

BASICS INSIGHTS

NEWBORN

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

FACT Your baby wants to connect with you. Have you noticed how they love to gaze at your face? When you talk or sing to them, they are learning about love and relationships.

TRY THIS

- Smile and look into their eyes.
- Speak slowly, with a gentle voice.
- Notice which ways of talking or singing seem to interest them most.



**Talk, Sing,
and Point**

FACT A lack of sleep affects all parts of your life—your mood, energy, memory, and relationships. Taking care of yourself is one of the best things you can do to be there for your baby.

TRY THIS

- Do your best to rest and enjoy spending time with your baby.
- Forgive yourself when things don't go as planned.
- Call your doctor if you need help related to sleep or other issues.



**Maximize Love,
Manage Stress**

The Basics Principles are 5 FUN, SIMPLE, POWERFUL WAYS

To give your child a great start!



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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BASICS INSIGHTS

1 MONTH

Science-based facts and suggested activities to boost your 1-month-old's brain development and learning!

FACT Your baby is naturally drawn to the sound of your voice. When you sing or recite rhymes to your baby, you are forming a bond with them.

TRY THIS

- Sing or recite rhymes during daily routines, like changing your baby's clothes or diaper.
- Smile and look into their eyes.



**Talk, Sing,
and Point**

FACT Your baby is becoming more aware of their body. For example, they may show special interest in their hands.

TRY THIS

- Help your baby experience their body. Hold and gently move their hands, arms, or legs. Talk or sing about each part.



**Explore
Through
Movement
and Play**

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**Explore Through
Movement and Play**

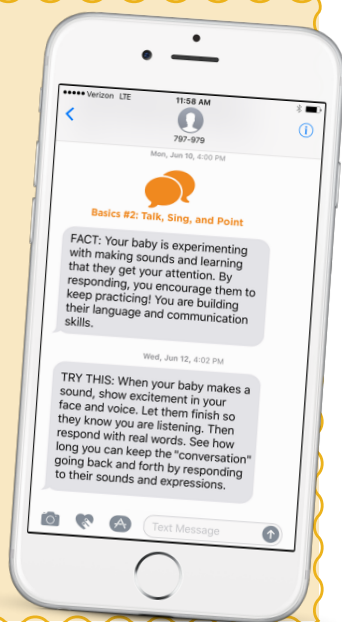


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BASICS INSIGHTS

2 MONTHS

Science-based facts and suggested activities to boost your 2-month-old's brain development and learning!

FACT Responding to your baby teaches them about communication, love, and trust. You do not need to worry about spoiling them.

TRY THIS

- Hold your baby when you feel the urge and respond when they try to get your attention.



**Maximize Love,
Manage Stress**

FACT Board books with cardboard pages are made for infants. They don't break, so that babies can play with them.

TRY THIS

- Spend some special time with books.
- Let your baby hold the book, shake it, even chew on it.
- Point to some of the pictures and talk about them.



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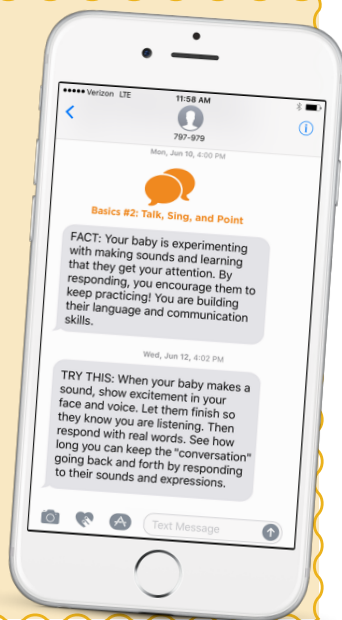


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4 MONTHS

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."



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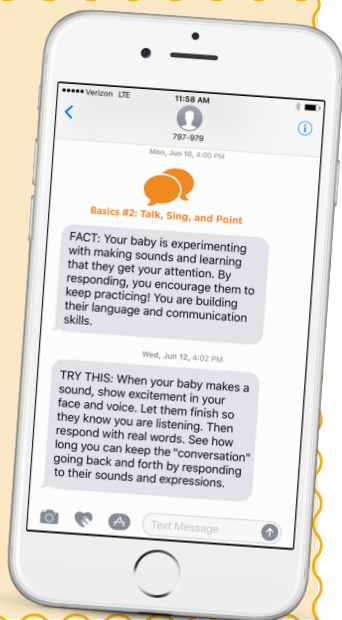


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6 MONTHS

Science-based facts and suggested activities to boost your 6-month-old's brain development and learning!

