

The Basics: Empowering Families, Strengthening Communities

**Maternal Child Update
October 6, 2026**

The Basics Nipissing - Parry Sound Coalition

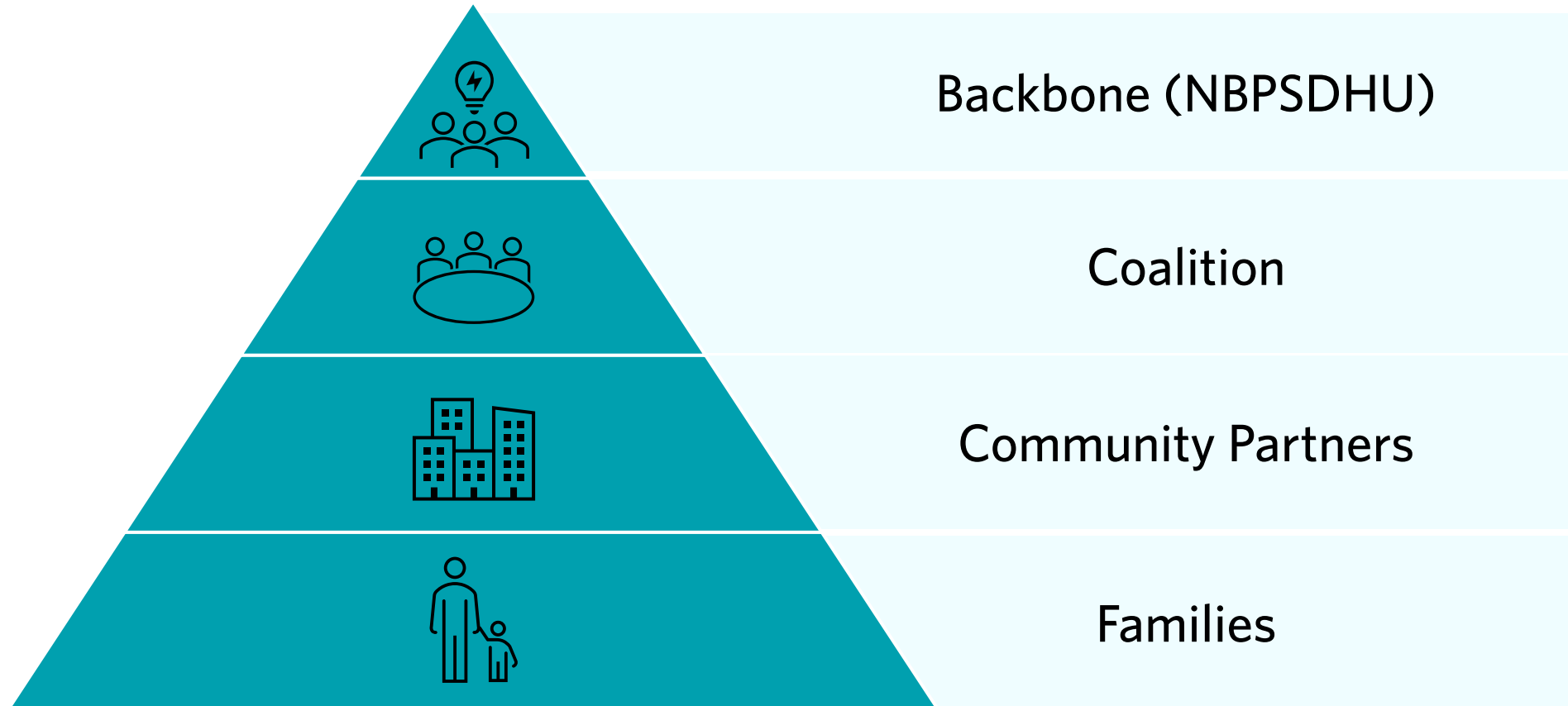
- **Carol Boissonneault, Community Living North Bay - EarlyON Child & Family Centre**
- **Doris Chartrand, North Bay Parry Sound District Health Unit**

Today's Objectives

- Learn about The Basics Nipissing-Parry Sound
- Explore resources
- Understand the community approach
- Learn how to become a Basics Partner



How The Basics Works Locally



Meet The Basics Coalition

- EarlyON Child & Family Centre - Community Living North Bay
- EarlyON Child & Family Centre, District of Parry Sound Social Services Administration Board
- Hands TheFamilyHelpNetwork.ca
- North Bay Parry Sound District Health Unit



Why The Basics Matters



80% of brain growth happens in the first three years!

