



# HOW THE BASICS CAN HELP

Here are a few ways The Basics Guilford can help you support employees:

- Let employees know about the Basics Insights free texting service and tips emails.
- Post Basics information in online HR system.
- Provide free training on the Basics as an employee wellness program.
- Invite The Basics Guilford staff for wellness events.
- Include Family Leave Brochure in your HR materials.
- Put up posters and fliers about the Basics in break rooms or lactation rooms.
- Share Basics info in employee emails.



## ABOUT US

The Basics Guilford is an initiative of Ready for School, Ready for Life in partnership with the Cemala Foundation. While the program is being coordinated locally by a dedicated group of nonprofits and community leaders committed to early childhood development, the Basics is part of a broader, national network of communities striving to help all children thrive.

[www.basicsguilford.com](http://www.basicsguilford.com)



# THE BASICS

For Employers



# WHAT ARE THE BASICS?



**Born at Harvard University, The Basics are five science-based caregiving practices for young children that help to maximize brain development. Many caregivers aren't aware of how important the earliest years of life are for the long-term health and achievement of their children. Help us change that!**



**Maximize Love, Manage Stress**



**Talk, Sing and Point**



**Count, Group and Compare**



**Explore Through Movement and Play**



**Read and Discuss Stories**

## THE BASICS ARE FREE BENEFITS FOR EMPLOYEES WITH YOUNG CHILDREN

Providing enhanced support to employees who are engaged in caring for young children.

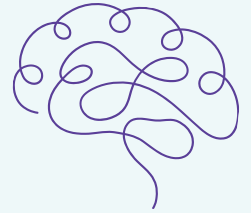
- 75% of employers in North Carolina think family-friendly policies have a positive impact on their organization.
- 73% of employees in North Carolina would be more committed to their employer if they offered more family-friendly practices.
- According to Family Forward NC, only half of employees are satisfied with their employer's offerings, providing an opening for employers to increase loyalty and retention.
- Nearly 3 in 4 employees would be more committed to their employer if they offered more.

**THE BASICS ARE EASY, FREE WAYS TO PROVIDE MORE SUPPORT AND BENEFITS TO YOUR EMPLOYEES.**

## HOW EARLY CHILDHOOD AFFECTS THE REST OF LIFE

# 80%

of the brain develops by age 3



**THE FIRST YEARS PREDICT ACHIEVEMENT.** Cognitive skill gaps between children of different races, ethnicities, and parental education levels are starkly apparent in nationally representative data by the age of two. Once the gaps exist, they are difficult to overcome.

