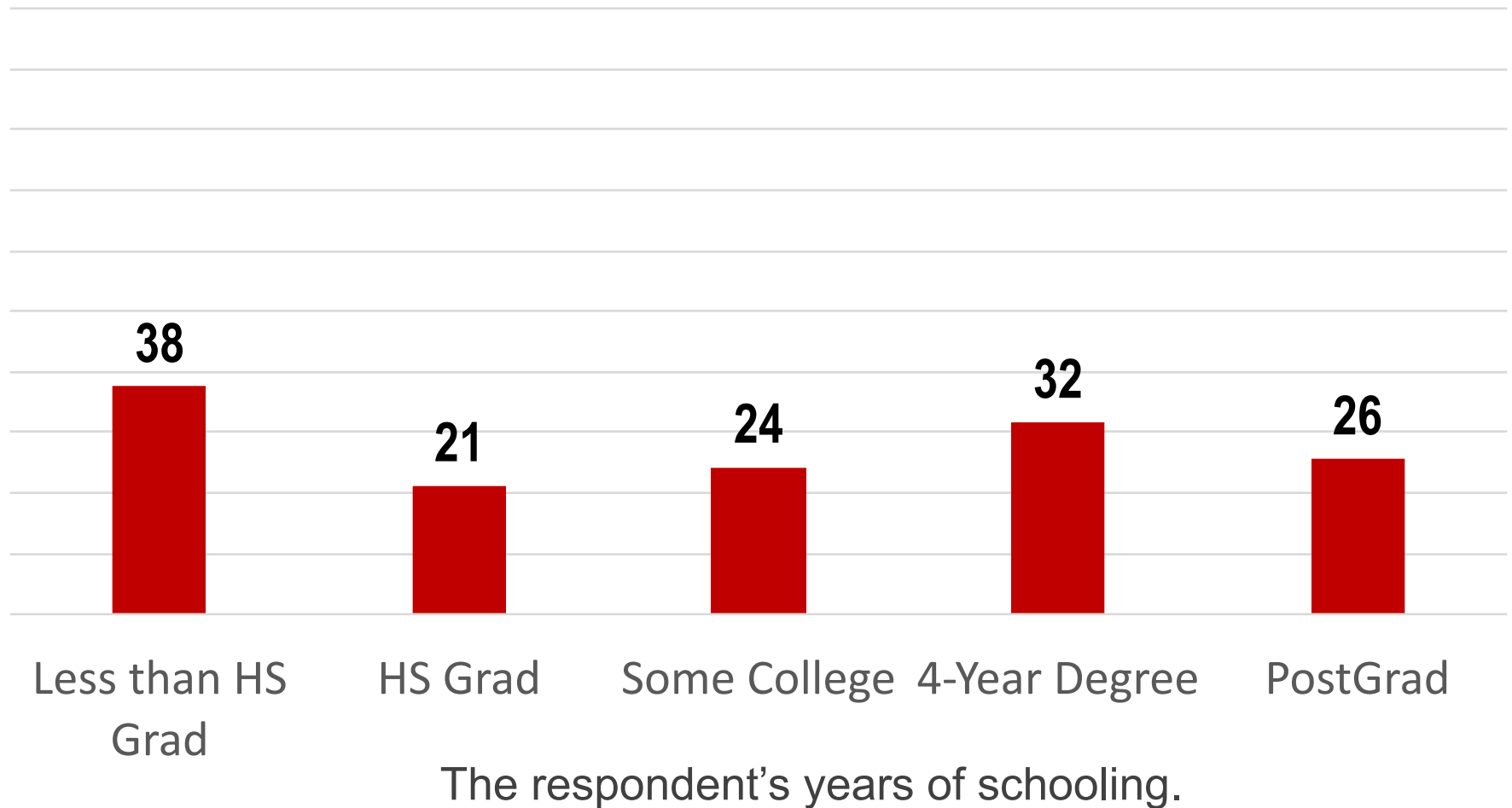
Ronald F. Ferguson, PhD

The Achievement Gap Initiative at Harvard University,  
The Basics, Inc., and Tripod Education Partners, Inc.

