None of us can do alone what all of us can do together!

Fun, Simple, and Powerful!
Speakers from the Boston Basics Core Leadership Team

- Ron Ferguson
  Faculty Director of the Achievement Gap Initiative at Harvard University

- Jeff Howard
  President of the Efficacy Institute and Chair, Black Philanthropy Fund

- Turahn Dorsey
  Chief of Education for the City of Boston (in the Mayor’s Cabinet, not the Superintendent of Schools)

- Wendell Knox
  Retired CEO of Abt Associates Inc. and Vice Chair, Black Philanthropy Fund

Meeting Facilitators

- Sarah McLean
  Harvard Resident, Education First

- Liz O’Connor
  Founder and Principal, StrategyMatters
Cities and Towns Represented

- Boston, MA
- Bridgeport, CN
- Butte County, CA
- Chattanooga, TN
- Chicago
- Greenville, SC
- Houston, TX
- Los Angeles, CA
- Ossining, NY
- Peekskill, NY
- Salt Lake City, UT
- Suffolk, VA
We begin with the *Basics Caregiver Promise* and then watch the *Boston Basics Overview Video*. 
Three Compelling Facts

• 80% of brain growth happens in the first three years.

• Racial, ethnic, and socio-economic skill gaps are very clear in national data by the age of two.

• Science is clear about the types of lived experiences in the first three years that really make a difference!

We face a moral imperative to act!
Cognitive Gaps in Early Childhood
(As a percentage of scores for white females)

Source: AGI Calculations using Bailey Test score data from the U.S. national Early Childhood Longitudinal Study, Birth Cohort.
Why do gaps open so early?
In one landmark study,* advantaged children in the U.S. heard as many as 30 million more words by the age of 3 compared to children whose families were receiving public assistance.

Words the child heard spoken per hour:

- Low-Income Families: 616
- Working Class Families: 1251
- Professional Families: 2153

The ratio of praise or encouragement to reprimands, warnings, or scolding:

- **Low-Income Families**: 50% (i.e. Half as much encouragement as scolding)
- **Working Class Families**: 200%
- **Professional Families**: 600%

In another major study,* less advantaged children were six months behind the highly advantaged in language processing skills by the age of two!

Too many fall behind early and never catch up

Average racial and ethnic gaps equal 3 to 4 years of learning by age 17*

*This refers to the gap between blacks, Latinos, and Native Americans, compared to whites, on the National Assessment of Educational Progress.
Our Aspiration

Cognitive Skills

One higher curve for all groups

Age
So what can we do?
There will never be enough capacity in high quality programs to serve all of the families and children that could benefit.
So, let’s saturate the community with *the Basics*.

Make *life* the program!

Help families experience positive reinforcements *from every direction* for doing *the Basics*
Convening Organizations of the Boston Basics Campaign

Black Philanthropy Fund

The Achievement Gap Initiative at Harvard University Toward Excellence with Equity

Boston Mayor’s Office

Currently with 72 active partner organizations.
Origins of the Boston Basics Campaign

• Began with the conceptual work of Ron Ferguson of the Achievement Gap Initiative at Harvard, working with a national advisory committee and support from the Kellogg Foundation

• After he presented to us, we of the Black Philanthropy Fund (BPF) committed to anchoring a partnership to build a Boston Basics Campaign to reach out to all parents in our community

• We were joined by Rahn Dorsey, the Mayor’s Education Chief (and a former trustee of the BPF)

• The BPF reached out, in December of 2014, to a dozen early childhood and parenting agencies, to assess interest in such a campaign. They strongly affirmed the idea, and encouraged the BPF to play a lead organizing role.
Campaign Objectives

• Have measurable positive impact on *actual* parenting practices in Boston

• Show measurable increases in Kindergarten Readiness, as a foundation for school success, and ultimately, College and Career Readiness
An Installable Package

- We have developed a package of tools, all built around the Basics, we offer to agencies who share our interest in children and early parenting
- We operate *open source*, providing access to the entire package to anyone, anywhere who wants to use it (as is) at no charge
- We offer limited customization, e.g., “The Houston Basics” for other communities interested in building a Campaign
- We are *not* establishing a new agency; we exist to serve children through support of existing institutions and early childhood providers
Funding the Campaign

