



Communications Toolkit



Greetings Georgia Community Partner,

We're thrilled about the opportunity to collaborate with you to offer parents and caregivers quality education and the information about COVID-19 and its effect on your community. As families and loved ones are facing new challenges to support their children's health and learning, Bright by Text is adapting to meet these evolving needs. We implement the latest local and nationwide guidance for families with young children as they navigate closures and uncertainty related to the COVID-19 pandemic.

Georgia Public Broadcasting and United Way of Metro Atlanta are pleased to partner with Bright by Text to offer this service to Georgia for free to help all families feel safe and informed during this global health crisis. We hope that you will consider remaining a valued partner even after the COVID-19 outbreak is under control.

To help us market this service to parents and caregivers, we've compiled communication tips, promotional materials and other tools to promote Bright by Text to your network. Thanks to our partnership with you, more families will have up-to-date and valuable information about health and wellness during the pandemic and early childhood development.

Social media posts for Facebook, Twitter and Instagram

Social media is a powerful tool to inform families of the value of Bright by Text. Share the signup information on social to enroll new parents and caregivers so they can immediately start receiving expert tips and information about their child's health and development. Make sure to tag @brightbytext and @GPBEducation in the post so we can share your activity! Let's help parents feel confident to raise their child and get them connected with everything we do in Georgia.

COVID-19 messaging

In response to the global pandemic, Bright by Text is offering expert tips about at-home activities to engage children, safety protocol, and community resources. We help parents navigate the latest information and recommendations to ensure the health of families nationwide. Bright by Text collaborates with experts like the CDC (Centers for Disease Control and Prevention), PBS Kids, Nurse-Family Partnership and others to provide expert health and wellness content in our curriculum.

Sample Posts for Social Media

Tip: Make every post colorful by adding images

https://drive.google.com/drive/u/0/folders/11ZxL5a-wtypatUhlIsaLIG7cbAksc_B

Bright by Text is a program that delivers messages about your child's growth and development right to your phone! You also get news about family events happening in your community. Sign up today at bbtxt.org/2XUMDa6 or text the word "GPB" to 274448.

Hey families – get free support delivered to your phone! When you sign up for Bright by Text, you'll receive 2-4 text messages per week to support your child's learning and development. Plus, you'll hear about family-friendly events happening in Georgia. Visit bbtxt.org/2XUMDa6 or text the word "GPB" to 274448 to get started today.

Get text messages about your child's development at every age, and learn about family-friendly events happening in your community! When you sign up for Bright by Text, you'll get messages that match your child's age and stage. 92% of caregivers report feeling more confident as a result! Visit bbtxt.org/2XUMDa6 or text the word "GPB" to 274448 to get started.

Text the word "GPB" to 274448 to get free parenting support! You'll receive 2-4 texts per week to support your child's growth, and you'll learn about family-friendly events happening in Georgia! For more info: bbtxt.org/2XUMDa6

Whether you're a parent, grandparent, aunt or uncle, neighbor, or babysitter, @BrightbyText can make caring for a little one easier! To receive free tips and learning activities directly to your phone, visit bbtxt.org/2XUMDa6 or text the word "GPB" to 274448.

Georgia families now have access to a new service to help children continue learning at home! @BrightbyText offers learning activities by text that make it easy for parents and caregivers to give their child a bright beginning in life. To sign up: bbtxt.org/2XUMDa6 or text the word "GPB" to 274448

Schools may be closed, but Georgia families now have a resource to support the growth and development of your children. @BrightbyText offers tips, activities and information to help parents and caregivers raise healthy, happy kids. To sign up: bbtxt.org/2XUMDa6 or text the word "GPB" to 274448

Wishing parenting came with a manual? @BrightbyText can help. Get free tips and learning games sent to you. To sign up: bbtxt.org/2XUMDa6 or text the word "GPB" to 274448

@BrightbyText is now here in Georgia! Are you a parent or caregiver to a child under 8? To get free learning activities and easy-to-understand tips texted to you, go to bbtxt.org/2XUMDa6 or text the word "GPB" to 274448.

