KENT COUNTY
success starts early
SUCCESS BASICS
Chana’ Edmond-Verley
President, I2Collective
Vice Chair, Great Start Collaborative
Co-Chair, Nurturing Parent Power Workgroup
A New Vision in Kent County

- Leverage ALL Agents of Change for More Literacy
- Equip Parents as Key Change Agents
- Capitalize on Early Years when the Brain Grows the Most
- Work on What Matters Most

As a parent, you are already your child’s first and best teacher.

Watch Success Basics videos to learn more; how to boost brain development now to help your children achieve their highest potential.

Learn more about Success Basics.
Welcome to your one-stop shop for parent information in Kent County.
Partnering to Reach 44,500 Children

- Ecological Saturation Approach
- Engaging Parents Across Domains

- Home visiting
- Pre-k to 3rd grade
- Medical + mental health
- Social services
- Child care centers
- Home-based care
- Faith environments

Success Basics

Here’s how we have integrated the BASICS in our work.
Hot Billboards

ALL COMMUNICATIONS DRIVE AUDIENCE TO SUCCESS BASICS VIDEOS AT SuccessStartsEarly.org
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Watch Success Basics videos to learn more: how to boost brain development now to help your children achieve their highest potential.

Learn more about Success Basics.
#SuccessStartsEarly
#SuccessBasics
+ your hashtag
So How Might You Integrate the BASICS?
The 5 key steps for bringing the SUCCESS BASICS homes
Bringing the Basics Home

1. Verbally introduce the Basics
2. Play overview video
3. Ask question about stress, record
   Play LOVE video
   Ask two questions, record
4. Introduce the Facebook group,
   invite them to join
5. Follow up touchpoints
Introducing the Basics

1. Verbally introduce the Basics with flyer and talking points below*
   - **Five** fun, simple, and powerful ways that every family can **give every child a strong start**.
   - Encompass most of **what experts say is important** for development from birth to age three.
   - **Videos and tools** to help parents and caregivers excel as their child’s first teacher.
   - Maximizes **daily routines** and time parents are already spending with their children.

2. Play overview video
Video Discussion

3  Ask Section 1 prompting question about how stress is managed

Record answer on teacher log

Play Maximize Love Manage Stress video

Ask additional Section 2 questions

Record answer on teacher log

If there is time, ask additional questions
• What stood out to you in this video?
• Did you see anything in the video your child might respond positively to?
Facebook Group

4 Introduce the Facebook group, invite them to join

545 members and growing!

Search Facebook for:
Kent County Success Basics

A place to:
- Share the Basics videos and tips
- Model activities and daily routines
- Discuss parenting challenges
- Post ideas about learning activities
- Receive tips from educators - Teacher Feature
- Profile picture frames

Invite parents to pull out their phone and join!
Following Up

5 Follow up touchpoints

Home Visit Wrap Up
Can they commit to watching the 4 remaining videos?

Follow Up Opportunities
- Text messages
- Stickers
- Flyers home in backpacks
- Parent teacher conferences

What other follow up and reinforcement opportunities might make sense?
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