- The initial investments in a Boston Campaign were made by the Black Philanthropy Fund:
  - Financed the English and Spanish Language videos (produced at WGBH) with supplemental support from the Latino Legacy Fund to help with the Spanish videos
  - Considerable “sweat equity” (along with AGI and Chief of Education) in developing strategy, raising additional funds, and building agency partnerships to deliver the BB

- We want the BBC to contribute to a sense of vitality in Boston’s early childhood community, to stimulate a bigger commitment and more funding across the board

- We have so far enlisted funds from individuals, organizations and institutions that reflect the diversity of our community; this is a true citywide campaign and a public-private partnership
A Vision for the Future

- The norms and routines of early parenting will include the Basics.
- Far more children will arrive at school prepared to succeed, with far fewer falling off track before reaching kindergarten.
- Achievement will be higher among children from every background.
- Performance gaps by race, ethnicity, and background will greatly diminish.
- A growing share of young adults will become successful contributors, with a falling share struggling and requiring supplemental supports.
A Message from Rahn Dorsey, Chief of Education for the City of Boston and a Brief Video clip from Mayor Martin J. Walsh
Note: this brief video can be watched as part of the conference video. It is not in this file.
Boston Basics Campaign:  
the Local System Model  

Ron Ferguson, Faculty Director, the Achievement Gap Initiative at Harvard  
and Wendell Knox, Vice-Chair, the Black Philanthropy Fund
Roles & Linkages in a Local Basics System

During the initial phase.

- Hospital
- A Large Employer
- Health Center #1
- Health Center #2
- Health Center #3
- Neigh. Library #1
- Neigh. Library #2
- Barber #1
Roles & Linkages in a Local Basics System

What types of required commitments & supports?

- Hospital
- A Large Employer
- Health Center #1
- Health Center #2
- Health Center #2
- Health Center #3
- Health Centers
- Intermediary to Health Centers
- Intermediary to Libraries
- Health Library #1
- Health Library #2
- Health Library #2
- Neigh. Library #1
- Neigh. Library #2
- Neigh. Library #2
- Barber #1
- Barber #2
- TA Entity
Roles & Linkages in a Basics Health Center

What required commitments & supports?

- Health Center #1’s Leadership
- Basics Champion(s)
  - Health Professional 1
  - Health Professional 2
  - Health Professional 3
- Parent
- Child
Ecological Saturation

Health Centers & Pediatricians

This could be the parent and child at the bottom right corner of the previous slide, with Health Professional #2.
A Boston Basics Poster in Spanish on the Pediatrics board.  

A Boston Basics video playing in the waiting room.
Ecological Saturation

Health Centers
& Pediatricians

Hospitals

Parent
Child
Boston Basics core team member, Dr. Barry Zuckerman, Boston Medical Center
Ecological Saturation

Health Centers & Pediatricians

Hospitals

Employers

Parent

Child
Partners Healthcare, Inc. is launching a Boston Basics Campaign to involve and benefit employees.
Ecological Saturation

- Health Centers
- Pediatricians
- Hospitals
- Employers
- Faith Based Organizations
- Parent
- Child
Faith-Based

Boston Basics on the screen at Congregation Lion of Judah Church Service

The Boston Basics Overview Video in Spanish is playing.
Video clip from a Church Service at Lion of Judah in Boston, MA, September 11, 2016
Note: this brief video can be watched as part of the conference video. It is not in this file.
Faith-Based

Congregation Lion of Judah Boston Basics Workshop for Parents and Caregivers
Ecological Saturation

Health Centers & Pediatricians

Hospitals

Employers

Faith Based Organizations

Schools, Museums, & Libraries

Parent

Child
Family & Early Childhood

*ReadBoston*

Boston Basics workshop at a local library.
Ecological Saturation

Health Centers & Pediatricians

Parent
Child

Hospitals

Employers

Faith Based Organizations

Schools, Museums, & Libraries

Community Centers
Black Philanthropy Fund Chair Jeff Howard, standing at the back of the room, asking for a show of hands during an orientation for 35 community center directors.
Ecological Saturation

Health Centers & Pediatricians

Hospitals

Employers

Faith Based Organizations

Schools, Museums, & Libraries

Community Centers

Child Care Settings

Parent

Child
A participant receives a certificate following Boston Basics training at a childcare center.
Mass Housing, a State Agency, is helping connect the Boston Basics with non-profit housing developments.

