

Spreading the Basics™ Principles In Order to Close the Achievement Gap

CGLR PPTP Webinars

January 14, 2020





Ronald F. Ferguson Ph.D.
Malcolm Wiener Center for Social Policy
at the Harvard Kennedy School
The Achievement Gap Initiative at
Harvard University
The Basics, Inc.



Grade-Level Reading Campaign Learning Tuesdays Webinar
January 14, 2020

Making Life the Program

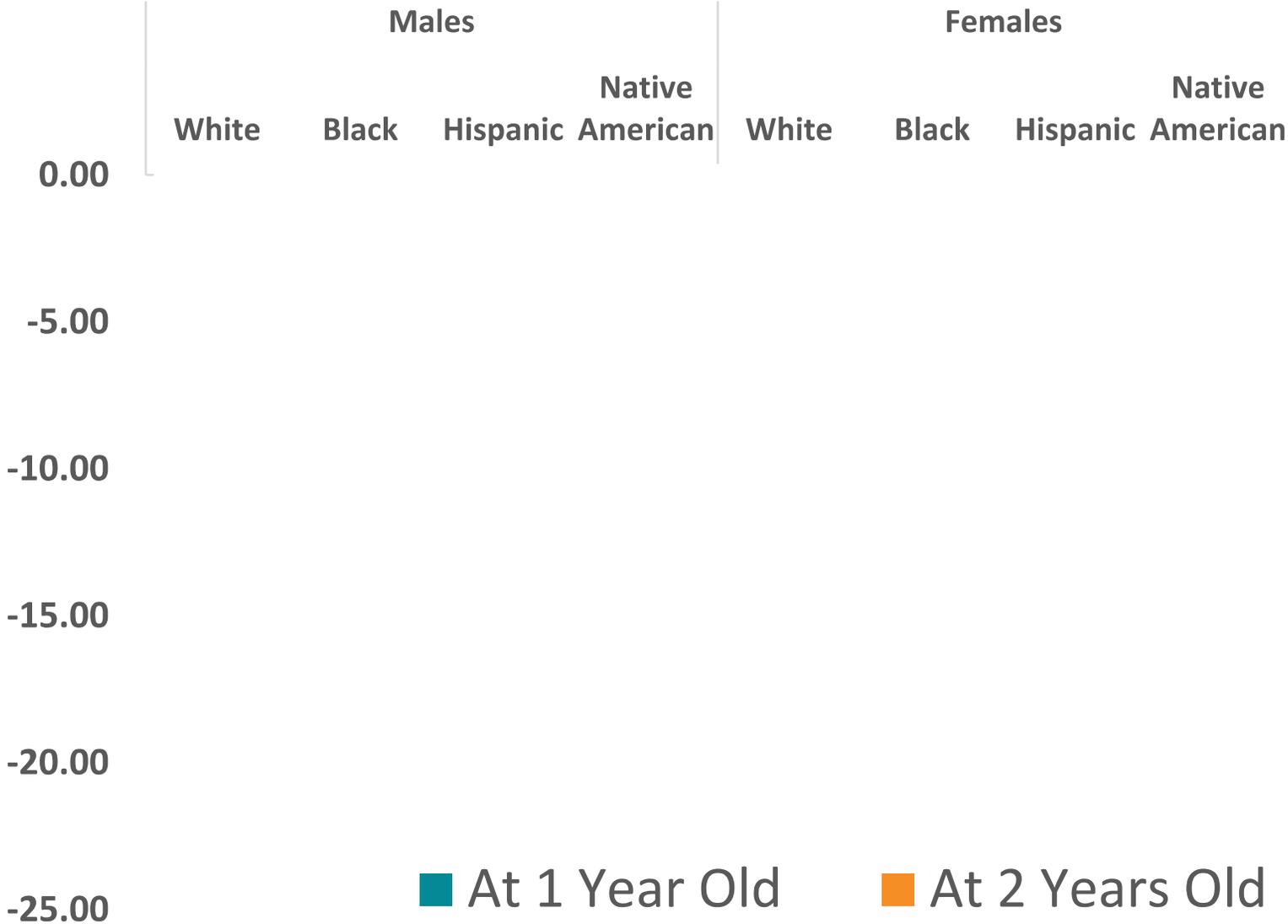
in The Basics Learning Network as an Emergent Movement

Ronald F. Ferguson, PhD
January 14, 2020



Cognitive Gaps in Early Childhood

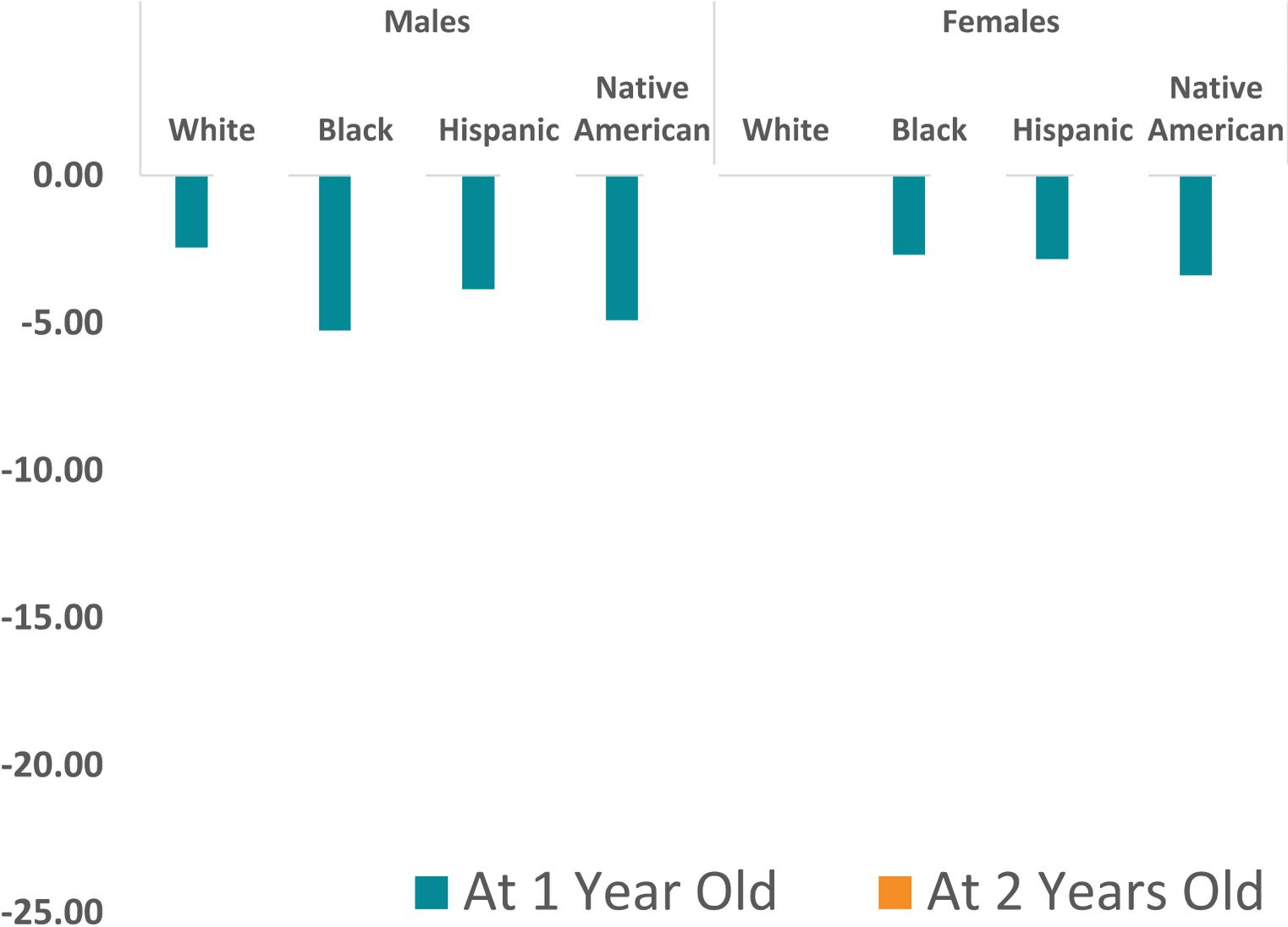
(As a percentage of scores for white females)



Source: AGI Calculations using Bayley Scales of Infant and Toddler Development data from the U.S. national Early Childhood Longitudinal Study, Birth Cohort.