For more: [BostonBasics.org](http://BostonBasics.org)

## BASELINE PERSPECTIVES ON SPOILING BABIES

Percentages that mostly or totally agree with the statement,  
***"Parents should not worry about spoiling very young babies."*** (n=346)



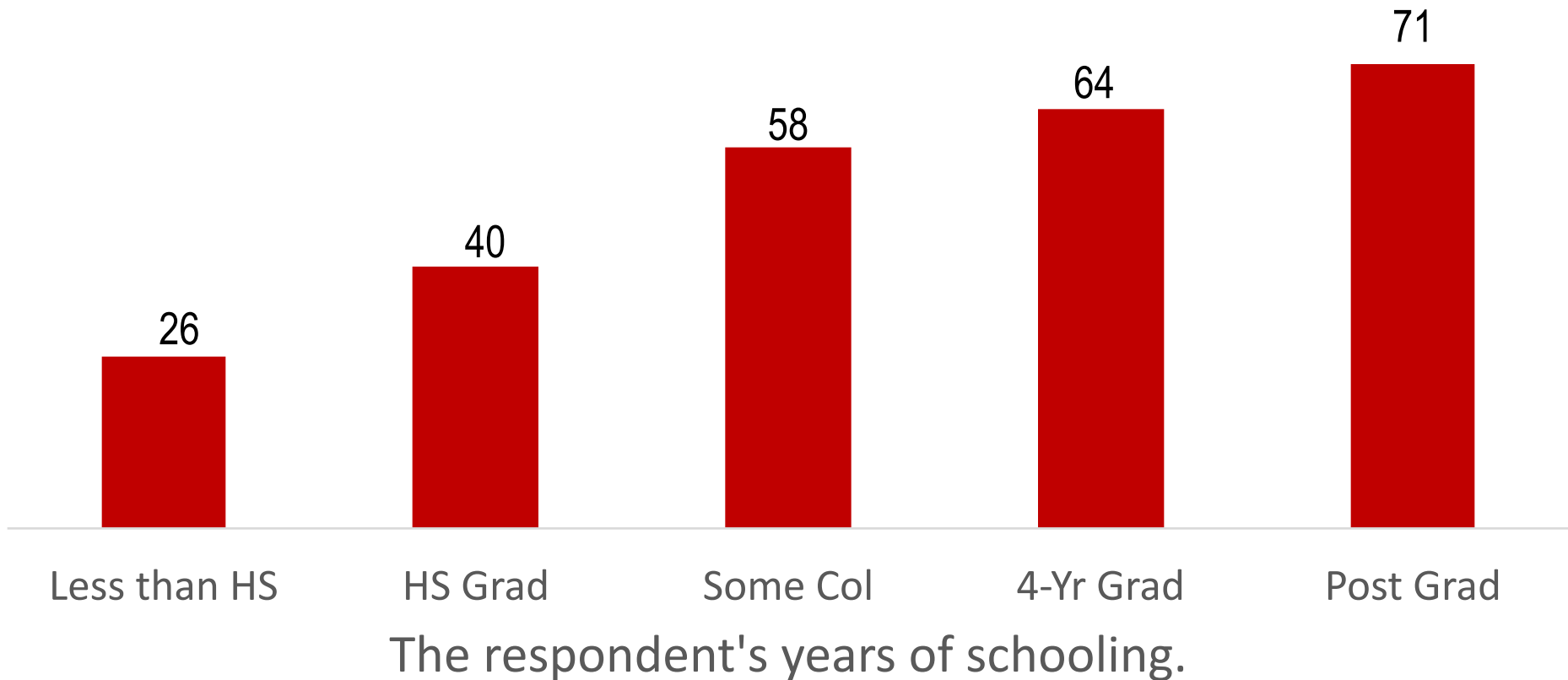


# BASELINE PERSPECTIVES ON UNDERMINING MASCULINITY

Percent who mostly or totally agree that:

