



**80% of brain development happens during the first three years of life.**



**Maximize Love,  
Manage Stress**



**Talk, Sing,  
and Point**



**Count, Group,  
and Compare**



**Explore Through  
Movement & Play**



**Read and  
Discuss Stories**

**Watch the videos and get more information at [NewburghBasics.org](http://NewburghBasics.org)**



**THE NEWBURGH BASICS ARE FIVE FUN, SIMPLE, AND POWERFUL WAYS THAT EVERY FAMILY CAN GIVE EVERY CHILD A GREAT START IN LIFE.**



# the Newburgh Basics

The Newburgh Basics Campaign is inspired by the fact that 80% of brain development happens in the first three years of life. During this period, skill gaps between socio-economic, racial, and ethnic groups become clearly apparent. This campaign aims to address these issues.



## Maximize Love, Manage Stress

### Maximize Love, Manage Stress

*Hold your child • Have a routine • Involve them*

Hold your child close to you.

Listen to the different sounds for clues as to what your child needs.

Always make eye contact with your child.



## Talk, Sing, and Point

### Talk, Sing, and Point

*Use a playful voice • Point at object you're talking about*

Talk and point while walking down the street, on the bus, in the car.

Sing songs while making dinner, getting dressed, and ready for bed.



## Count, Group, and Compare

### Count, Group, and Compare

*Name shapes • Use math words • Compare one object to another (shapes/sizes)*

Count cars that go by, blocks as you walk, or people on the bus.

Name the shapes around you. Arrange items from largest to smallest.



## Explore Through Movement & Play

### Explore Through Movement and Play

*Begin tummy time • Play peek-a-boo • Give your child things to hold*

Let your child hold different items throughout the day to touch, hold, and smell.

Set aside a few minutes each day to play a game.



## Read and Discuss Stories

### Read and Discuss Stories

*Speak with expression • Read every day • Describe the pictures (remember to point!)*

Read to your child for a few minutes every day.

Ask your child about stories you read.

Let them touch the book, turn the pages, and examine the pictures.