Cognitive Gaps in Early Childhood

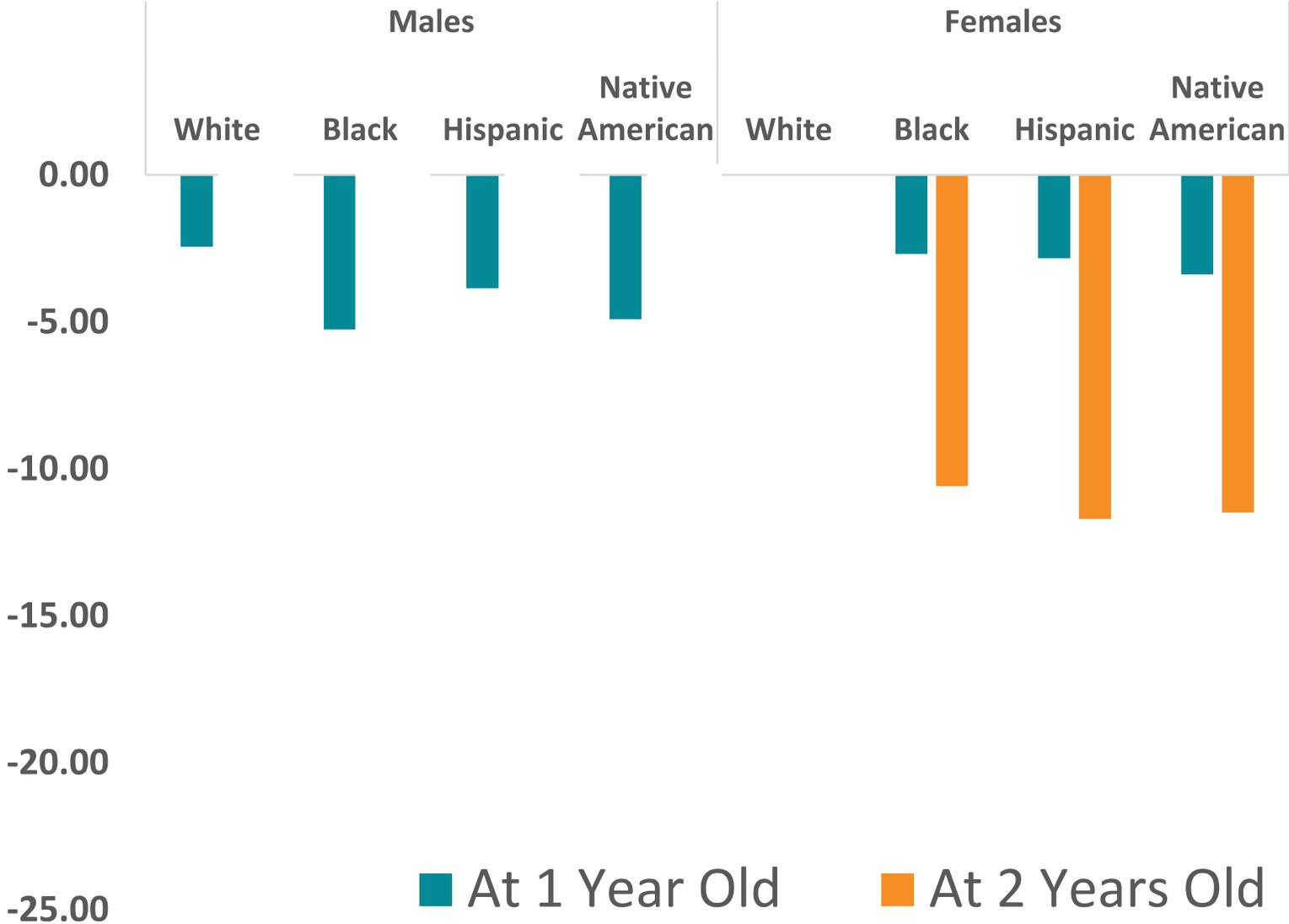
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Cognitive Gaps in Early Childhood

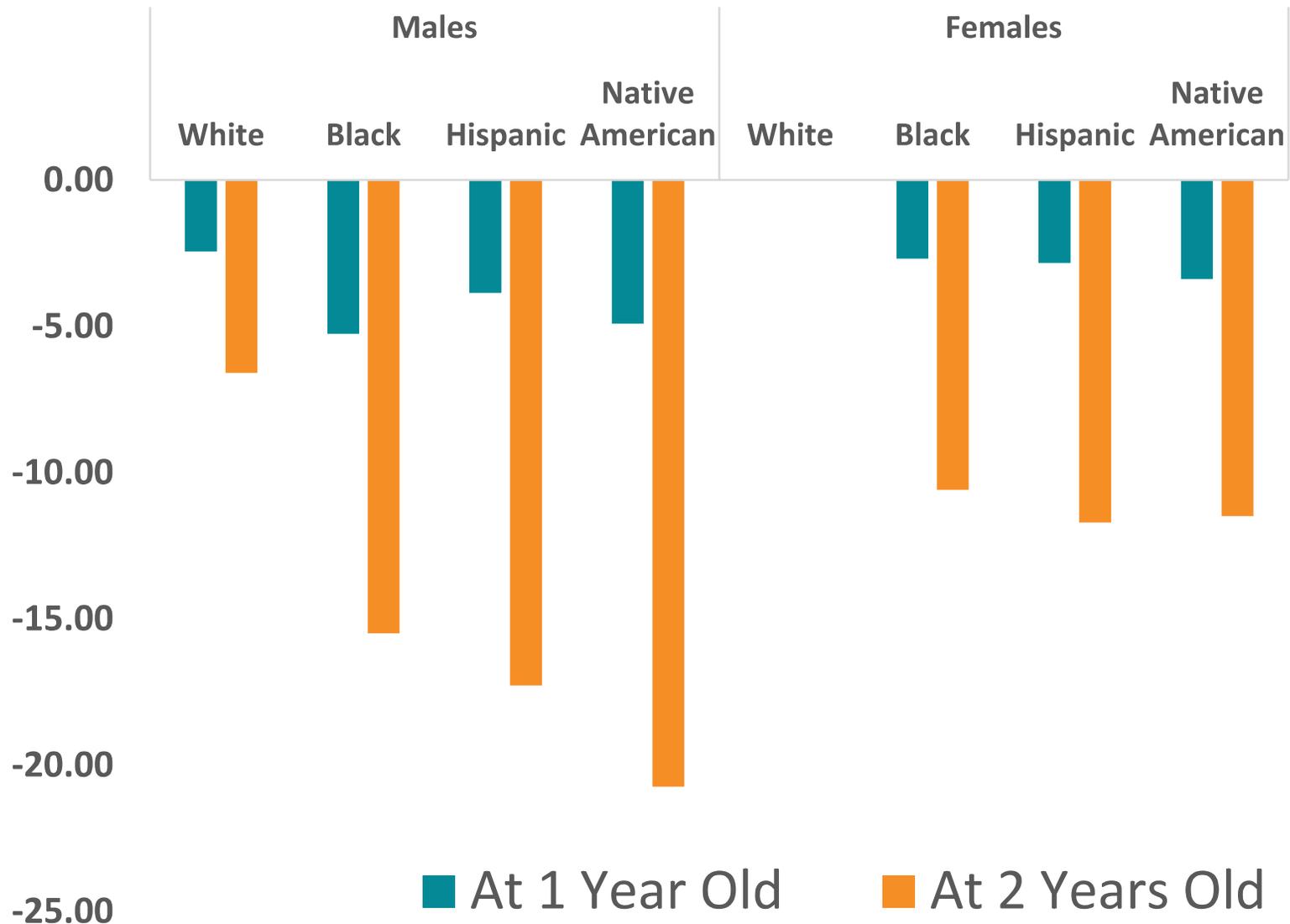
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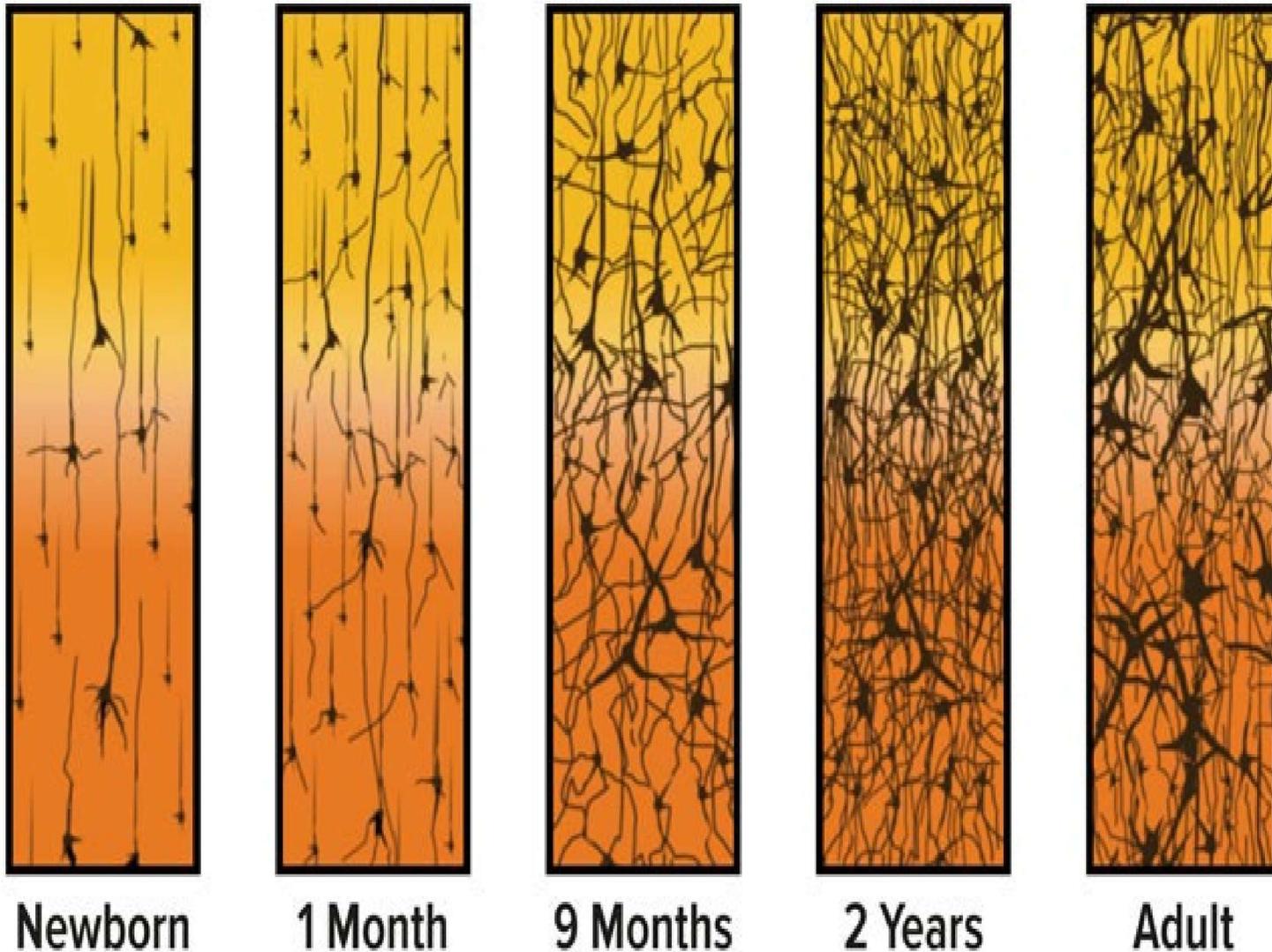
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Cognitive Gaps in Early Childhood

