

Bright by Text

Welcomes



WASHINGTON
COMMUNITIES
for CHILDREN

Because kids
don't come with
instructions





Goals of Today's Presentation

1. Grow **Our Understanding** of Washington Communities for Children
2. Build **Your Understanding** of Bright by Text
3. Develop **Shared Vision** for Bright by Text to Support WCFC in Achieving its Goals

Washington Early Childhood Statistics

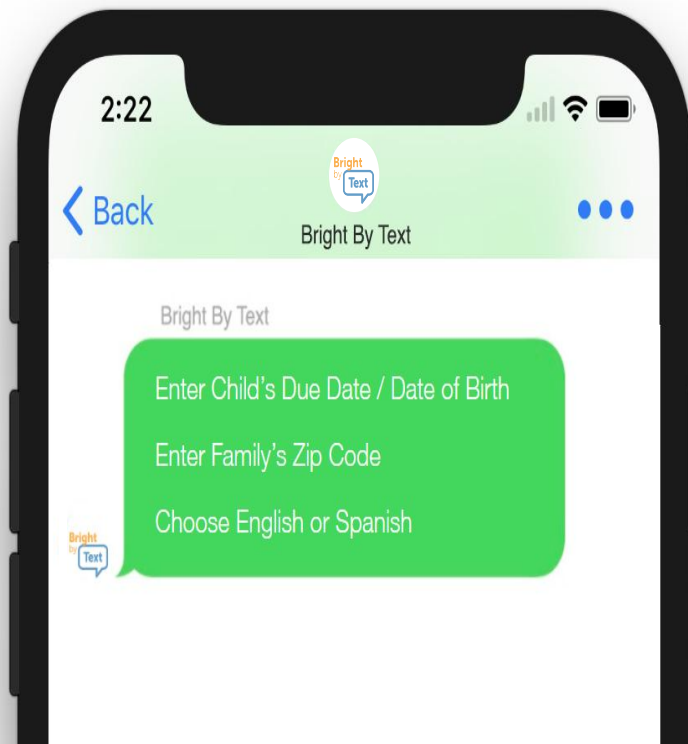
- 827K Children Under 9 YO
- 12% Kids living in Poverty (6 Percentage Point Decrease from 2010)
- 24% Parents Lack Secure Employment (8 Percentage Point Decrease)
- 6.4% Low Birth-weight Babies
- 3% Children Without Health Insurance
- 54% 3 & 4 YO Not in School (5 Percentage Point Decrease)
- 65% 4th Graders Not Proficient in Reading



Bright by Text **Goals**

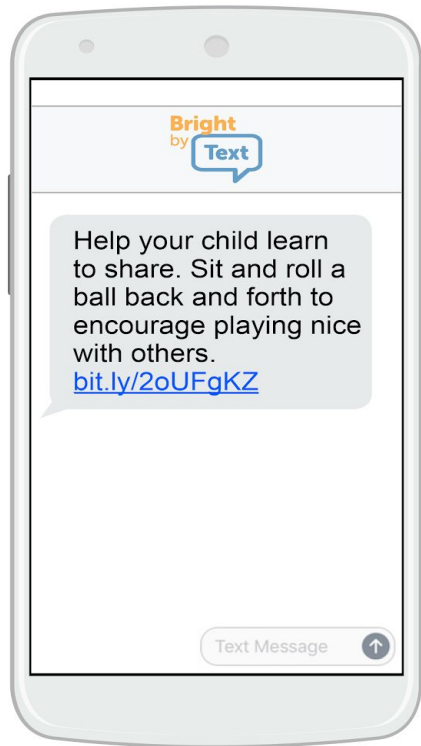
1. Build parent and caregiver **competence**, **confidence**, and **connection**, prenatally through early childhood (through age 9).
 2. Increase parent and caregiver **engagement** with their children.
 3. Improve parent and caregiver access to and connection with **trusted information** and state and local resources.
3. **IMPROVE CHILD OUTCOMES.**