Experiences and interactions during the early years that support **brain development, resilience and learning.**



Implications for **lifelong wellbeing and health.**

Scientific Evidence



Grounded on Harvard University Center on the Developing Child's scientific key concepts:

- **Brain development**
- **Resilience**
- **Early relational health**

What is The Basics?

- Evidence-informed parenting initiative
- For families with children from birth to age 5
- Five principles for child development
- Community-wide approach
- Flexible across a variety of settings
- Practical, free, and easy for families to use





The
Basics™

The Basics Principles

- Five simple ways to give every child a strong start
- Free and easy to use
- No fancy toys required
- Fits into everyday routines



Maximize Love,
Manage Stress



Talk, Sing, and Point



Count, Group, and
Compare



Explore through
Movement and Play

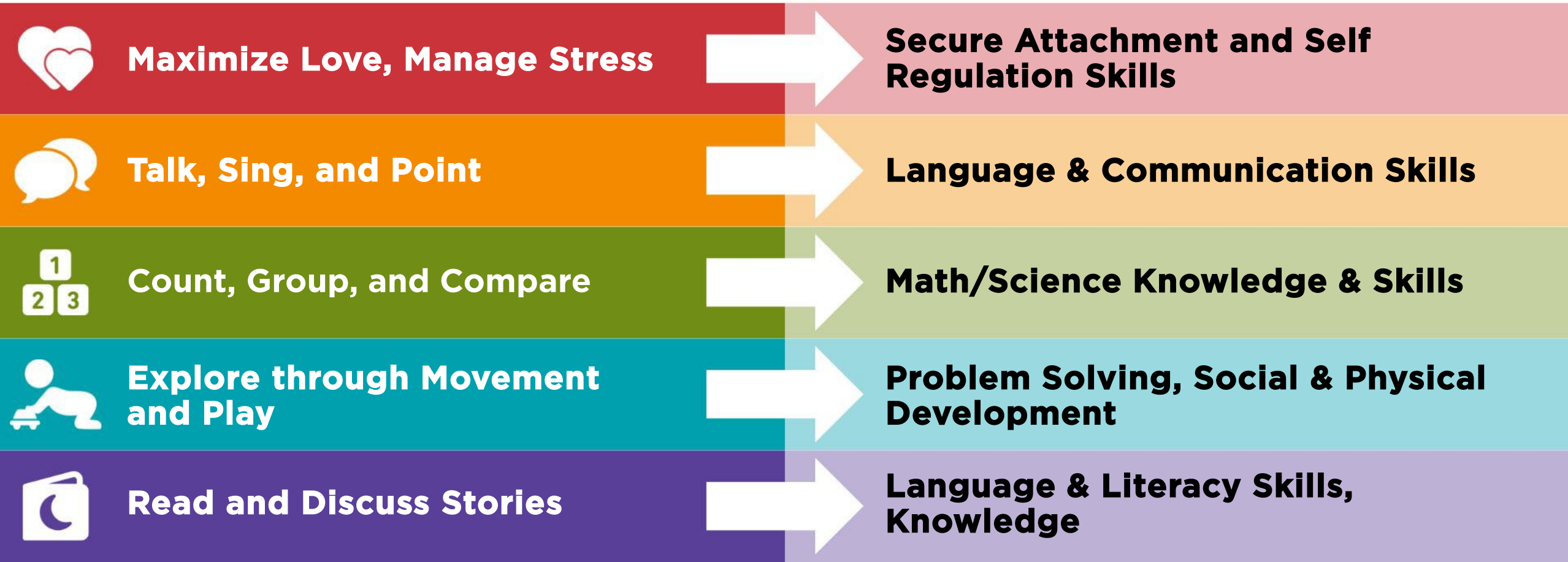


Read and Discuss
Stories

Healthy Growth & Development Outcomes

The Basics Principles

Healthy Growth & Development



The Basics Resources



Resources For Families

- Videos
- Tip Sheets
- Handouts and resources

TIPS TO MAXIMIZE LOVE, MANAGE STRESS

With Your Infant (0-12 months)
Hold, kiss, and cuddle. Provide lots of loving attention and touch.
Respond to them. Answer your baby in a loving voice when they make a sound or movement.
Play together. Hold your baby close, smile, and make silly sounds or faces. Play games like "peek-a-boo." Take a break if they seem overwhelmed or look away.
Comfort them. Comfort your baby when they get fussy or cry. They might be tired, hungry, or uncomfortable. Try rocking them or singing a calming song. It will take time to learn what works best.

With Your Toddler (12-36 months)
Snuggle up. Hug and cuddle with your toddler so they feel safe and loved.
Encourage them. Encourage and support your child when they try new things.
Involve them. Invite them to help with household tasks, like handing you clothes for the laundry.
Talk about feelings. Name your child's feelings and what caused them. Let them know that all feelings are OK, and that you are there for them when they are happy or upset.
Offer choices. Offer choices like what to wear or eat, but give a limited number of options. "It's time for a snack. Do you want an apple or grapes?"
Set basic limits. Use simple rules consistently. Focus on things that really matter, like safety. For a younger toddler: put a calm "No" in front of the thing you don't want your child to do and redirect them to another activity. For older toddler: give a simple explanation for the rule and what they could do instead. Praise good behavior.

With Your Preschooler (36-60 months)
Put your love into words. Tell your child something specific that you love about them. What makes them special? What do you admire or enjoy most about them?