(As a percentage of scores for white females)



A Dense Neural Network by 2 Years



Early Gaps Predict Later Gaps

Probability of mastering
basic academic skills by age 11

82%

Among children who are
prepared for kindergarten

45%

Among children
who are **not**
prepared for
kindergarten

What can we do?



Saturate the community
with *The Basics Principles*.

Make *life* the program!

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



The Basics Principles



**MAXIMIZE LOVE,
MANAGE STRESS**



**TALK, SING,
AND POINT**



**COUNT, GROUP,
AND COMPARE**



**EXPLORE THROUGH
MOVEMENT AND PLAY**



**READ AND
DISCUSS STORIES**



The Basics Principles

1. Maximize Love, Manage Stress



The Basics Principles

2. Talk, Sing, and Point



The Basics Principles

3. Count, Group, and Compare



The Basics Principles

4. Explore through Movement and Play



The Basics Principles

5. Read and Discuss Stories



3-Pronged Behavioral-Change Strategy



Posters & Print Collateral



FUN. SIMPLE. POWERFUL.



Maximize Love, Manage Stress

Talk, Sing, and Point

Count, Group, and Compare

Explore Through Movement and Play

Read and Discuss Stories

80% of Brain Growth Happens in the First 3 Years

Boston Basics
BostonBasics.org

Help Spread the Word!

BASICS INSIGHTS 4 MONTHS

Science-based facts and suggested activities to boost your 4-month-old's brain development and learning!

FACT A big breakthrough for infants is learning that things still exist even when they're out of sight.

TRY THIS

- Find moments to play a fun game of "peek-a-boo."
- Hide your face with your hands, and then open them up to show a big smile.

EXPLORE THROUGH MOVEMENT AND PLAY

FACT Babies naturally imitate other people's facial expressions and sounds.

TRY THIS

- Smile and wait to see if your baby smiles back or stick out your tongue a little.
- Give your baby enough time to respond.
- React with pleasure when they do.
- Go back and forth.

TALK, SING, AND POINT

FACT Every day, your baby is working hard to learn new things and master new skills. Celebrate these accomplishments!

TRY THIS

- If your baby tries to roll over or use another physical skill, encourage them.
- If they succeed, give a big smile and a kiss.
- Say, "Hurrah! What a strong baby! You're learning so much."

MAXIMIZE LOVE, MANAGE STRESS

TheBasics.org

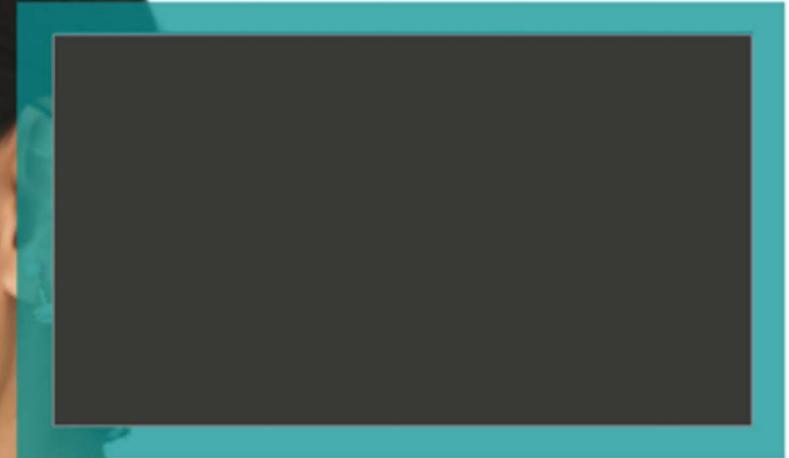
Videos & Digital Brochures

Spreading
Awareness

80%
OF **Brain
Growth**
HAPPENS
IN THE FIRST
3 Years

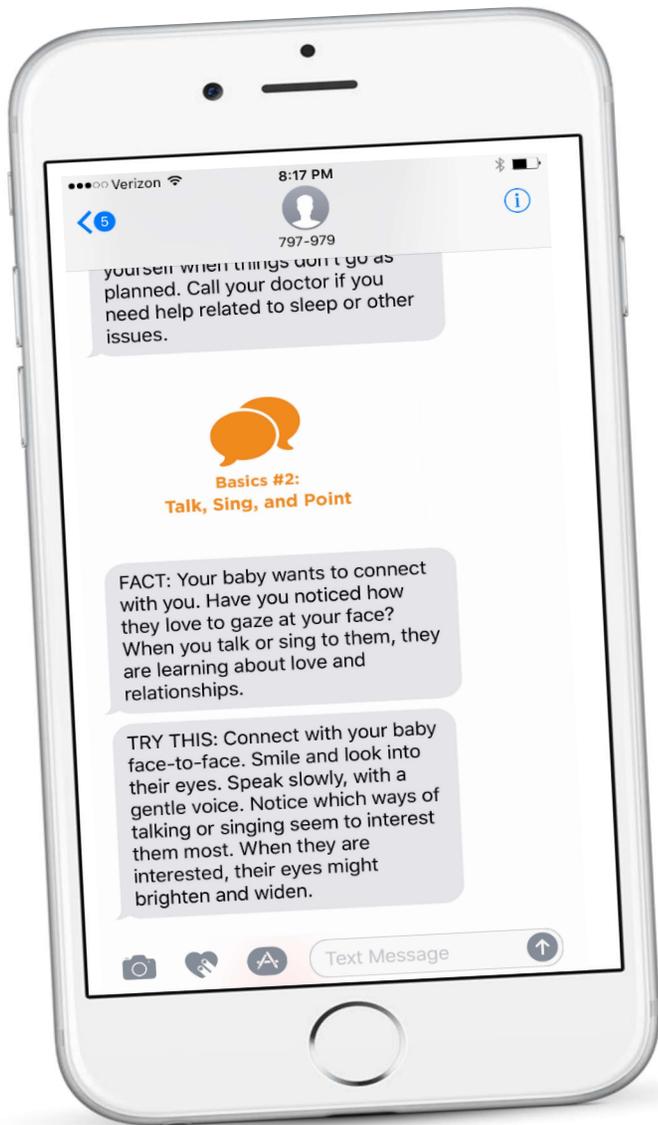
Your child loves learning with you. Their brain grows like a muscle, getting stronger as they connect with you and explore the world.