Want to make sure your child is reaching important early milestones? Get free tips sent to your phone from @BrightbyText! To sign up: bbtxt.org/2XUMDa6 or text the word "GPB" to 274448

Curious about local resources for your child? @BrightbyText partners with health clinics, libraries and other community organizations around Georgia to connect you and your child with these resources. Make sure you enter your zip code at sign up to get these messages. bbtxt.org/2XUMDa6 or text the word "GPB" to 274448

By age three, children should know an average of 300 words and @BrightbyText can help your child reach that goal. For helpful tips and local resources, sign up for Bright by Text! bbtxt.org/2XUMDa6 or text the word "GPB" to 274448

Using singing and rhythmic motion while taking care of your baby helps to instill a love of music, provides comfort, and introduces early language skills. For more tips like these, sign up for Bright by Text! bbtxt.org/2XUMDa6 or text the word "GPB" to 274448

Set the stage for a lifetime of good health by starting healthy habits with your toddler today. Your influence is powerful! Learn more: Receive more parenting tips by signing up for Bright by Text! bbtxt.org/2XUMDa6 or text the word "GPB" to 274448

Have a baby on the way? Talking to your baby supports language development, and he loves the sound of your voice! Get more tips like this one sent right to your phone! bbtxt.org/2XUMDa6 or text the word "GPB" to 274448

Reading with kids is key to helping them learn, and it's great bonding time. Parents and caregivers can get more great tips by signing up for Bright by Text. bbtxt.org/2XUMDa6 or text the word "GPB" to

Talking to 1 year old during routine activities like bath time, feeding and changing paves the way for early language development. For more helpful tips, sign up for Bright by Text! bbtxt.org/2XUMDa6 or text the word “GPB” to 274448

Sample Blurbs for e-Newsletters or Email

Use these paragraphs in your local email newsletters to inform partners, community members and families about the Bright by Text program. Customize the messages where you see content in [brackets]. Use [these graphics](#) in your email or e-newsletter to add visual interest.

- The Bright by Text program provides information on child development – plus local events and resources – to parents and caregivers of children prenatal to age 8 in Georgia. Families sign up to receive messages in English or Spanish that are specific to the age of their child and include local community resources targeted by zip code. Bright by Text messages include research-based content on child development and learning, as well as information about valuable community services and events happening right here in Georgia. Encourage families to sign up by texting the word GPB to 274448; or by clicking bbtxt.org/2XUMDa6.
- We need your help in spreading the word about Bright by Text! The more families sign up for messages, the more parents and children in Georgia will be connected to valuable resources and programs in our community. We all benefit when parents and caregivers feel supported and connected to local services. 92% of caregivers report feeling more confident as a result of receiving Bright by Text messages, and their children are, on average, 3 months ahead of a comparison group in language development. Encourage families to sign up by texting the word GPB to 274448; or by clicking bbtxt.org/2XUMDa6.

Key messages [Link to two-pager](#)

General

- At Bright by Text our goal is to make the most of everyday interactions between parent and child. Our text messaging service delivers actionable information from trusted early childhood experts to parents and caregivers of young children to support healthy child development and build strong, resilient families.
- Mission: To help all families give kids a bright beginning so they can grow into healthy, happy and successful adults.
- Vision: Every child will be healthy, valued and ready to learn

Content

- Are offered in English and Spanish
- Messages are sent 2-4 times per week

- Provide developmental education and guidance based on the expected birthdate or age of a child up to eight
- Synthesize content curated from partners such as Bright by Three, PBS, Vroom, and Sesame Street
- Deliver relevant information about local resources and events where community partners exist
- Link to a landing page with more learning materials, including short modeling videos and related books

Target audience

- Parents (including expectant parents), grandparents, babysitters, aunts, uncles, neighbors, friends, teachers, and anyone else caring for a young child.

Why is it important?

- A child's brain develops more rapidly in the earliest years than at any other point in their life. It's important to get it right! Since kids don't come with operating instructions, all parents can use a little back-up to make the most of this critical time.
- Children rely on interactive experiences and strong relationships with their parents and caregivers to develop, so we take a two-generation approach to have the most impact on the families we serve.

Impact measured from surveys and independent evaluation

- 95% of caregivers indicate that Bright by Text helped them feel more confident and informed about their child's development
- 77% of respondents feel that they have a community that provides supportive programs for raising children
- 3-month language gain among low-income Bright by Text families compared to a control group
- 34% of caregivers who received a message about a local event or resource reported attending an event or utilizing a nearby resource as a result of Bright by Text
- Only 9% of Bright by Text subscribers report overwhelming stress due to parenting responsibilities, compared to 21% of comparison group with similar risk factors
- 97% of respondents are likely to recommend the program to a friend or family member