Describe feelings. Talk to your child about their and other people's feelings. Let them know that all feelings are OK. See if they can name their feelings in different situations.
Talk about kindness. Describe what makes a good friend, like helping others, taking turns, and sharing.
Share strategies. When your child needs help managing strong feelings or getting along with others, you can help them come up with strategies like taking a deep breath or taking turns. Praise them when they use a good strategy.
Explain rules. Help your child understand how certain rules allow everyone to work together and stay safe—like using "inside voices" or putting things away after using them.

Have a Routine
Have consistent times and ways of doing daily activities like feeding, bathing, reading, and bedtime. Routines help babies and young children feel safe and know what to expect. They also help adults manage stress.

Take Care of Yourself
When life gets stressful, it's important to take care of yourself so you can be there for your child. Try to find time—even a few minutes—for healthy activities that help you feel calm. Be forgiving with yourself. Ask for help when you need it, and talk to your doctor if you often feel sad or stressed. All parents and caregivers need help.


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www.TheBasicsNPS.org

WHAT ARE THE BASICS PRINCIPLES?

Science shows that 80% of brain growth happens by the age of three! Beginning from birth, young brains develop like little muscles, getting bigger and stronger the more you and your family interact with your child.

The Basics Principles are five fun, simple, and powerful ways to help all our children aged 0-3 grow to be happy and smart.

Do all five principles every day to help your child become the amazing person you know they can be.

Maximize Love, Manage Stress

Babies and toddlers thrive when their world feels loving, safe, and predictable. Respond with smiles, words, and touch to help them see, hear, and feel your love. You will help them develop a sense of security and self-control.

Talk, Sing, and Point

Babies learn language from the moment they are born. Respond to their sounds, and later, their words. Connect with eye contact and a loving tone of voice, while pointing to help them know what you are talking about.

Count, Group, and Compare

Every child's brain is wired for math. Talk about numbers, shapes, patterns, and comparisons as you go about your routines together. Watch your child learn to love math.

Explore Through Movement and Play

Babies are like scientists who love making discoveries. Watch to see what interests your child, then encourage their curiosity and help them learn when they play and explore.