Select the buttons to the right and learn more about using The Basics principles™ in everyday moments.



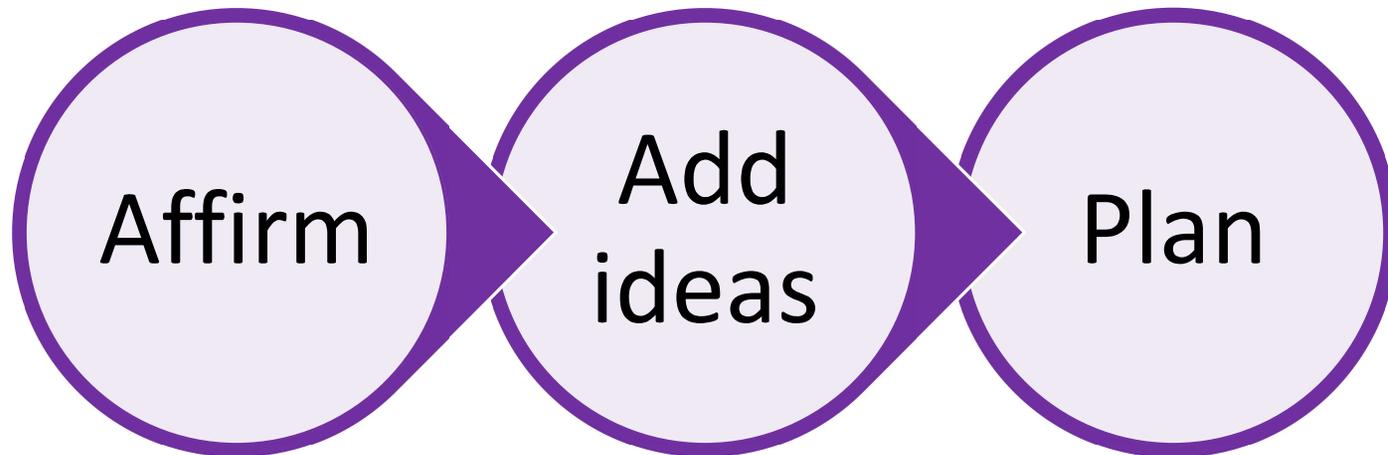
Basics Insights: Text Messages

Nudges & Reminders

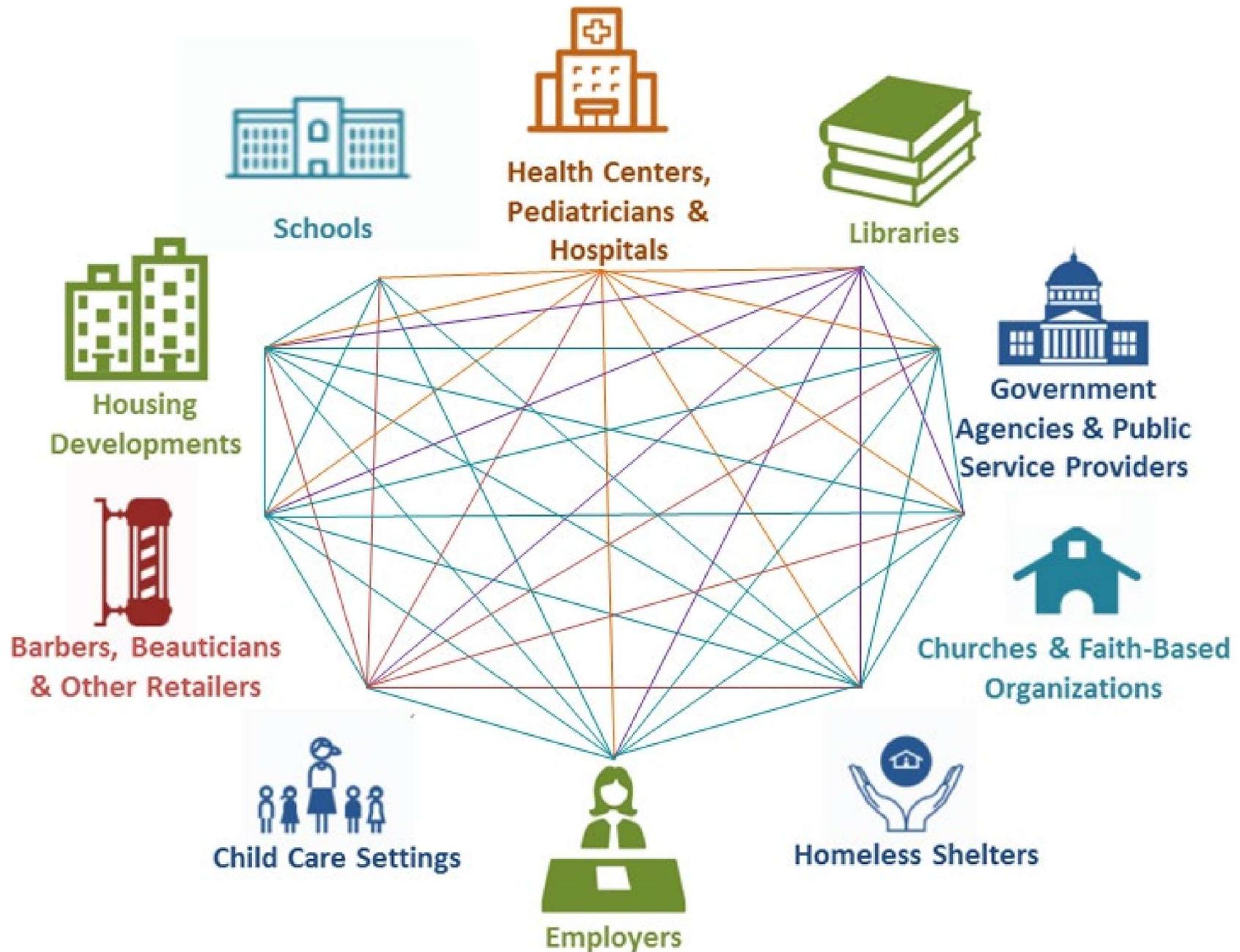


- Content based on child's age
- One of The Basics principles is covered each week with two messages, a FACT and a TRY THIS
- Aligned with key frameworks including Head Start Early Learning Outcomes Framework
- Intended to support ongoing conversations
- Can gather info directly from parents/caregivers