***"Some people think a lot of love and affection for toddler boys can be a bad thing. They are simply wrong."***

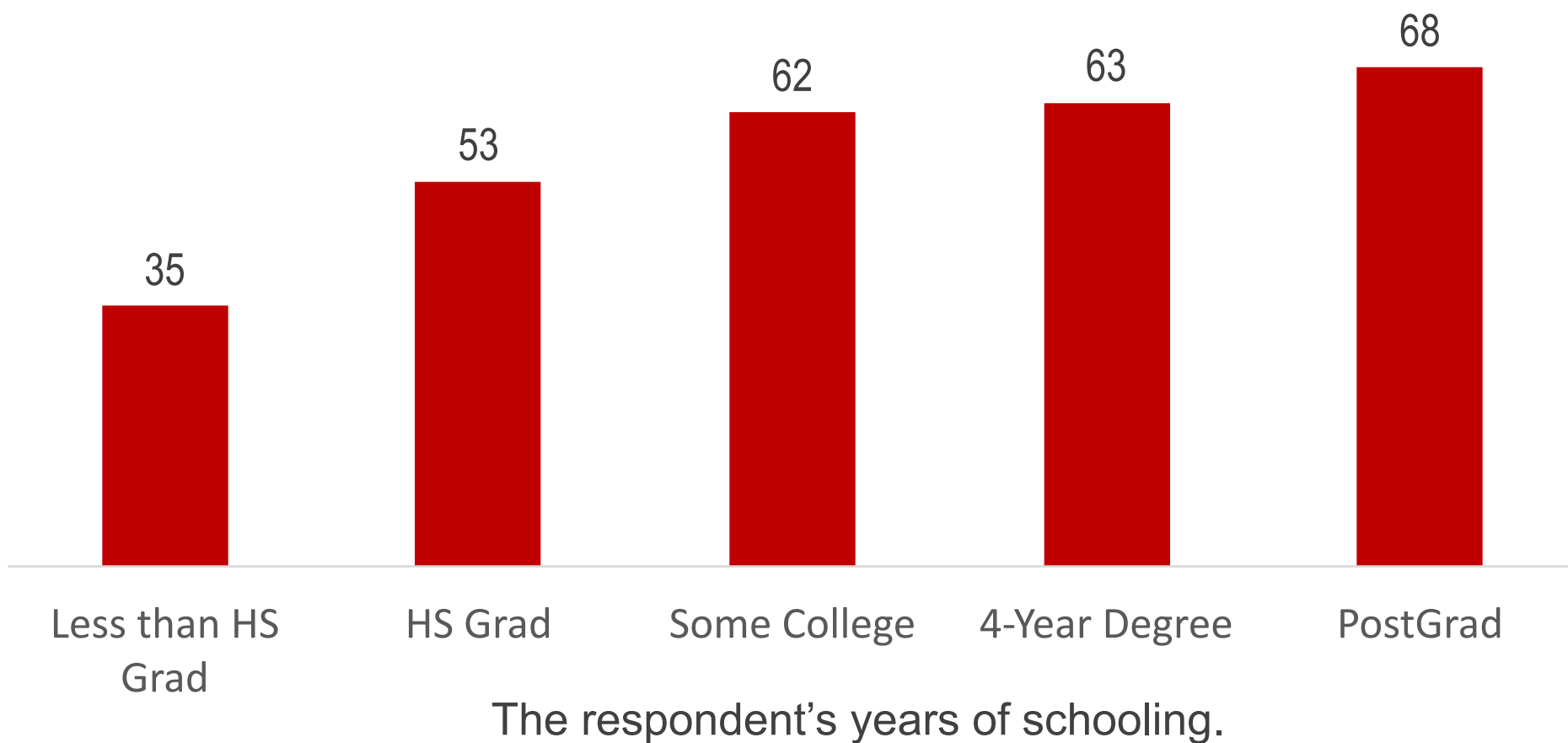
(n=359)



# BASELINE AWARENESS THAT PLAY PRODUCES LEARNING AND BRAIN DEVELOPMENT

Percentages that mostly or totally agree with the statement,  
*"Fun games like peek-a-boo help a baby's brain develop."*

(n=359)





# The Basics

Fun, Simple, and Powerful!



MAXIMIZE LOVE, MANAGE STRESS



TALK, SING, AND POINT



COUNT, GROUP, AND COMPARE



EXPLORE THROUGH MOVEMENT AND PLAY



READ AND DISCUSS STORIES

The Basics	Standard Developmental Domains for which The Basics are Generative				
	Social and Emotional Development	Communication, Language, and Literacy	Cognition and General knowledge	Physical well-being, Health, and Motor Development	Approaches to Learning
Maximize Love, Manage Stress					
Talk, Sing, and Point					
Count, Group, and Compare					
Explore through Movement and Play					
Read and Discuss Stories					



