

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.