Strategies for Sharing & Teaching

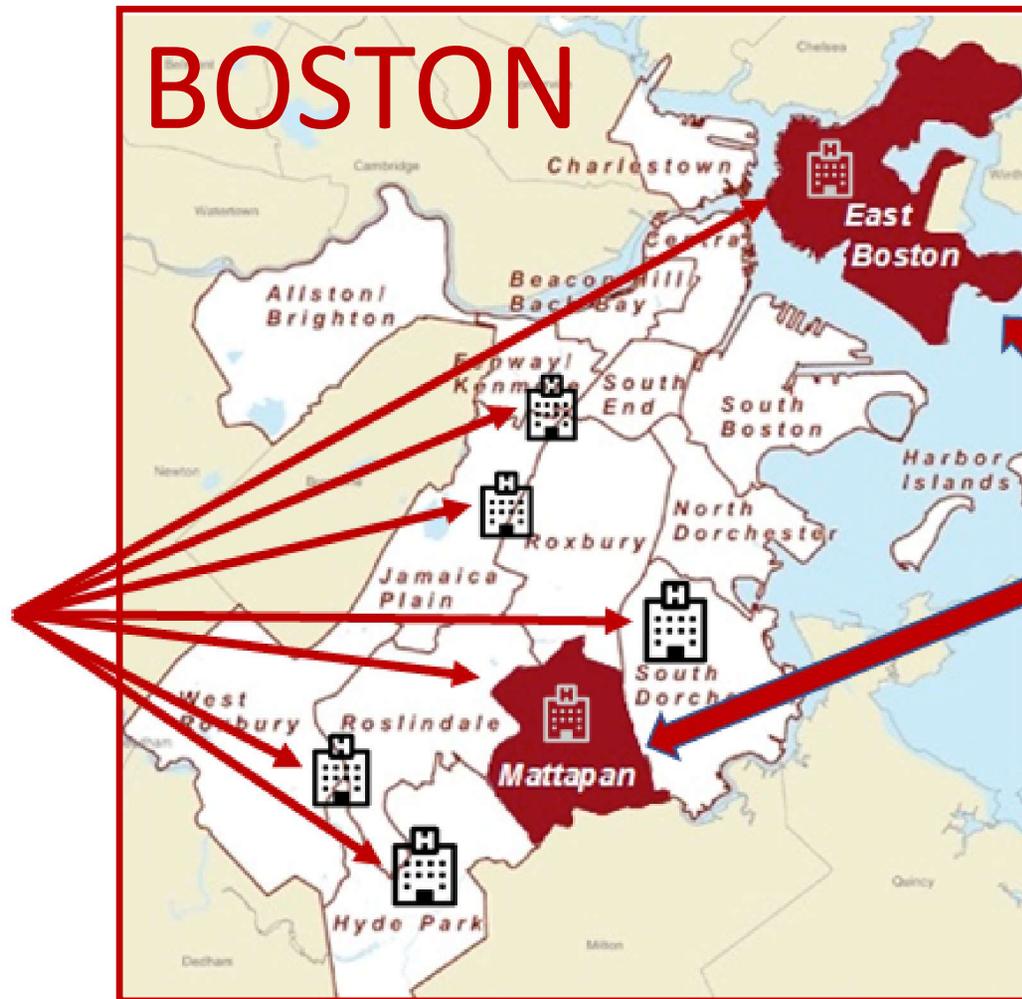


Socioecological Saturation



3-Pronged Saturation Strategy

SECTOR
Based



Place
Based

Communications/Marketing

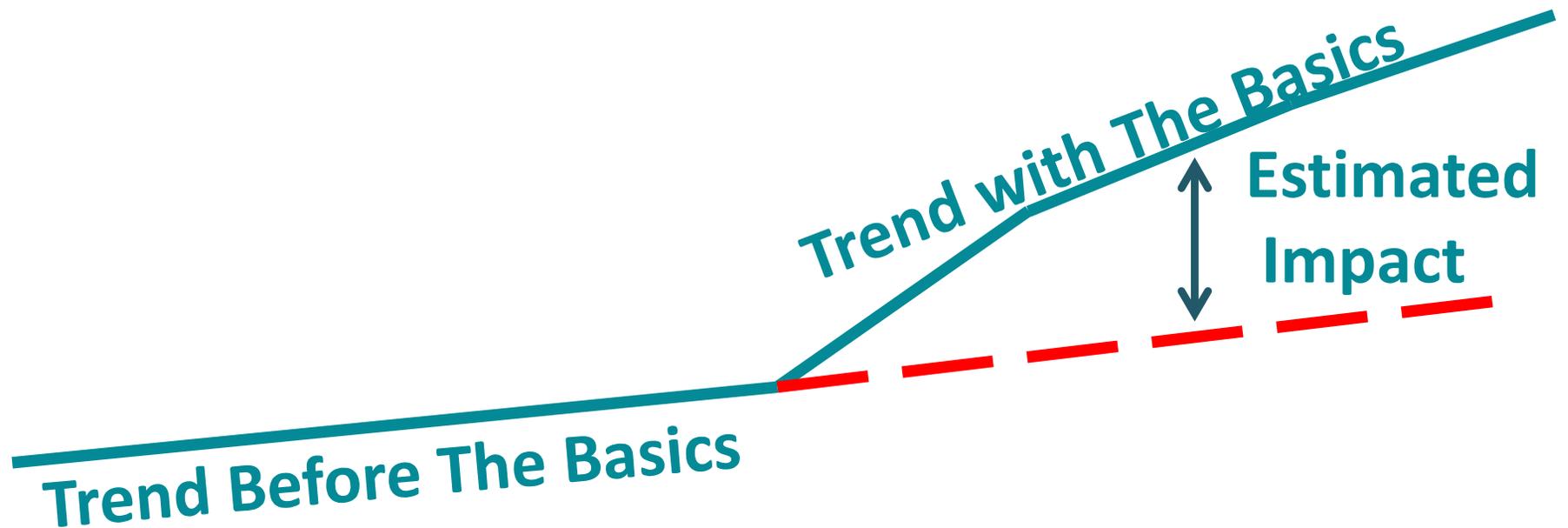
To achieve broad awareness and
reinforce interpersonal impacts of sectoral and spatial work.