Frictionless Sign Up **Process**

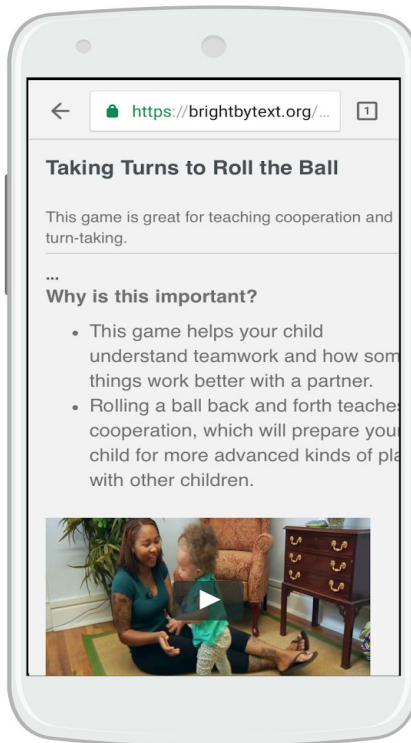


User Experience

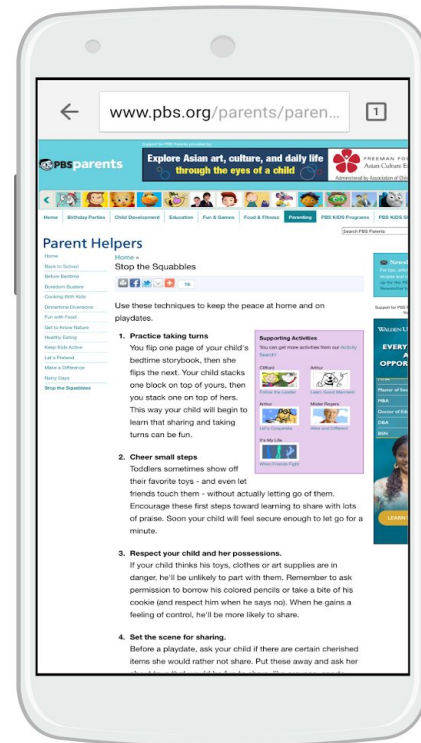
text message



landing page



linked content



Curated Content Library from **Trusted Experts**



BRIGHT BY TEXT CONTENT:

A Whole Child, Whole Family Approach

Our messages cover...



Milestones:

Information by age on how children:

- Play
- Learn
- Speak
- Act
- Move

And what to do if a parent has concerns.

Learning:

- Math skills and activities
- Encouraging creativity
- Early literacy and reading
- STEM
- Music and art

Community & world:

- Social-emotional skills
- Embracing diversity
- Practicing kindness
- Identifying community helpers

Health, Safety & Wellness:

- Doctor visits
- Physical health, including nutrition, sleep, oral health, exercise
- Mental health and well-being
- Preventing poisonings, environmental hazards, etc

We support parents from pregnancy through age 8.

Bright by Text



Parenting:

- Resilience
- Encouragement
- Mindfulness
- Stress management
- Challenging behaviors
- Bonding with child

Connections:

- Health insurance, healthy food and other needs
- Local events and resources
- Statewide health and safety resources

BRIGHT BY TEXT CONTENT:

Types of Content



Core Content:

Based on a child's birthdate

- Pregnancy
- Health
- Safety
- Wellness
- Milestones
- Brain development/cognition
- Social-emotional development
- Creativity
- Parent encouragement and wellness



Your example can help your child develop healthy eating habits for life. Get tips to make meals healthy and fun even for picky eaters.
[Link](#)

Community Messages:

Based on a family's zip code

- Local events
- Resources such as:
 - Food/diaper banks
 - Health fairs
 - Library storytimes
 - Museum events
 - Disaster aid and relief

The Bronx Children's Museum is hosting ArtSpot in Mill Pond Park on Sat, Sept 28 from 11AM-4PM. Come for art and science activities!
[Link](#)

Optional Content

Based on a family's needs or interests

- Information for parents whose child has a speech or language delay
- Social-emotional activities to help children who've been at home during the pandemic
- Early math curriculum for 2-3 year olds
- Summer and spring break activities to keep kids' brains active and happy

TALK: You know your child best! Follow your gut if you think your child has a delay in speech or language. Some things to look out for: [Link](#)

We support parents from pregnancy through age 8.

Bright by Text **Core content messages**

Welcoming a new baby changes life for the whole family. Are your older children (4+) ready and how can you help them adjust?

[LINK](#)

Almost 1! It's a year you'll never forget as your baby becomes a toddler right before your eyes! Learn what's next:

[Link](#)

Concerned that your child may have a speech or language delay or disorder? We can help! Text back TALK.

[LINK](#)

Messages timed to child's birth date or due date

Bright by Text **Local Messaging**

Stop by St Andrew's Catholic Church this afternoon to pick up books, tools, and other materials for your kiddos to learn at home!

[LINK](#)

Seattle, Bellevue, other King Cty. schools announce intentions to go online-only come fall. Join EEC upcoming lunch and learn on Aug. 5th

[Link](#)

Group Triple P is a great opportunity to meet other parents in similar situations. Other parents who'll support you and share stories with you.

