



# BRIGHT BY TEXT

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## Program Overview

# mission

To provide a bright beginning for all Colorado children by helping families support their children's physical, emotional, and intellectual development in the critical first three years of life.

# vision

Every child will be healthy, valued, and ready to learn.



# SIGN UP PROCESS:

1.

text

**BRIGHT**

to 444999



2.

Please text us the zip code of your primary home address. You opted-in to msgs from Bright by Three.



3.

Welcome to BrightByText from Bright by Three! We exist to support you and other parents and caregivers of children under 3. Learn more: <http://bb3.org/0>

Thank you, please text us your child's birthdate in the form of MMDDYY so we only send you material and resources appropriate to your child's age



# SIGN UP PROCESS IN SPANISH:

1.

textea

**BRILLANTE**

a 444999

2.

Mándenos su código postal. Se ha suscrito a recibir mensajes de BB3. Tarifas de Msj y Data pueden aplicar. STOP para no recibir más, HELP para información.

Gracias. Envíenos un texto con la fecha de nacimiento de su hijo en forma MMDDAA. De esta manera le enviaremos información apropiada para la edad de su hijo.

3.

¡Bienvenido a Bright by Text de Bright by Three! Existimos para apoyar a Ud., padres y cuidadores de niños menores de 3 años. Más información: <http://bb3.org/0>



# Three types of Bright by Text messaging campaigns:

1

BB3 Program

2

Expert Resource

3

Local Resource



# BB3 PROGRAM CAMPAIGNS

1



**Learning  
Games**

2



**Parent Handbook**

3



**Language Power**

4



**Power of  
Positive Parenting**



# program materials



**a** prenatal-12 months

**b** 12-24 months

**c** 24-36 months

The content of Bright by Text messages is adapted from our research-based child development information that we also distribute in hard copy to parents and caregivers of children 0-3 across Colorado.

# Landing Page

## Text

BB3: Help your child learn to share. Sit and roll a ball back and forth to encourage playing nice with others. <http://bb3.org/147>



Verizon LTE 3:49 PM

bb3.force.com

← [Search Bar] 🔍

### Game 40 - Roll the Ball

📅 Game | 🕒 6 Nov 2014 | 👁 6 | 👍 1

Roll a soft ball back and forth with your child and tell him he is taking turns. You will be introducing your child to a simple game that requires cooperation and turn-taking.

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**Let's get started!**

*"Can you roll the ball to me?"*

Roll a soft ball back and forth with your child and tell him he is taking turns.  
You will be introducing your child to a simple game that requires cooperation and turn-taking.

**Why this is important**

With this game, you help your child understand that some things work better with a partner. He will learn that being a partner means you must give sometimes (roll) in order to get back (catch). Rolling a ball back

⏪ ⏩ 📄 📖 📄



# INCORPORATING VIDEOS IN TEXTS

Verizon 4:51 PM bb3.force.com

← [Search] →

## Game 18 - Naming With a Mirror

Program | yesterday | 38 | 3

Touch and name parts of your baby's face as she looks in the mirror. Your baby will gradually begin to recognize herself and her body parts as you point them out to her.

...