Ultimately, school readiness should improve, at scale, for whole communities

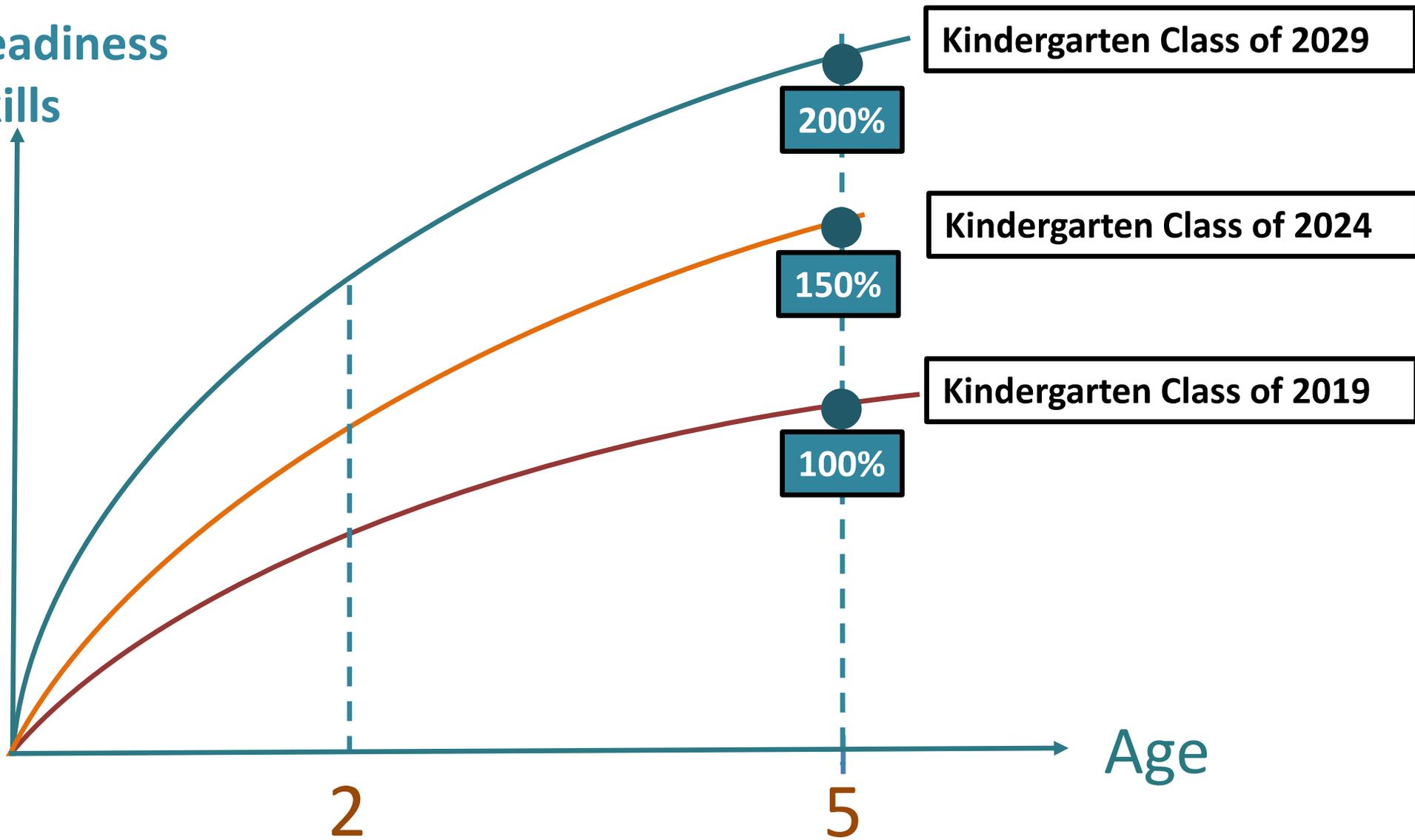
Trend without The Basics

Trend Before The Basics

Ultimately, school readiness should improve, at scale, for whole communities



School
Readiness
Skills



Kindergarten Class of 2029

200%

Kindergarten Class of 2024

150%

Kindergarten Class of 2019

100%

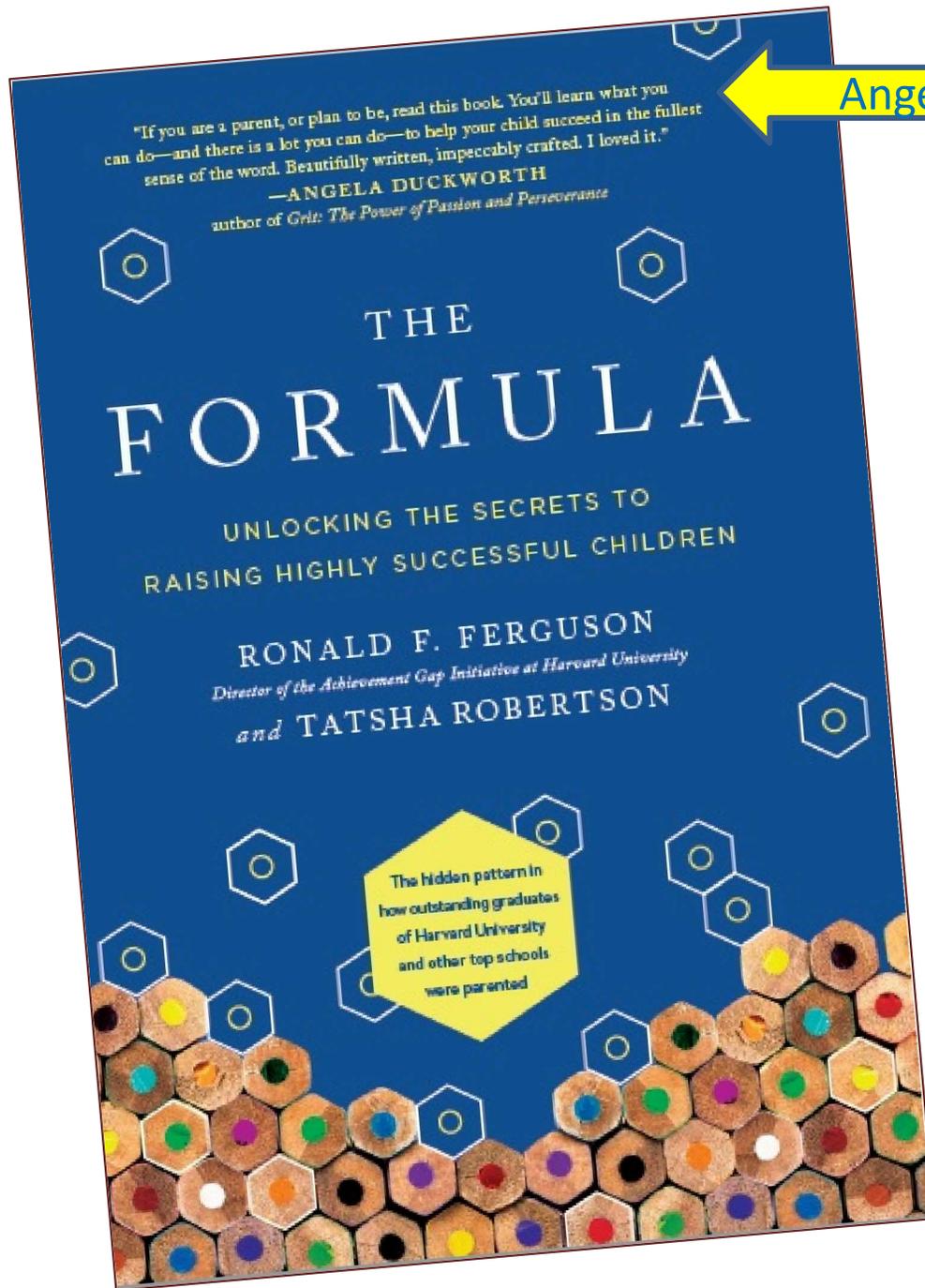
Age

2

5

Bottom Line Lessons

1. Employ **staff** dedicated specifically to the Basics Campaign, rather than relying on staffers who have other duties in their parent organizations.
2. Build **a trusted coalition** that has rapport with people at all levels of the local system, from CEOs to frontline service providers – these are people who have “paid their dues” within their respective social and professional networks.
3. Clarify and document **partner organizations’ commitments** in partnership agreements that clarify roles and responsibilities.
4. Stay in touch through **personal communication** with leaders in key partner organizations to help sustain their engagement.
5. Have **regular convenings** of engaged stakeholders to sustain enthusiasm, trust, and follow-through.



Angela Duckworth's comment

1. Early Learning Partner*
2. Flight Engineer
3. Fixer
4. Revealer
5. Philosopher
6. Model
7. Negotiator
8. GPS Navigational Voice.

Roles 2 through 8 are most important during the school years.



For how to become involved with
The Basics Learning Network

write to:

info@thebasics.org





Cheryl McCallum
Director of Education
Children's Museum Houston



Lynnette Marshall
Nyack Basics Coordinator
Nyack Public Schools



Susan Shore Schwartz
Executive Director, Cemala Foundation
Co-chair, Ready for School, Ready for Life



earlymatters
A Historic Coalition on Early Education



All children proficient in 3rd
grade reading by 2025

MY BROTHER'S KEEPER

MBK
HOUSTON

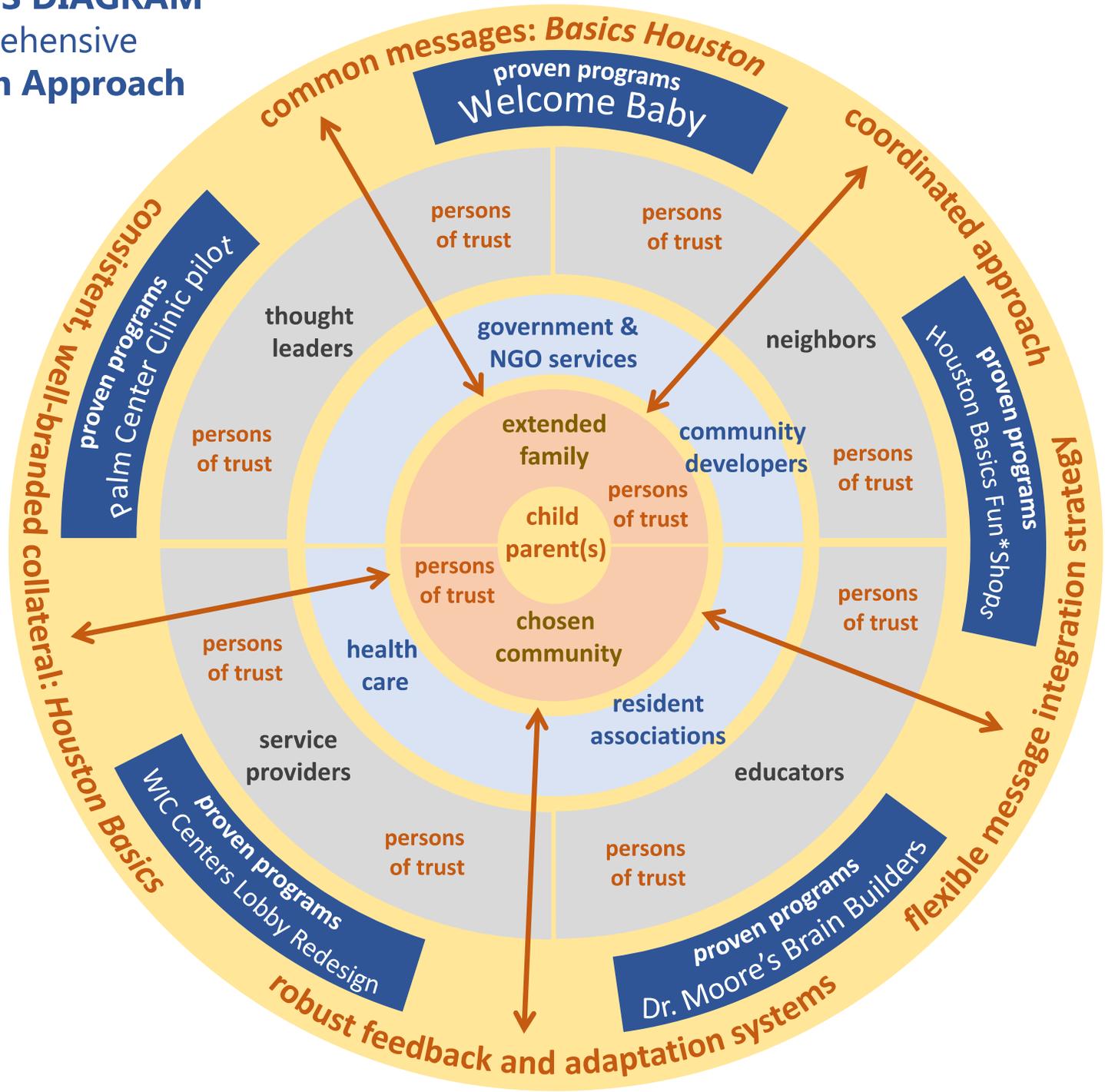
Milestone 1: Entering School Ready to Learn