Read and Discuss Stories

Reading turns kids into confident thinkers. Make books a regular part of your relationship from the very beginning. With infants, point at the pictures and speak with excitement. With toddlers, just make it fun.

Who Is Involved?

Lots of people! Partners include hospitals, health centers, schools, community centers, childcare providers, churches, family members, and others.

What If I'm Not a Parent?

You still care about children! Learn about The Basics principles. Encourage parents and caregivers to make sure their children experience all five with everyone who cares for them.

How Can I Learn More?

Visit TheBasics.org or connect with us on social media for information on the campaign, opportunities in your community, tips, and videos.


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TheBasicsNPS.org



My Personal Weekly Tracker

See how many of **The Basics Principles** you can do for one week. To help you keep track, check the corresponding box below on the day when you and your child have completed a particular activity.

	 Maximize Love, Manage Stress	 Talk, Sing, and Point	 Count, Group, and Compare	 Explore Through Movement and Play	 Read and Discuss Stories
Monday	☐	☐	☐	☐	☐
Tuesday	☐	☐	☐	☐	☐
Wednesday	☐	☐	☐	☐	☐
Thursday	☐	☐	☐	☐	☐
Friday	☐	☐	☐	☐	☐
Saturday	☐	☐	☐	☐	☐
Sunday	☐	☐	☐	☐	☐