*"Cheek! I'm touching your cheek."  
"Where's your nose?"*



00:52

Why this is important



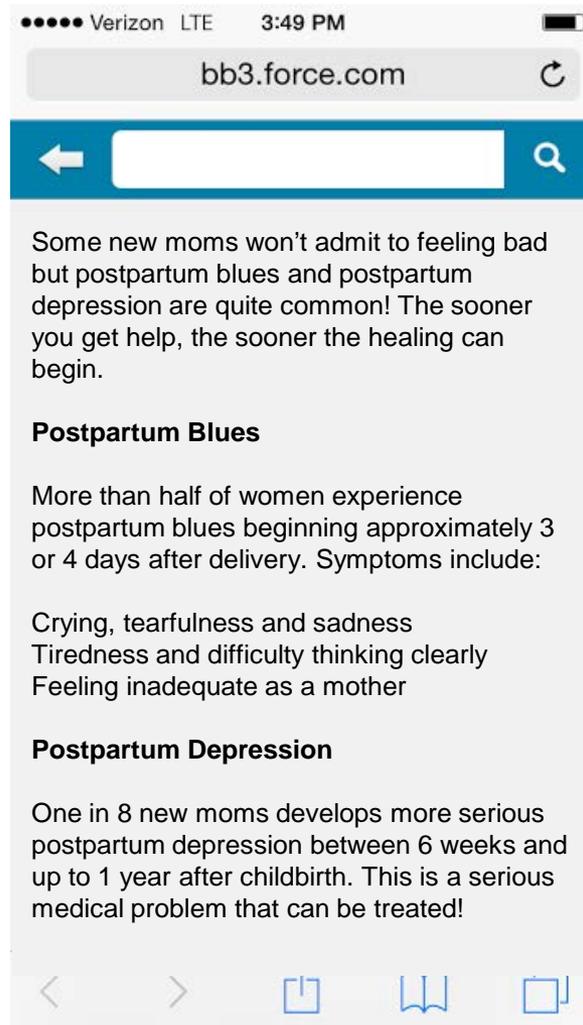


**A18 -Naming with a Mirror-ENG-HD.mp4**

### Landing Page

### Text

BB3: It's normal for new moms to be emotional at first but postpartum depression is more serious. Learn the symptoms and where to get help. <https://bb3.org/2>



### Related Resources

For support and more information, contact the Postpartum Support Helpline: 800.944.4773 • [www.postpartum.net](http://www.postpartum.net)



### Landing Page

#### Text

BB3: Play is how your child learn new skills. So play for at least 2 hours a day! Tips on great toys and being a play partner for your tot. <https://bb3.org/1>

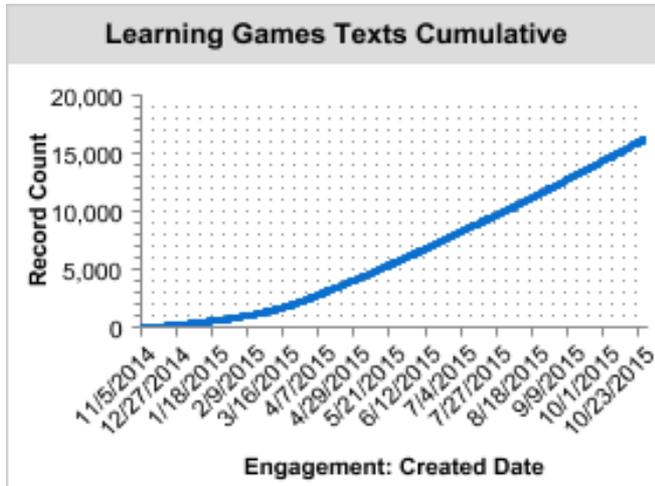


#### Related Resources

Here are some more great ideas for playtime with your toddler.  
<http://www.earlieriseasier.org/#!play/c2gx>



# Bright by Text Now (as of August 20, 2015)



**Total Texts Sent: 38,182**

## Current Campaigns

Welcome Messages:  
(gathers zip code/child DOB)