FACT Pointing to the things you talk about helps your baby connect words with objects.

TRY THIS

- Point to things as you say their names. Point to your baby's eyes, nose, ears, and mouth as you get them dressed.
- Point to and label the objects your baby shows interest in.



**Talk, Sing,
and Point**

FACT These days, your baby's play probably involves things like throwing food and dropping objects from their high chair. This is their way of learning. But, you may find yourself saying "No!" or "Stop that!"

TRY THIS

- Try to make sure that most of what you say to your baby expresses kindness (this can be hard!).
- Notice how your baby responds when you are more positive—can you tell the difference?



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9 MONTHS

Science-based facts and suggested activities to boost your 9-month-old's brain development and learning!

FACT When you chat with your child about what you're doing together, their brain is soaking in the sounds and meanings—even though they can't talk yet.

TRY THIS

- While your child is playing, talk to them about what they're doing. See how they respond and keep the back-and-forth going.



**Talk, Sing,
and Point**

FACT Your baby doesn't need fancy toys. At this age, most household objects are still very interesting to them!

TRY THIS

- Find household objects—like empty boxes or plastic bottles—that your baby has never played with.
- They might bang objects together or drop them over and over, not to be naughty, but to learn how things work. Learning can be noisy and messy.



**Explore
Through
Movement
and Play**

FACT Your baby understands the difference between you and other people, and may get upset when you leave. This is normal. Over time, your baby will learn that they can count on you to come back to them.

TRY THIS

- When you have to separate from your baby, talk and smile to reassure them. Use a phrase like "Mommy/Daddy will be back."
- If you have to leave and they're still upset, try not to become too stressed yourself.



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12 MONTHS

Science-based facts and suggested activities to boost your 12-month-old's brain development and learning!

FACT Your child may enjoy scribbling with a crayon or chalk and seeing that they can make colorful marks on the page. This also gets their hand muscles ready for writing and drawing.

TRY THIS

- Give them crayons and paper, or some chalk to mark up the sidewalk.
- Talk to them about the colors they're using.



**Explore
Through
Movement
and Play**

FACT With a growing toddler, you may find yourself saying, "No" or "Stop that!" a lot. Being specific about what you want them to do can help both of you avoid frustration.

TRY THIS

- Instead of just saying, "Stop!" tell your toddler what to do in simple language. For example, if they are banging something say, "No hitting the table; hit the pillow."
- You are helping them learn which decisions to make in the future.



**Maximize Love,
Manage Stress**

FACT Your child is interested in the tasks you do at home and may want to participate. Joining in makes them feel valued and important and helps them learn about the steps involved.

TRY THIS

- Invite your child to help out. Limit your instructions to 2 words so they can follow along and be successful.
- Express how happy you are to have such a great helper.



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BASICS INSIGHTS

15 MONTHS

Science-based facts and suggested activities to boost your 15-month-old's brain development and learning!

FACT The more words your toddler hears from you and others around them, the faster they learn.

TRY THIS

- Expand on what your child says by adding words. If they point and say "Doggie," respond, "That's the nice dog from next door."



**Talk, Sing,
and Point**

FACT Phones and screens are a normal part of life, but experts say it's good to limit their use with young children. Young children learn the most from interacting with people.

TRY THIS

- When your child uses a screen, treat it like a book. Talk about what the child is seeing and hearing.
- Spend about the same amount of time on it as you would with a book. Then find other ways to play.



**Read and
Discuss
Stories**

FACT Toddlers experience strong emotions. Talking about and naming your child's emotions helps them understand how they feel. It also shows that you care and are paying attention.

TRY THIS

- Help your child understand their emotions by naming their feelings.
- Let them know that all feelings are OK, and that you are there for them, no matter if they are happy or upset.



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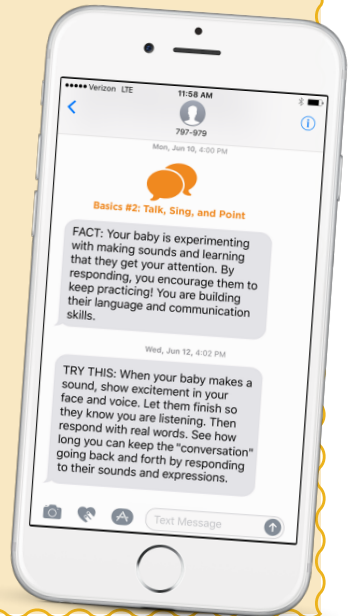


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BASICS INSIGHTS

18 MONTHS

Science-based facts and suggested activities to boost your 18-month-old's brain development and learning!