Socioecological Saturation



COLLECTIVE ASSETS DIAGRAM

articulating a comprehensive
Coordinated Action Approach







**Basics Houston Fun*Shops engage...
... parents and children 0-3 together**



Basics Houston Fun*Shops engage...

... mostly moms and grandmothers, some dads and grandfathers



**Basics Houston Fun*Shops engage...
... lots of older siblings as helpers**



Gisela Trevino



Ana Ruvalcaba-Cazares



Belkis Hernandez

**Basics Houston Fun*Shops are...
... led by Museum bilingual parent educators**



Basics Houston Fun*Shops are...
... interactive and social:

- adult with child
- family to family
- educator with participants

**Basics Houston Fun*Shops...
... facilitate replication and transfer
at home by participating adults**





**Basics Houston
Fun*Shops are...
... based on evidence**

WELCOME BABY





The Basics

HOUSTON

5 fun, powerful ways to build your baby's brain

Cheryl McCallum, EdD
Director of Education
Children's Museum Houston
CMcCallum@cmhouston.org

Kristi Rangel
Chief Public Education Officer
Houston Health Department
Kristi.Rangel@HoustonTX.gov

Nyack Basics

WITH LYNNETTE MARSHALL



Nyack Basics Launch – Jan '18

- **A Community Partnership, not simply a program**
- **Purpose: Socio-Ecological Saturation**



Nyack is a
microcosm
of the U.S.

**An Opportunity and a
Challenge for Nyack
Schools and our
community...**

- **All children entering
Kindergarten ready to
learn**
- **All children reading on
level by the 3rd Grade**