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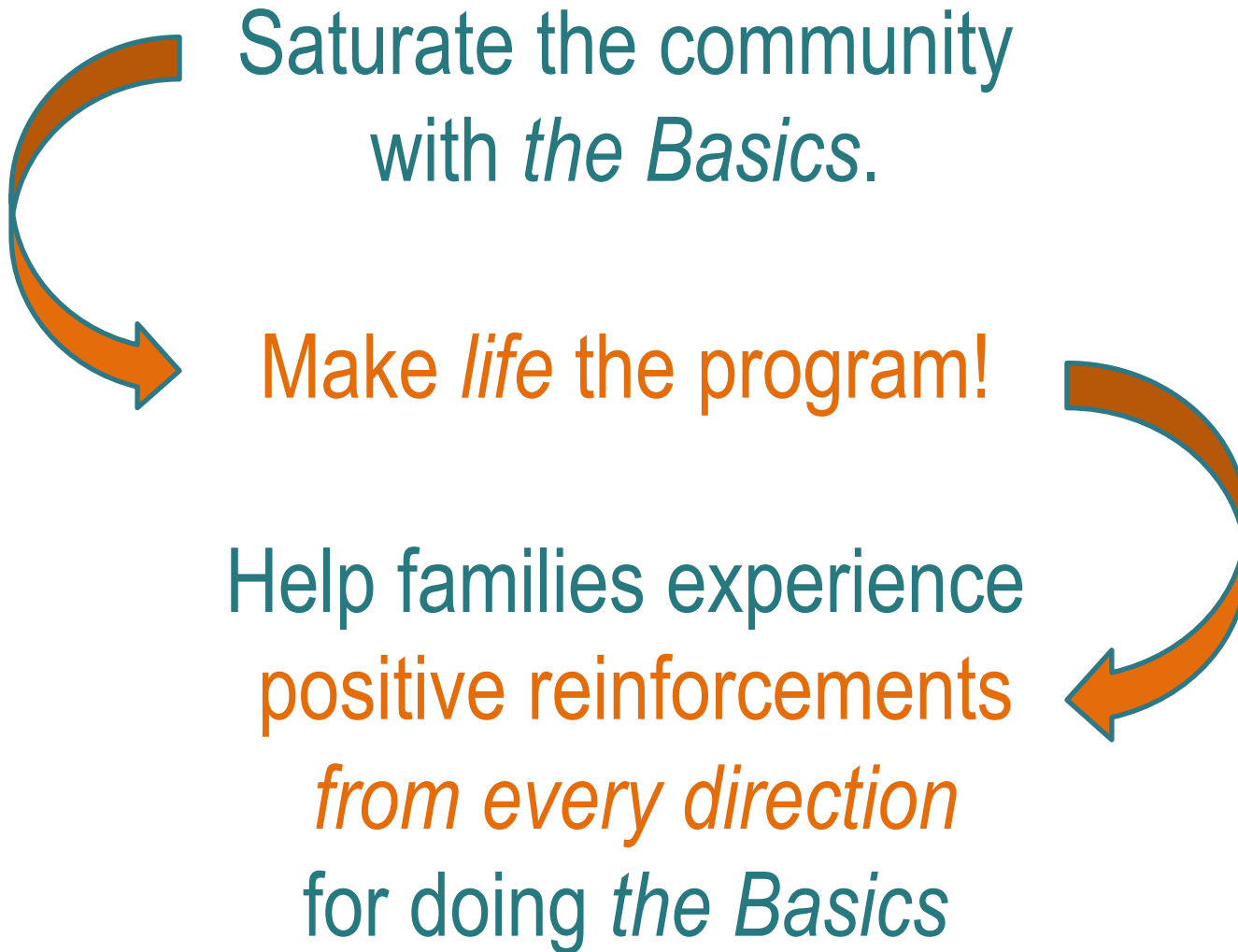
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# Socioecological Saturation





**BROAD: Print, digital, advertising and PR**  
**+**

**DEEP: Face-to-face learning, support,  
and positive reinforcement  
from trusted others**

# Socio-Ecological Saturation



# Broad Awareness: Billboards



**Boston**  
Basics

## It Takes a Community

Join us to help babies learn & thrive.

**BostonBasics.org**




**massDOT**  
Massachusetts Department of Transportation







**Reverend Roberto Miranda**  
**Leon De Juda Congregation, Boston, MA**

A woman with long, light brown hair, wearing a blue patterned top and a necklace, is speaking. She is in an indoor setting with large windows in the background. A black box with white text is overlaid on the bottom of the image.

Kathleen Conroy, MD  
Pediatrician, Boston Children's Hospital

# The Caregiver's Promise