FACT Toddlers learn by doing their own experiments. When playing independently, they develop problem-solving skills and learn they have the ability to figure out solutions.

TRY THIS

- If you see your child concentrating on something, hold back and let them figure it out.
- Help only if they continue to struggle.



**Explore
Through
Movement
and Play**

FACT When you ask your child a question, you show them that their ideas and opinions matter. Asking questions also builds their thinking skills.

TRY THIS

- Ask about "Who," "What," or "Why." For example, "What's inside the box?"
- Show interest in your child's answers and try to keep the conversation going.



**Talk, Sing,
and Point**

FACT Transitions between different activities can be challenging for toddlers. It's especially hard for them to stop doing something that they enjoy without a warning ahead of time.

TRY THIS

- As a transition approaches, let your child know a few minutes ahead of time so they can prepare and finish what they are doing.



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BASICS INSIGHTS

2 YEARS

Science-based facts and suggested activities to boost your 2-year-old's brain development and learning!

FACT Spending time reading to your child is one of the best gifts you can give them. When life gets busy, it can be hard to find time to do everything we would like, but the more we find regular times to read, the better.

TRY THIS

- Bedtime is a great time to read, but find a time that works for you to read to your child daily.
- Try to keep the time as consistent as you can.



Read and Discuss Stories

FACT Your toddler is naturally curious. Imagining and then answering fun questions together can help develop their thinking skills and creativity.

TRY THIS

- Make up some fun questions with your child. For example, "I wonder what would happen if animals could talk? What would dogs say?"
- Be creative and have fun.



Talk, Sing, and Point

FACT It is important for toddlers to feel safe and secure. So, as you teach about rules, make sure your child still knows how much you love them.

TRY THIS

- When you give them a "time out" from one thing, give them a "time in" with something else so they learn the right behavior. For example, say, "No blocks because you threw them. Now let's play with crayons."



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BASICS INSIGHTS

2.5 YEARS

Science-based facts and suggested activities to boost your 2.5-year-old's brain development and learning!

FACT As your child's imagination blossoms, they may include you when playing pretend. By joining in, you can learn about their interests and build on their ideas.

TRY THIS

- Join in when your child plays pretend.
- Let them take the lead by deciding what to play. For example, if they decide they are the doctor and you need a shot, you might ask, "Is it going to hurt? Can I have a Band-Aid to wear home?"



**Explore
Through
Movement
and Play**

FACT Recognizing letters is a big step on the path to reading. Your toddler won't be able to write letters yet, but they can start to recognize a few, especially the ones in their name.

TRY THIS

- Write their name on a piece of paper. Talk about each letter and its shape. Let them decorate the page.
- Hang it on a bedroom door or the refrigerator and talk about it sometimes.



**Read and
Discuss
Stories**

FACT Learning to get along with other children is important. Your child is at an age where they will benefit from spending time with other young children.

TRY THIS

- Try to find opportunities for your child to spend time with other children.
- Help them with activities like taking turns. Show them how happy it makes you when they treat others with kindness.



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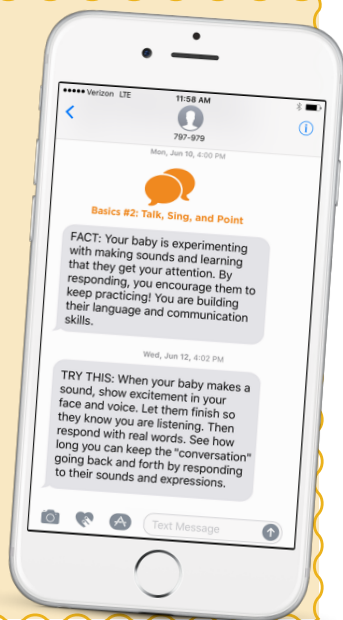


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BASICS INSIGHTS

3 YEARS

Science-based facts and suggested activities to boost your 3-year-old's brain development and learning!

FACT Your child may ask tons of questions. When you ask a question back, you help them develop problem-solving skills and confidence.

TRY THIS

- Involve your child in answering their own questions. When they ask a question, respond, "Hmm, what do you think?" Listen and show that you value their ideas.



**Talk, Sing,
and Point**

FACT Your child may already enjoy building things with blocks. Encouraging them to try building different types of things is a fun way to engage them and develop their thinking skills.