Start practicing at TheBasics.org/Brain-Boosts

Well Child Visit Handouts



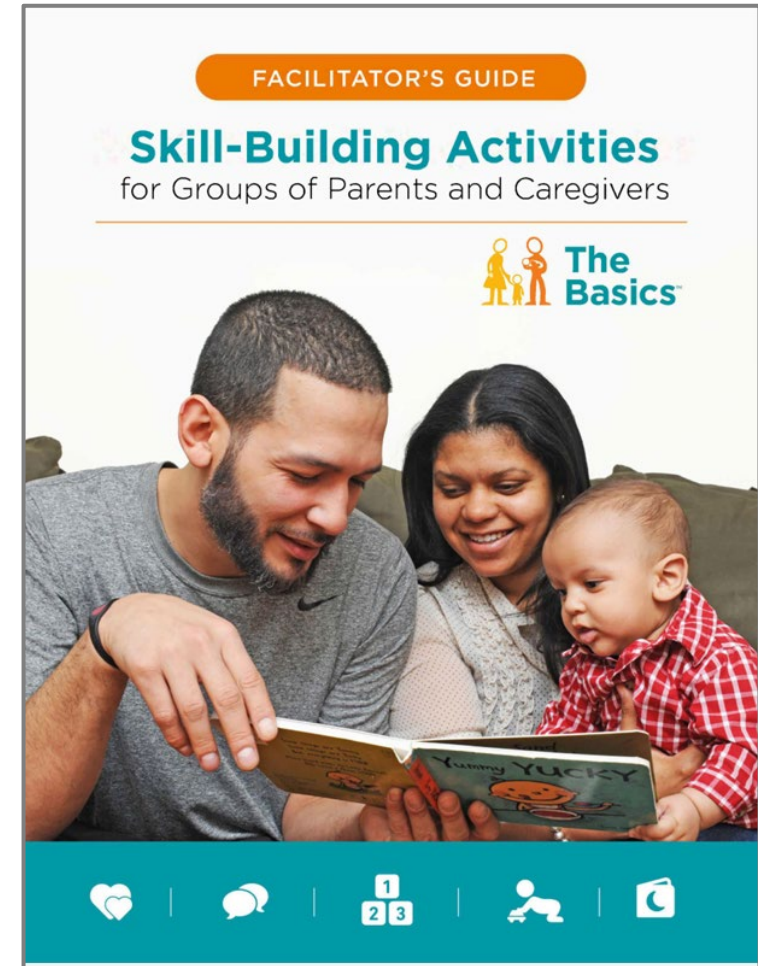
Promotional Resources

- Rack Cards
- Bookmarks
- Posters
- Magnets
- Social Media



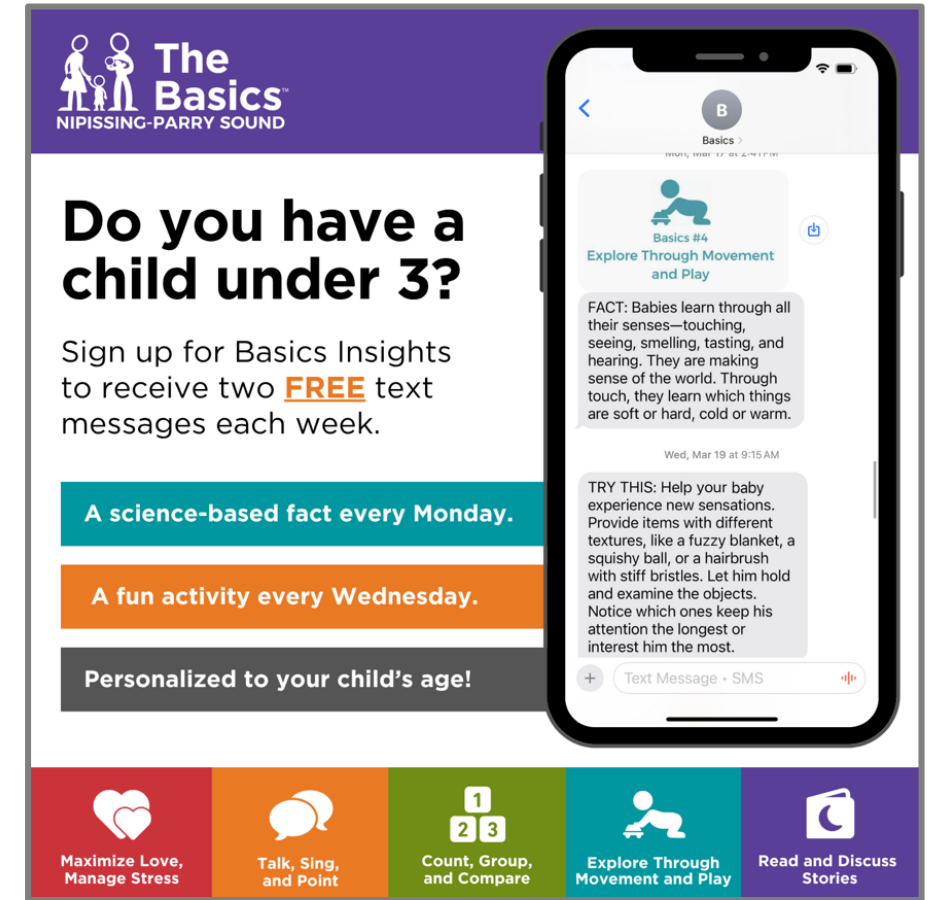
Resources For Professionals

- Training modules
- Online orientation training
- Group facilitator guides
- Workshops templates
- Participant evaluation forms
- Research, data and implementation resources



What is Basics Insights?

- Free text messaging program
- For families with children birth to age 3
- Delivers support directly to caregivers
- Reinforces The Basics Principles
- Registration through QR code or website link
- Optional surveys and feedback