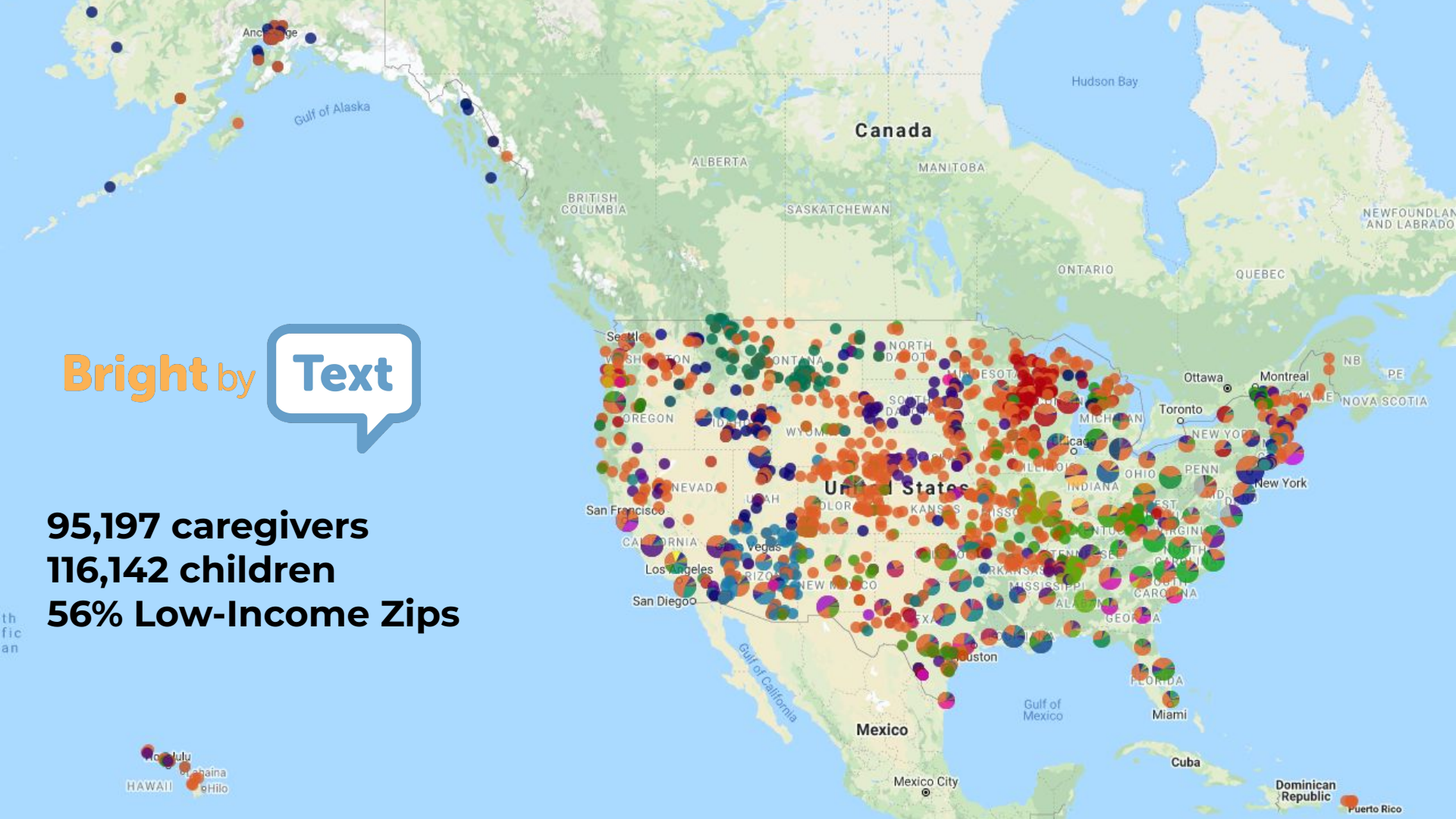
[LINK](#)

Connecting families to local resources and events

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95,197 caregivers
116,142 children
56% Low-Income Zips



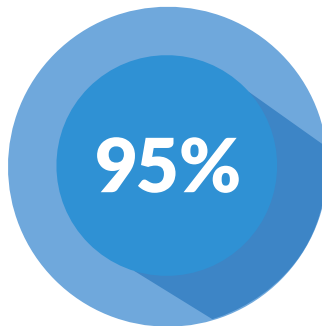
Bright by Text **Key Impact Indicators**

Competence



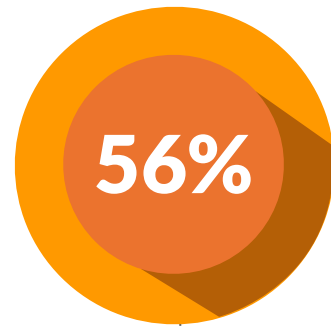
**Gain in Cognitive
Development
Among Low-Income
Families**

Confidence



**More Confident and
Informed in their
Role as a Caregiver**

Connection



**Increased awareness
of Local Resources
from a Bright by Text
Community Message**

Independent [study](#) conducted by Marzano Research Laboratory in 2018

Bright by Text Marketing Resources

Bilingual Promotional Assets



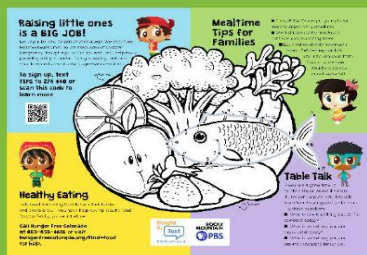
Bookmarks



Postcards



Placemats



Digital Assets



Magnets



Sign Up forms

:30s Videos



Posters



Stickers



Bright by Text **Washington Communities For Children**

Unique Keyword Partnership - \$10,000

Shared Keyword Partnership - \$5,000

Brand
Affiliation



Targeted
Audiences



Drive Community
Engagement



Try **Bright by Text** for Yourself



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Thank You