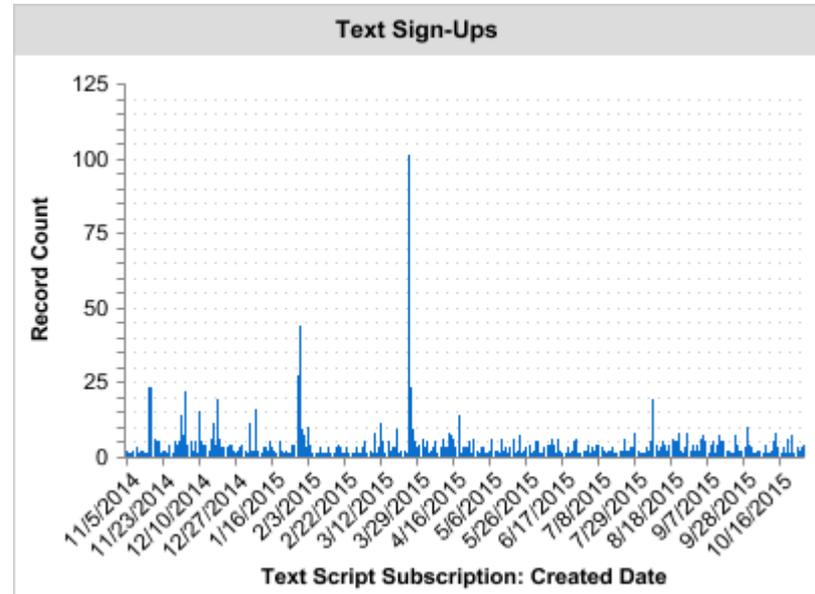
Learning Games (BB3 program)

Parent Handbook (BB3 program)

Early Oral Health (expert resource)

Language Power (BB3 program)

Power of Positive Parenting (BB3 program)



**Total Sign Ups: 1,261**

## Planned Campaigns

Positive Pregnancy/Prenatal

### Bright Ideas

- Each message is targeted to a child's age and developmental stage
- All messages include a link to a unique "landing page" optimized for mobile devices
- Short modeling videos will be added to landing pages of Learning Games campaign
- Current text message breakdown:
  - 100 Learning Games
  - 98 Parent Handbook
  - 40 Early Oral Health
  - 24 Language & Early Literacy
  - 28 Guidance & Discipline

***TOTAL: 290 messages delivered over 36 months***



# EXPERT RESOURCE CAMPAIGNS

Early Oral Health  
Prenatal/Positive Pregnancy  
Health Eating & Exercise



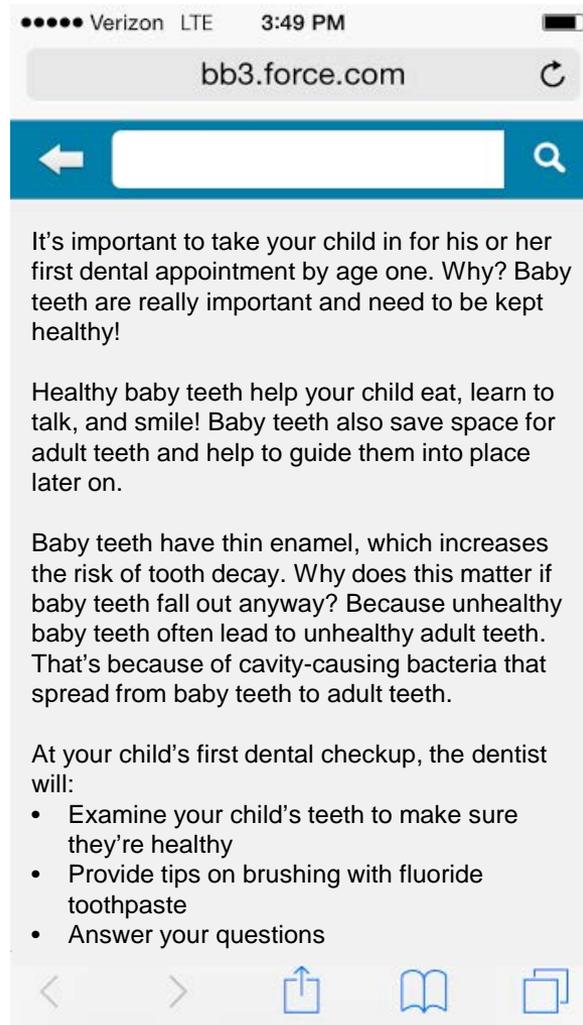
# EXPERT RESOURCE CAMPAIGNS

Early Oral Health -- *In partnership with Delta Dental Foundation*

## Landing Page

### Text

Make sure your baby is on track for a healthy smile for life! Schedule his first dental appointment by age one. <http://bb3.org/1>