How Basics Insights Works

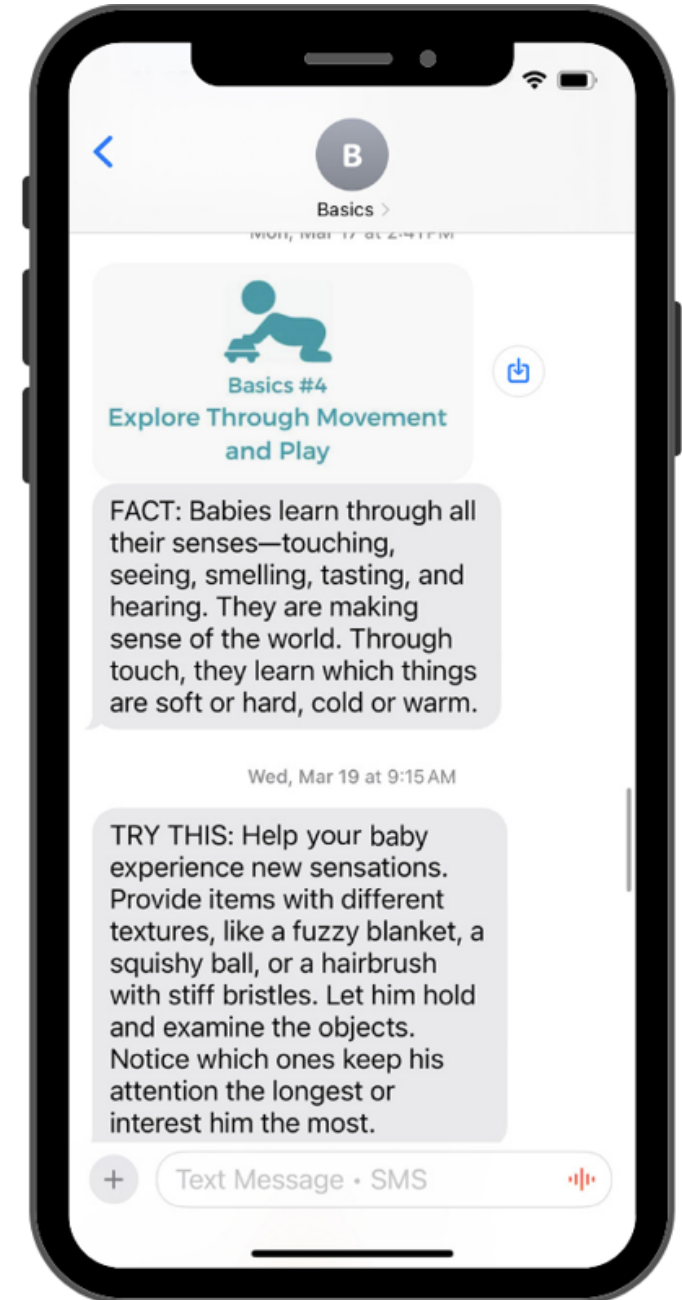
Two text messages per week:

FACT:

- Age-specific child development tips

TRY THIS:

- Simple activities for families
 - ✓ Supports everyday parenting
 - ✓ Convenient and easy to use



The Basics Website

[About Us](#)[The Basics Principles](#)[Partners](#)[Parents and Caregivers](#)

Together, Nipissing-Parry
Sound strengthens our
families
with The Basics Strategy

[Our Strategy](#)

[Take me to the Tips](#)[Become a Partner](#)

The Basics Website - French



[À propos de nous](#)

[Les principes The Basics](#)

[Partnernesaires](#)

[Parents et familles](#)

Ensemble, Nipissing-Parry
Sound renforce nos
familles
avec la stratégie The
Basics

Notre stratégie

[Emmenez-moi aux conseils](#)

[Devenez partenaire](#)



