

Basics Insights Text Messaging

Helping Organizations Inform and Inspire the Families They Serve

Basics Insights text messages deliver developmentally appropriate guidance for establishing strong parent-child attachments and teaching young children. The messages build strategically on conversations about The Basics 5 Principles that are already occurring in many communities and can also serve as a stand-alone, bite-sized, science-based curriculum for busy caregivers.

Basics Insights features for parents and caregivers

A parenting curriculum spanning from birth to age five.

Parents and caregivers can enroll at any point.

- **Two messages per week.** The first message shares a science-based “Fact” related to the child’s or caregiver’s development. The second message offers a “Try This,” a suggested activity related to the previous Fact.
- **Complementarity with other The Basics resources.** The content for each week is explicitly aligned with one of The Basics 5 Principles. Text messaging can be used in combination with other The Basics materials, such as videos and tips from [The Basics Toolkit for Parents](#) and [The Basics Community Toolkit](#).
- **Developmental sequencing.** The program uses the child’s birthdate to share age-appropriate content as the caregiver and child grow together.
- **Multiple Languages.** Messages are currently available in English, Spanish, Brazilian Portuguese, and Arabic.
- **Personalization.** Text messages can be customized with the child’s name and gender. A gender-neutral option is now available!

The Basics 5 Principles

1. Maximize Love, Manage Stress
2. Talk, Sing, and Point
3. Count, Group, and Compare
4. Explore through Movement and Play
5. Read and Discuss Stories

Features for organizations that sponsor Basics Insights

- **Easy Sign-Ups.** An organization’s unique URL and associated QR code take parents and caregivers to a website where they can enroll. The sign-up site can be branded with the sponsoring organization’s logo.
- **Bulk Enrollment.** An additional option is the ability to upload a spreadsheet with the relevant information, enrolling multiple users at the same time.
- **Data Dashboard.** A dashboard helps track real-time enrollment data and aggregate demographic information for users that registered using the organization’s unique URL.



- **Caregiver Surveys.** Throughout the program, families are invited to complete a series of surveys. Reports with aggregate survey data are available to organizations upon request.
- **One-Time Enrollment.** Once a family is enrolled, they stay enrolled until their child ages out, with no additional fees. They can opt out at any point.
- **The “Engage” Feature.** For an additional fee, the “Engage” feature enables the organization to send customized messages to enrolled users.

Parents and caregivers report high satisfaction

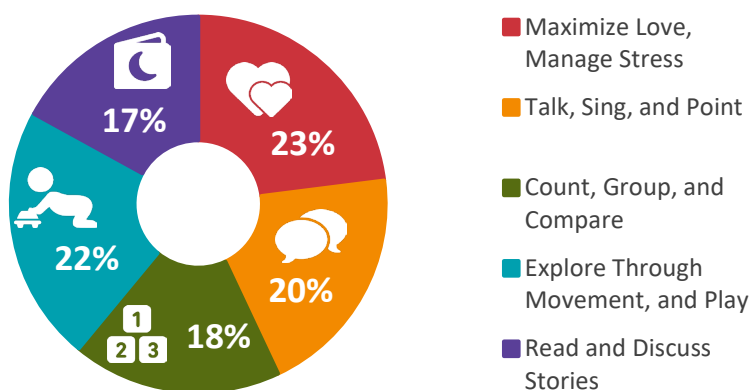
Recipients report a high level of satisfaction after receiving the messages for 3.5 months. For example:

- 74% report they have talked about the messages with a friend or relative
- 98% agree they would recommend the messages
- 97% agree the messages keep them thinking about how to help their child learn.
- 84% use all or most of the messages.

Coverage of The Principles

Figure 1 shows the percentage of messages representing each of The Basics 5 Principles. All five are woven through the 5-year developmental sequence aligned to the child’s emerging skills.

Figure 1: The Share of Basics Insights Messages Covering Each of The 5 Principles



Messages increase the impact of Basics-related conversations in healthcare, child care, and other community settings. As informative reminders, they are “behavioral nudges” that reinforce use of The Principles in the course of everyday routines.

Email Jessica@statelinecf.com for more information.