



80% of brain growth happens in the first three years after birth. How we parent during this period makes the critical difference - in school readiness, emotional wellbeing, and life opportunities. Learn more & watch our videos [@NyackBasics.org](https://www.nyackbasics.org).

The Nyack Basics Campaign is working to make sure all parents and caregivers know what they can do to help their babies learn and thrive. The Basics are five fun, easy, and powerful ways to help all our children get a great start in life. **Join us!**



Maximize Love, Manage Stress

Babies thrive when the world feels loving, safe, and predictable. Caregiving that is affectionate and responsive develops a sense of security and self-control.



Talk, Sing, and Point

Babies learn language from the moment they are born. They learn through loving interactions with their caregivers, not TV or phones. Eye contact, pointing, and real words teach the most about communication.



Count, Group, and Compare

Children are born wired to learn numbers, patterns, sizes, shapes, and comparisons. What they learn about math in the first few years makes a difference when they get to school.



Explore Through Movement and Play

Children are born curious about the world. They are like scientists. Pay attention to your infant or toddler's interests. Help them learn through play and exploration.



Read and Discuss Stories

The more we read with young children, the more prepared they become to enjoy reading and do well in school. Even infants enjoy the shapes and colors in books. Let them hold the book, turn the pages. Point to the pictures and talk about what you see.