A Community Approach



Growing The Basics Movement



Feb 2025

**Coalition
Established**



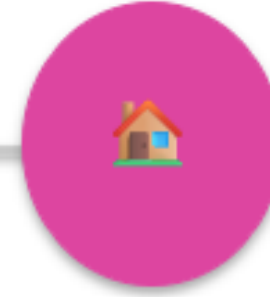
May 2025

**Website &
Basics
Insights
Launched**



Apr 2026

**First Basics
Partners
Onboarded**



300+

**Families
Enrolled**



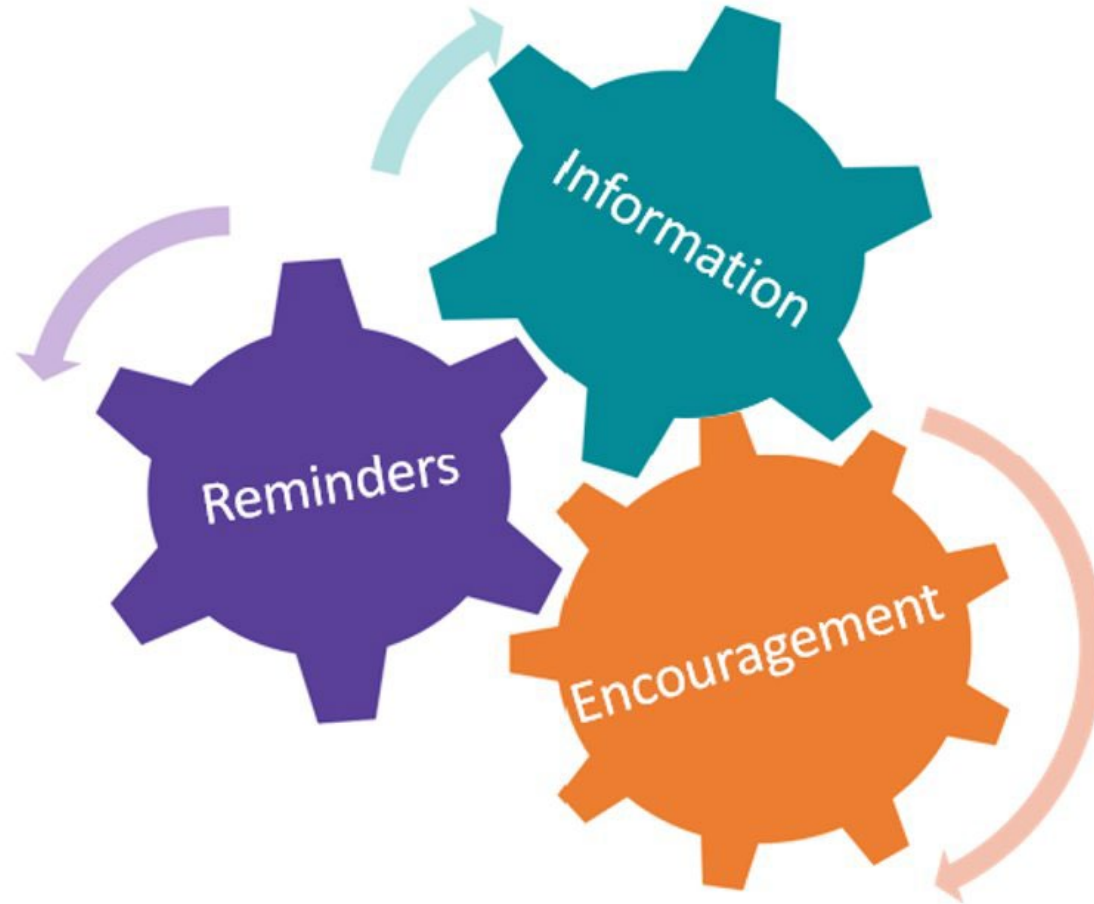
**Winter
2026/27**

**French
Resources &
Website
Launch**

Building on Trusted Relationships



A Community Approach - The 3 Gears



How Partners Share The Basics

- **Environments**
 - ✓ Posters and materials
 - ✓ Social media
- **Services**
 - ✓ One-on-one interactions
 - ✓ Group programs and events
- **Systems**
 - ✓ Promote Basics Insights



EarlyON Child and Family Centre: Community Living North Bay



COMMUNITY LIVING
North Bay

INTÉGRATION COMMUNAUTAIRE
North Bay



Why Partners Matter



Reach more families

- ↪ Reinforce consistent messages
- ↪ Build on trusted relationships
- ↪ Strengthen family supports
- ↪ Improve early childhood outcomes



What Does Becoming a Partner Mean?

- No cost to participate
- Access to Basics resources and materials
- Share resources with families
- Promote Basics Insights
- Incorporate The Basics into existing work
- Designate a Basics contact person
- Staff orientation and training support
- Be promoted on The Basics Website
- Participate at your own pace



Join The Basics Movement

Getting Started is Easy

1. Visit the Partners Page and select Become a Partner <https://thebasicsnps.org/>
2. Complete the online partner interest form
3. Contact us at thebasics@healthunit.ca
4. Explore opportunities with our team

Together, we can help every child get a strong start.





Questions?