TRY THIS

- Help your child imagine things to build. Let them do most of the building and problem solving.
- Help a little bit if they get stuck. Ask things like, "What if you turned the block the other way?"



**Count, Group,
and Compare**

FACT Making regular visits to your local library can be a fun part of your life. Your child will look forward to the feel and smell of the library and to finding new things to read.

TRY THIS

- Visit the library and find some new books. Perhaps your child can get their own library card.
- From now on, make the library a regular part of your child's life.



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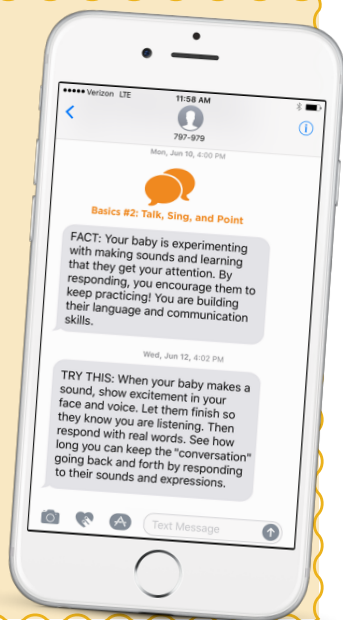


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BASICS INSIGHTS

4 YEARS

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

FACT Young children have big feelings and are learning how to manage them.

TRY THIS

- Talk to your child about their feelings and other people's feelings.
- Ask your child to tell you how they feel in different situations.



**Maximize Love,
Manage Stress**

FACT Your child's imagination is blossoming. Pretend play builds thinking skills and lets children try out different roles.

TRY THIS

- Help your child play pretend. Ask them who/what they want to be and what they need. For a picnic or cookout, they might need some cups and paper plates.
- You can offer ideas, but make sure your child feels in control.



**Explore
Through
Movement
and Play**

FACT Sorting items into groups helps children learn to notice similarities and differences. You can sort by features like color, shape, or how the items are used.

TRY THIS

- Come up with fun ways to sort everyday items.
- Your child can help you put away the silverware, sort toys by color or shape, or sort laundry into the right drawers.



**Count, Group,
and Compare**

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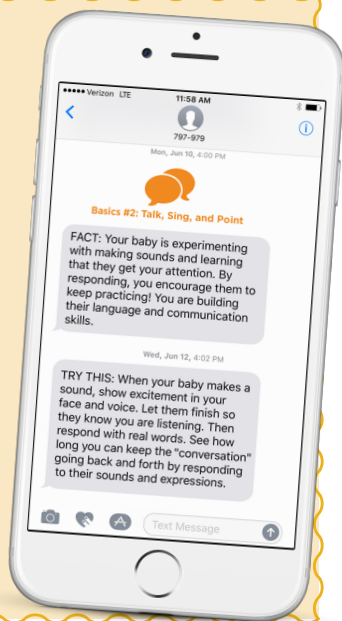


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BASICS INSIGHTS

5 YEARS

Science-based facts and suggested activities to boost your 5-year-old's brain development and learning!

FACT Young children learn how to manage their big feelings by watching the people around them.

TRY THIS

- Connect your feelings to your child's. Talk about the strategies you use when you feel frustrated, excited, or sad.
- If they are sad, say, "I get sad sometimes, too. It's okay to be sad." Then share something that helps you feel better when you feel that way.



**Maximize Love,
Manage Stress**

FACT When you ask your child questions, you help them practice communication skills and learn about how they see the world.

TRY THIS

- Ask your child about their "high" and "low" for the day. What was the best part? Was anything difficult?



**Talk, Sing,
and Point**

FACT Making predictions about what will happen in a story builds your child's reasoning skills.

TRY THIS

- When you read a new book, pause between pages to ask, "What do you think will happen next?"



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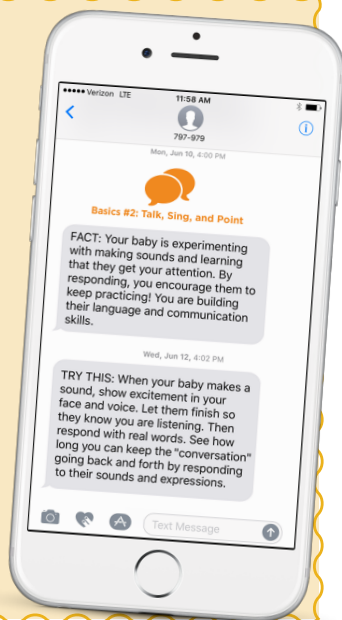


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