

Every baby is beautiful!

Help us launch a regional public awareness campaign of The Basics by sharing your favorite photos of your baby or toddler.



Smart Beginnings Greater Richmond and its many community partners invite you to submit photos of you and your child cuddling, talking, singing, dancing, pointing, counting, exploring, playing or reading a book together.

- A select number of photos will be used in promotional materials for The Basics including brochures, social media posts and the website.
- You can submit as many photos as you like
- To submit photos, visit rvabasics.org
- Questions? thebasics@smartbeginningsrva.org
- See the reverse side for more details

Here are the basics about The Basics:

- WHAT:** The Basics are five simple principles that parents, grandparents and caregivers can follow to give every baby the best start possible
- WHY:** 80% of brain growth happens from age 0 to 3
- WHO:** Every parent, family member or caregiver can use and share these principles.
- WHEN:** Every single day, with every interaction with a child from birth to age three.
- WHERE:** Everywhere in RVA!

rvabasics.org



By submitting your photo you grant permission to Smart Beginnings Greater Richmond and its' partners to use your photograph(s) for the purposes of promoting The Basics. By submitting photos, you also agree that you are the parent/legal guardian of the child/ren in the photo and are able to grant permission to use the images of the child/ren in the photographs.

About The Basics

In 2018, Chesterfield County Public Schools was instrumental in bringing The Basics to Richmond from Boston where it originated. Chesterfield County has served as the pilot community for socio-ecological saturation. A steering committee was formed with representatives from Chesterfield County, Children's Museum, Virginia Public Media, Family Lifeline, NDP Agency, Reach Out and Read VA, VCU Health and Smart Beginnings to bring together expertise and leverage resources to expand the program and create opportunities for engagement across the Greater Richmond

About Smart Beginnings Greater Richmond

As the regional convener for early childhood education, Smart Beginnings Greater Richmond represents a partnership among public and private agencies, businesses, and individuals serving the cities of Richmond and Colonial Heights, as well as Chesterfield, Charles City, Goochland, Hanover, Henrico, New Kent and Powhatan counties. The partnership works to be a thought leader with a holistic approach to early childhood education, focusing on the impact of poverty, health, and family stress and its impact on child brain development and ultimately school readiness and workforce success.