

The Basics™ Implementation Rubric for Service Organizations that Reach Parents

Note: The word “Parent” refers to the guardian of an infant or toddler. “Organization” may refer to one department.

	Core Elements of Implementation	<u>Level 1</u> <i>Exploration</i>	<u>Level 2</u> <i>Early Implementation</i>	<u>Level 3</u> <i>Active Implementation</i>	<u>Level 4</u> <i>Mature Implementation</i>
Leadership	Point Person	Point person engages key leadership to explore whether the organization should join.	Point person leads planning and recruits a small number of staff to initiate trial implementation.	Point person actively oversees and monitors implementation of the organization’s plan.	Point person actively manages the project and has inspired others to make it a high priority.
	Internal Communication	Informal discussions of how to implement Basics activities in the organization have started, including with some staff.	Basics implementation ideas are discussed in staff meetings or in official internal communication <i>and</i> in new-staff onboarding.	Basics implementation is discussed regularly in official communication, including in staff supervision.	Basics implementation is institutionalized in communication, including in supervision and incentives/rewards for engagement.
	Staff Preparation	The organization has not yet begun preparing staff to share Basics Principles with parents.	Most staff members are aware of Basics Principles, but do not yet feel well-prepared to share them.	At least 25% of staffers feel well-prepared to share The Basics Principles with parents.	At least half of staffers feel well-prepared to share The Basics Principles with parents.
Sharing with Parents	Conversations with Parents	Staff do not share The Basics Principles with any of the parents they serve.	Staff share The Principles with fewer than 25% of the parents of infants and toddlers served.	Staff share The Principles with at least 25% of the parents of infants and toddlers served.	Staff share The Principles with at least half of the parents of infants and toddlers served.
	Basics Insights Text Messaging	Staff members have not referred any parents to Basics Insights.	The organization has registered to begin enrolling parents for Basics Insights text messaging.	At least 25% of staffers refer people they serve to sign up for Basics Insights.	At least half of staffers report they remind people to read and use <i>Basics Insights</i> messages.
	Potential Audience Reached	None	The organization makes no effort to share The Principles outside of its core clientele.	The organization at least occasionally tries to share outside of its core clientele.	The organization is opportunistic in spreading The Principles beyond its core clientele.
Onsite Materials	Posters and other Materials	No posters or other print materials have been acquired or distributed.	Posters or other print materials have been acquired but may not yet be displayed or distributed.	Posters are displayed or other Basics print materials are routinely available to parents.	Posters are displayed or printed materials are regularly shared and replaced in high traffic areas.
	Videos in Use	No steps have been taken to acquire videos or to plan for using them.	If appropriate, arrangements are being made for playing videos in waiting rooms, exam rooms, etc.	If appropriate, videos are sometimes shared in waiting rooms, exam rooms, etc.	If appropriate, videos are often played and people are routinely encouraged to watch.
Reporting	Data/Monitoring	The organization does not use surveys to track Basics implementation.	At least one participating staff member responds to Basics implementation surveys.	Some participating staff members respond to Basics implementation surveys.	More than half of participating staff members respond to Basics implementation surveys.