### Related Resources

**Why is the age 1 dental visit so important?**  
[www.CavityFreeatThree.org](http://www.CavityFreeatThree.org)

**What can you do to prepare a toddler for a dental visit?**  
<http://www.knowyourteeth.com/infobites/abc/article/?abc=c&iid=296&aid=1170>



### Bright Ideas

- Expert Resource collaborators work with BB3 to develop campaigns that fit the format of *Bright by Text*, including text messages, landing page content, and resource referrals.
- Expert Resource campaigns send based on variable triggers that could include a child's age, the season, geography, risk factors, etc.
- Current Expert Resource campaigns:
  - Early Oral Health
    - 40 messages delivered over 36 months
    - In partnership with Delta Dental Foundation



# LOCAL RESOURCE CAMPAIGNS

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## Who gets it?

Everyone who signs up to receive texts and resides within the geographic target area of the campaign.

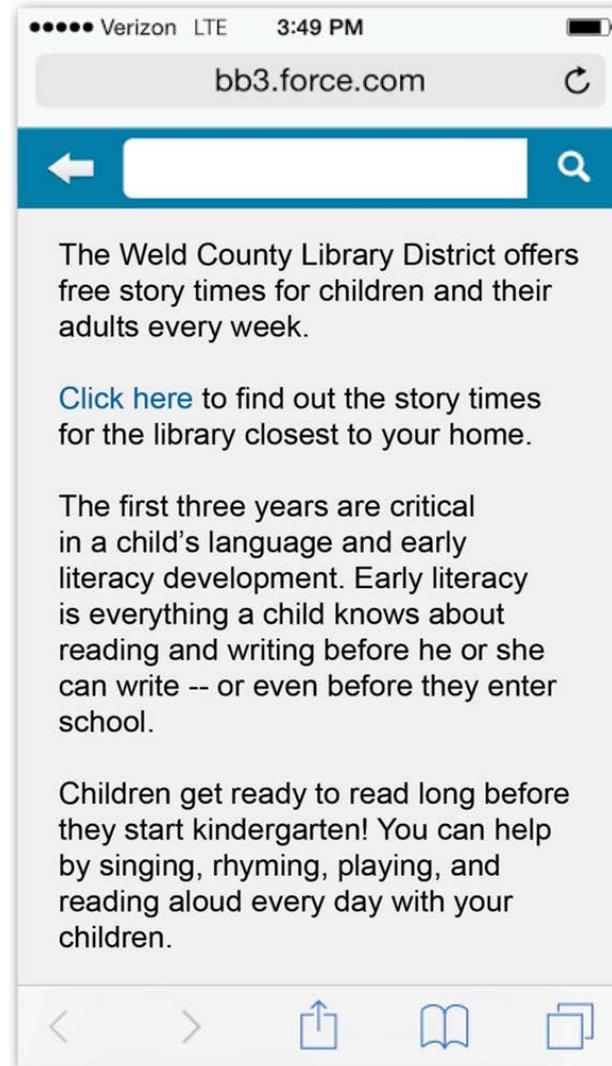


# Landing Page

## Text

BB3: Did you know there are free story times for babies, toddlers and preschoolers every week in your community?