The goal is to have Boston Basics Care Circles and residents’ clubs in housing developments.
Ecological Saturation

Health Centers & Pediatricians

Hospitals

Employers

Faith Based Organizations

Schools, Museums, & Libraries

Community Centers

Child Care Settings

Housing Developments

Homeless Shelters
Horizons for Homeless Children is going to incorporate the Basics into its programming for young children.
Ecological Saturation

- Health Centers & Pediatricians
- Hospitals
- Faith Based Organizations
- Employers
- Schools, Museums, & Libraries
- Community Centers
- Child Care Settings
- Housing Developments
- Homeless Shelters
- Retail, Barbers, Beauticians
- Schools, Museums, & Libraries
- Hospitals
- Faith Based Organizations
- Employers
- Schools, Museums, & Libraries
- Community Centers
- Child Care Settings
- Housing Developments
- Homeless Shelters
- Retail, Barbers, Beauticians
- Health Centers & Pediatricians

Parent
Child
The Boston Basics Campaign did an outreach presentation at this Boston barbershop in collaboration with Barbers for Health.

Mattapan’s Finest Hair Salon
Ecological Saturation

Health Centers & Pediatricians

Retail, Barbers, Beauticians

Hospitals

Faith Based Organizations

Schools, Museums, & Libraries

Employers

Parent

Child

Community Centers

Child Care Settings

Housing Developments

Homeless Shelters
Ecological Saturation with Cross-Sector Linkages

- Health Centers & Pediatricians
- Hospitals
- Employers
- Faith Based Organizations
- Schools, Museums, & Libraries
- Community Centers
- Child Care Settings
- Housing Developments
- Homeless Shelters
- Retail, Barbers, Beauticians

Parent
Child
The idea is to work through existing institutions and social networks.

The Campaign offers new tools and relationships to support the work of existing organizations and programs, not a new front-line program.

However, outreach and support capacity is still necessary to advise and support implementation.
A Vision for the Future

- The norms and routines of early parenting will include the Basics.
- Far more children will arrive at school prepared to succeed, with far fewer falling off track before reaching kindergarten.
- Achievement will be higher among children from every background.
- Performance gaps by race, ethnicity, and background will greatly diminish.
- A growing share of young adults will become successful contributors, with a falling share struggling and requiring supplemental supports.
Q & A UNTIL THE 10:30 BREAK

Poem: A Basics Community Contract
Continued Discussion of Boston and Current Tools
11:00-12:30

None of us can do alone what all of us can do together!

Fun, Simple, and Powerful!
This Session:

- Some patterns in the baseline survey
- Description of the forthcoming Basics app
- A Workshop Series Activity with a video
- A Basics Visioning Activity

Note: tools can be rebranded to just “the Basics” or in some cases to “the [other place] Basics” where the other place is a specific place other than Boston, for example, Houston. If you are interested in this type of rebranding, contact Ron Ferguson.
The Basics Toolkit

- Videos
- Posters
- Booklets
- Baseline Survey on Beliefs
- Train the Trainer Protocols
- Parent Workshops
- Facilitator Training for Parent Workshops
- Website: www.BostonBasics.org
- App with push notifications (forthcoming)
Percentages that mostly agree with the statement, "Parents should not worry about spoiling very young babies."  
(n=346)
Games and Brain Development

Percentages that mostly agree with the statement, "Fun games like peek-a-boo help a baby’s brain develop." (n=359)
The app
The app Weekly Topics, Birth to Third Birthday

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<td>118 Count, Group, and Compare in the Kitchen</td>
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<td>28 Talk Back</td>
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<td>129 Arrange in Order</td>
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<td>133 Add and Subtract</td>
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<td>43 Be Responsive</td>
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<td>136 Guess How Many</td>
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<td>47 Describe Actions</td>
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<td>26 Move to the Beat</td>
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<td>122 Animal Moves</td>
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<td>124 Remember What’s Missing</td>
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<td>7 Explore objects</td>
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<td>21 Play “Peek-a-Boo!”</td>
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<td>52 Go Outside</td>
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<td>130 Be Wise About Screen time</td>
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<td>45 Read with Voices</td>
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<td>156 Share Family Stories</td>
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Michael
week 2