Grand Round at Montefiore Nyack Hospital Sept. 2018

**Dr. Mark Geller, CEO and
President of Montefiore Nyack
Hospital**

**Dr. Winsome Gregory, Assistant
Superintendent of Nyack Public
Schools**

Dr. Ron Ferguson





Nyack Basics Community and Founding Partners

CHILDCARE RESOURCES OF ROCKLAND

MONTEFIORE NYACK HOSPITAL

NYACK CENTER

NYACK LIBRARY

ROCKLAND COUNTY YMCA

VALLEY COTTAGE LIBRARY

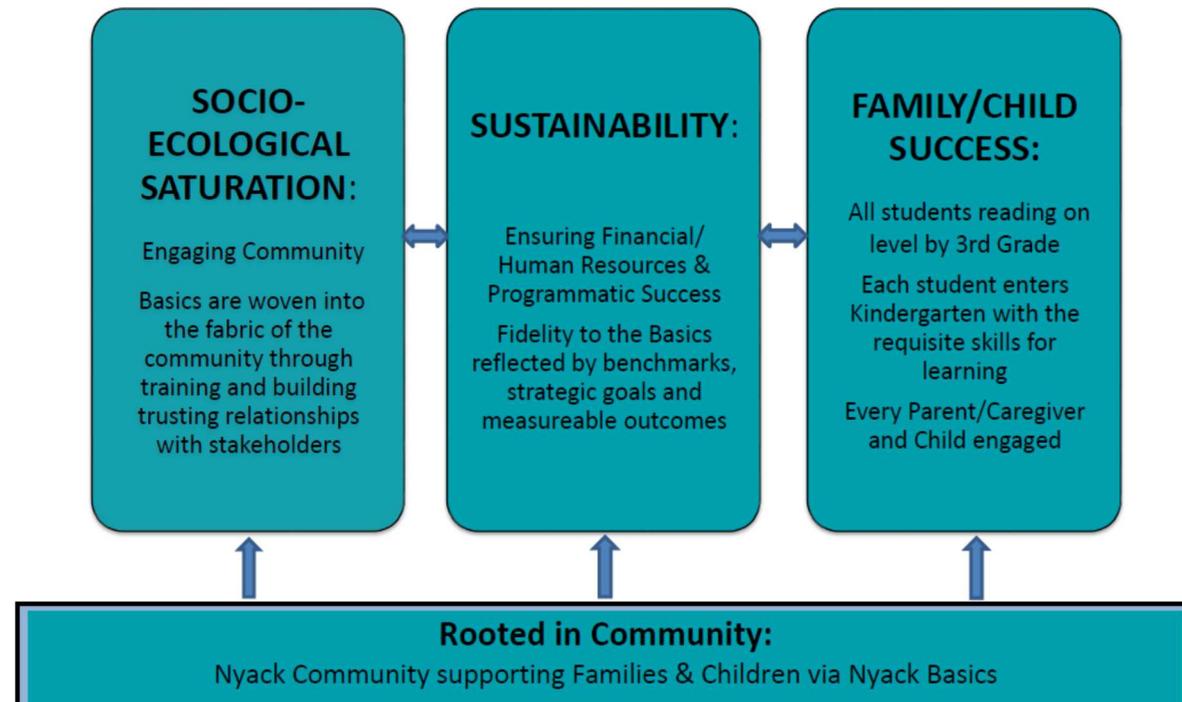
VILLAGE OF NYACK

Rooted in Community

- Strategic Planning Team
- Founding Partners



Nyack Basics Vision



Montefiore Nyack Prenatal Center New Moms Circle

**Basics Principle #1:
Maximize Love,
Manage Stress**



Baby Shark Moment

Basics Principle #2:
Talk, Sing, & Point



1-2-3 Tree at Nyack Village Hall

Basics Principle #3:
Count, Group & Compare



Mommy and me

**Basics Principle #4:
Explore Through
Movement & Play**



Quality family time

Basics Principle #5:
Read & Discuss Stories

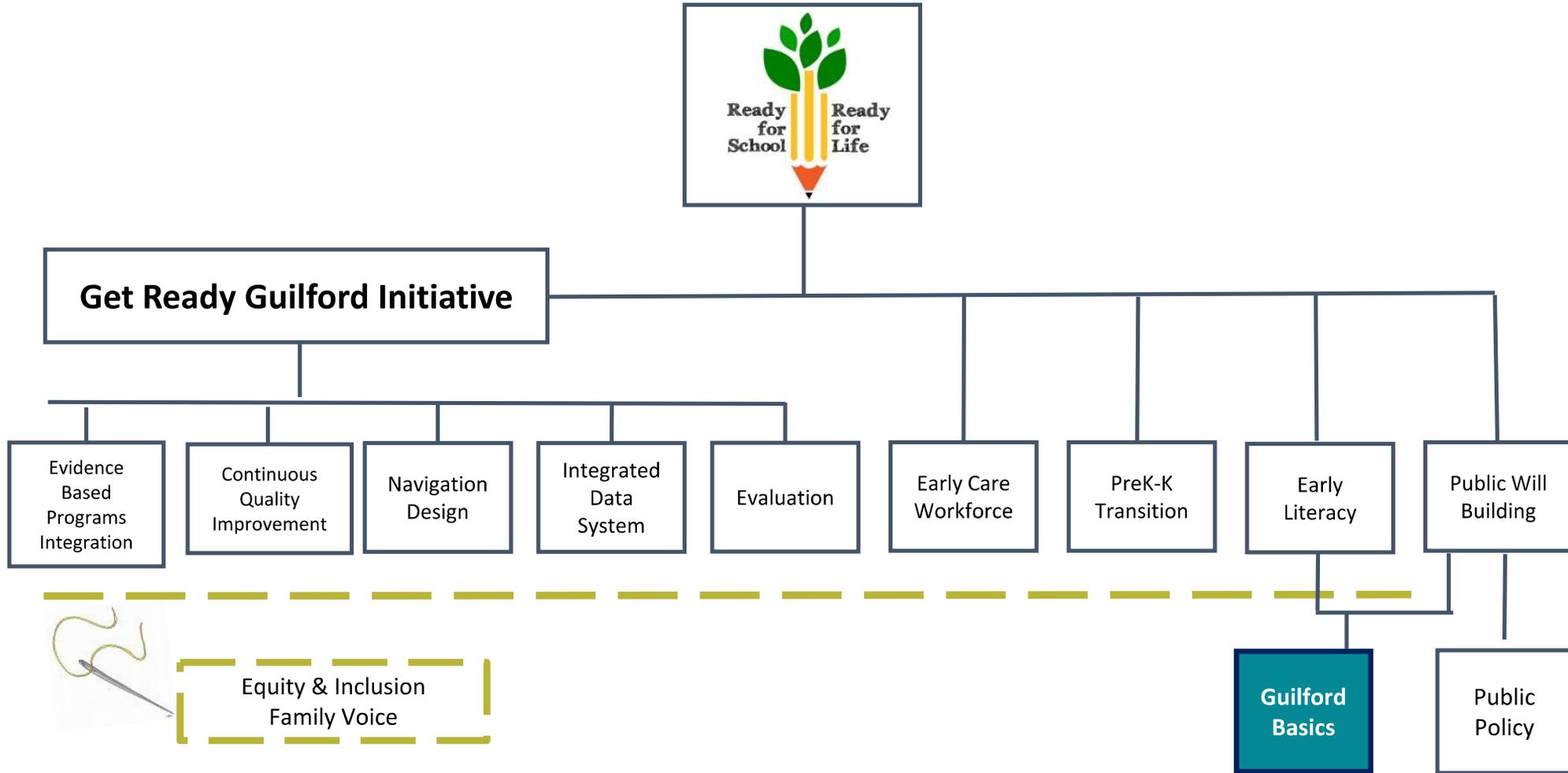


Basics at the Farmers' Market with the Chamber of Commerce

**Nyack Basics Coordinator
Lynnette Marshall and
Kim Cross, Nyack Center
Executive Director**



Building a system of care



The Campaign for
**GRADE-LEVEL
READING**

Guilford County is a Campaign for Grade-Level Reading community



Our partners in this work

Ready for School, Ready for Life is partnering with numerous organizations including:

- The Duke Endowment
- Blue Meridian Partners
- North Carolina Department of Health and Human Services
- Guilford County Departments of Public Health and Social Services
- Guilford County Schools
- Evidence-based practice organizations like Healthy Steps, Nurse-Family Partnership and Guilford Family Connects
- Guilford County Partnership for Children
- Local health systems
- Pediatricians and ob/gyn practices across the county
- Organizations that serve children and families across the county
- Local universities
- Local employers
- Local funders
- Faith community
- Civic groups



Road to the Basics

Ready for School, Ready for Life has 10-year goals and objectives, but wanted something that would:

- Engage parents and caregivers
- Build community support
- Be tangible, understandable, and actionable
- Raise awareness about the importance of early childhood development

Heard Ron Ferguson speak at the Institute for Child Success and felt like The Basics could be that component.

We were especially drawn to:

- Five, simple, free ways for parents, childcare providers and others to communicate with our youngest children
- Ability to build a community culture around the Basics



Maximize Love, Manage Stress



Talk, Sing and Point



Count, Group and Compare



Explore Through Movement and Play



Read and Discuss Stories

6,000

children born each year.



County of

540K

50% of children in Guilford County are...

- arriving at school unprepared for success in kindergarten and future grades;
- not reading at grade level in the third grade



Spreading the word

We are using a number of tactics to reach the community:

- Sponsorship of Minor League Baseball games
- Bus ads
- Television commercials
- Posters and flyers
- Door hangers
- Attendance at community events
- Billboards



Guilford Basics

1. Maximize Love, Manage Stress
Maximiza el Amor, Maneja el Estrés
2. Talk, Sing and Point
Habla, Canta y Señala
3. Count, Group and Compare
Cuenta, Agrupa y Compara
4. Explore Through Movement and Play
Explora a Través del Movimiento y el Juego
5. Read and Discuss Stories
Lee y Discute Cuentos

80% of brain growth happens in the first three years of life.
del desarrollo del cerebro ocurre en los primeros tres años de la vida.

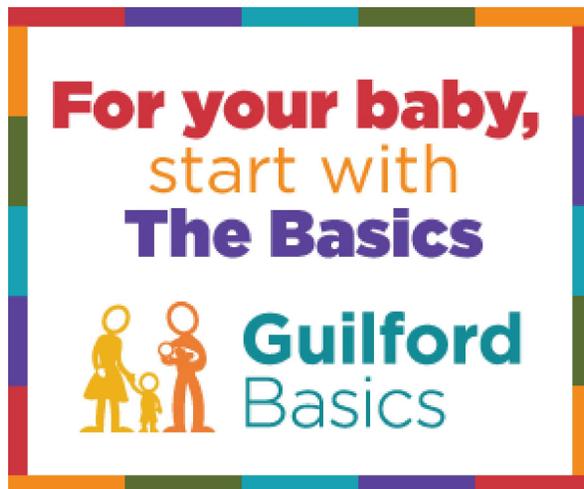
GuilfordBasics.org



Sending people to the website

Other tactics are focused on reaching people online and sending them to the website:

- Social media
- Digital ads
- Google search ads
- Email campaign
- Paid content on other websites
- Geofencing of birthing centers and holiday parades



Employer and community outreach

We are also working to reach people where they work, play and worship.

Employer outreach:

- Creating packets for maternity/paternity leave and employee benefits
- Companies offering incentives for people to learn about the Basics
- Sponsor and speaker (Ron Ferguson) at major Chamber of Commerce event



Government outreach:

- Regular meetings with city and county leadership
- Posters and flyers distributed through Department of Social Services

Other organizations:

- Outreach to faith community
- YMCA committed to training childcare workers, promoting the Basics in its facilities



Training and education

We are providing training and education to a variety of organizations and individuals including:

- Partner organizations
- Faith groups
- Early Head Start
- Head Start
- Early childhood development professors
- Childcare workers
- Social workers
- Parents and caregivers



For how to become involved with
The Basics Learning Network

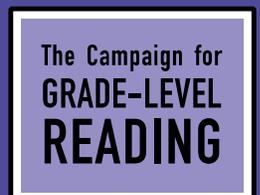
write to:

info@thebasics.org,

or visit

<https://boston.thebasics.org/en/community-toolkit/>

!



Questions & Discussion

Upcoming GLR Learning Tuesdays Webinars:

PARTNER/HOUSING WEBINARS

Accelerating Cross-Sector Advocacy

Tuesday, Jan. 21, 3 p.m. ET/12 p.m. PT

PARTNER WEBINARS

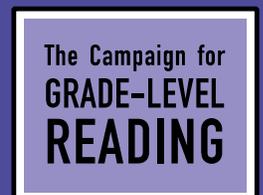
Co-Designing Solutions with Families:

The Early Learning Lab's Parent Innovation Institute

Tuesday, Jan. 28, 3 p.m. ET/12 p.m. PT

Please join us!

gradelevelreading.net [@readingby3rd](https://twitter.com/readingby3rd) [#GLReading](https://twitter.com/GLReading) [#LearningTuesdays](https://twitter.com/LearningTuesdays)





show+tell

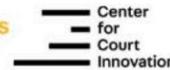
early childhood development
innovations with **promise**

“Supporting Parents in the Earliest Years”

January 15th, 2020 – Online

promisestudio.org/show-and-tell

VENTURES



and more!

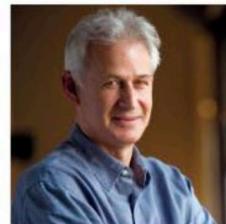
EXPERT SPEAKERS



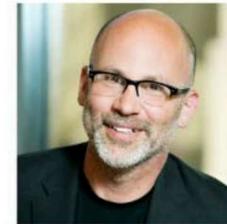
Ariel Kalil



Diana Rauner



Jack Shonkoff



Phil Fisher



Ralph Smith

Your host family