<https://bb3.org/0>

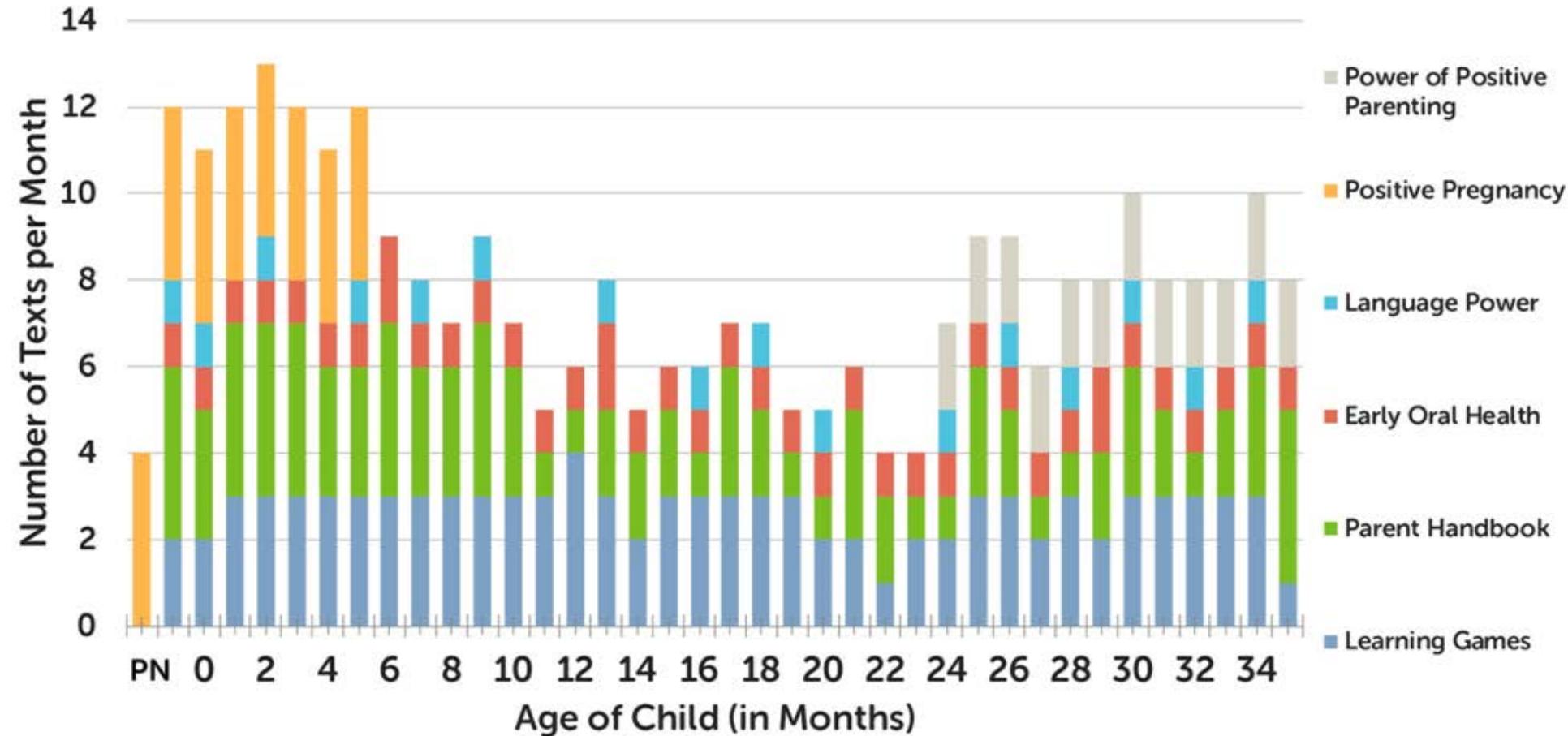


### Bright Ideas

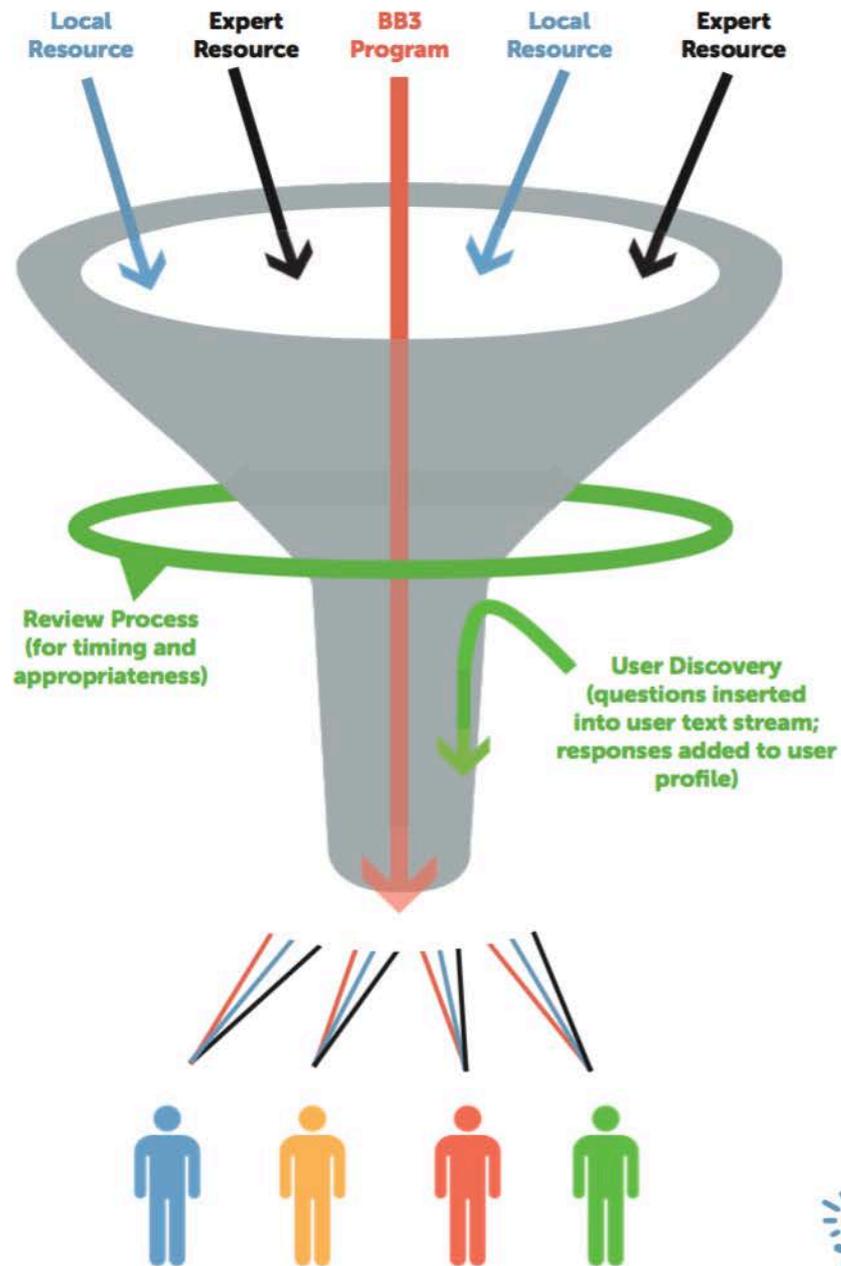
- Proactive distribution of local community resources to *Bright by Text* users in different areas of Colorado.
- Local Resource Campaigns are sent based on the text recipient's geographic location .
- BB3 will work with our partners to gather and share information about local services, programs and events that benefit caregivers of children 0-3
- Success of Local Resource Campaigns requires partner's support to promote *Bright by Text*



# Layered Campaigns Over Time



# Embracing Collective Impact to Build a Local / Expert Message Library



# CONTACT US!

*Bright by Three (formerly Bright Beginnings) is a Colorado-based statewide nonprofit organization that provides caregivers of children 0-36 months with the tools, information and resources they need to support healthy development and lay a foundation for lifelong learning and success.*

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