This week: Maximize Love, Manage Stress
November 04, 2016

Week

Focus Title
This Week's Focus Title

Text

Photo or Video
Posters
MAXIMIZE LOVE, MANAGE STRESS

To help grow confidence

LEARN MORE AT BOSTONBASES.ORG  @BOSTONBASES  @BOSTONBASES  @BOSTONBASES
Basic #2

TALK, SING, AND POINT

To build language skills
COUNT, GROUP, AND COMPARE

To build a love of math
EXPLORE THROUGH MOVEMENT AND PLAY

To keep them curious
READ AND DISCUSS STORIES
To help them grow smart
Boston Basics Booklets

For Infants (Ages 0-12 Months)
Why? Because 80% of brain growth happens in the first three years!
BOSTONBASES.ORG

Para tu bebé (en sus primeros 12 meses de vida)
¿Por qué? Porque el 80% del desarrollo del cerebro ocurre durante los primeros tres años de vida!
BOSTONBASES.ORG

For Toddlers (Ages 12-36 Months)
Why? Because 80% of brain growth happens in the first three years!
BOSTONBASES.ORG

Para tu niño (edades entre 12 y 36 meses)
¿Por qué? Porque el 80% del desarrollo del cerebro ocurre durante los primeros tres años de vida!
BOSTONBASES.ORG
The Six-Video Set

- English
- Spanish (Diverse Latino families)
- Haitian Kreyol (voice-over narration with subtitles)
- Others coming
Let’s Watch and Debrief a Video
Deep Dive

We are going to re-watch the video twice.

The video contains important ideas and strategies.

Please take notes the second time through and see how many ideas and strategies you can catch!
• Share the lists you produced with 2 or 3 people around you.

• Pick a few ideas and strategies that you think might be the most important and discuss why.

• Which do you do already? Which could you or others do more or better?
Large Group Discussion (5 min)

We all know that what parents do is critical to infant and toddler brain development.

• Of all the strategies you discussed, which might be the most important?

• Which are used fairly regularly?

• Which could you or others do more or better?
A Visioning Exercise

“Write” the story of a family’s life in a place where the Basics Campaign was successful. Imagine the many ways that a child and family would encounter the Basics across different settings during the period from zero to three years of age. Think about the importance of reinforcement across these settings and ways that different settings might be linked.

Individual think time.

Group discussion using the flip chart.
<table>
<thead>
<tr>
<th>Age</th>
<th>Max Love, Manage Stress</th>
<th>Talk, Sing, and Point</th>
<th>Count, Group, and Compare</th>
<th>Explore through Movement and Play</th>
<th>Read and Discuss Stories</th>
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<td>16-18 months</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>19-21 months</td>
<td>X</td>
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<td>22-24 months</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>25-27 months</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>28-30 months</td>
<td>X</td>
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<tr>
<td>31-33 months</td>
<td>X</td>
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<tr>
<td>34-36 months</td>
<td>X</td>
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</table>
# Cross-Cutting Themes

<table>
<thead>
<tr>
<th>Age</th>
<th>Max Love, Manage Stress</th>
<th>Talk, Sing, and Point</th>
<th>Count, Group, and Compare</th>
<th>Explore through Movement and Play</th>
<th>Read and Discuss Stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serve and Return Communication</td>
<td></td>
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<tr>
<td>Watch to Detect Child's Interests and Follow their Lead</td>
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<tr>
<td>Growth Mindset Re: Child <em>and</em> Parent</td>
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<tr>
<td>Cultivate a Circle of Supportive Family and Friends</td>
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</table>
Face-to-Face Dissemination & Supports

- Prenatal Training & Counseling, often in Groups
- Briefings when Leaving the Hospital with the Newborns
- Well-Baby Health Care Visits
- Adult Check-Ups
- Counseling Groups in Community Settings
- Home Visits by Professionals as well as Campaign Citizen Envoys
- Trainings for Parents, Extended Family Members, Others
- Professional Development for Early-Childhood Caregivers
- Sermons and other Faith-Based Activities
- Celebrations in a Variety of Settings
- Parent Groups & Care Circles Across the Community
- Informal Conversations in All Types of Settings
A Vision for the Future

- The norms and routines of early parenting will include the Basics.
- Far more children will arrive at school prepared to succeed, with far fewer falling off track before reaching kindergarten.
- Achievement will be higher among children from every background.
- Performance gaps by race, ethnicity, and background will greatly diminish.
- A growing share of young adults will become successful contributors, with a falling share struggling and requiring supplemental supports.