



## **Awareness Campaigns – Colorado Environmental Scan**

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Reporting Conducted: March and April 2015

# Introduction

There are many exciting parent awareness campaigns currently happening in the state of Colorado. These campaigns are largely run by non-profit organizations, though some are led by partnerships that have formed out of a shared desire to dramatically impact a particular group of individuals, to mobilize around a critical issue and/or collaborate to raise broad awareness about a particular program or service. The programs and initiatives we reviewed reach across each of the early childhood domains.

Through the surveys, interviews, and online evaluations conducted, it has become clear that while these campaigns are providing tremendous value to the parents, families, and caregivers in the state of Colorado, there are also several opportunities for deeper collaboration, support, and development.

## Key Points and Takeaways

- While this analysis reviewed many organizations and initiatives in Colorado, it is clear there are many more great initiatives happening throughout the State that should be explored. In many respects, we were only really able to scratch the surface with this analysis. Finding a collaborative way for this conversation to continue would be advised.
- Based on the survey responses, there seems to be lots of organizations working across the state of Colorado. However, the larger organizations are focused on Denver and the I-25 corridor. Future opportunities exist to reach out to more organizations, especially those in other parts of Colorado.
- Many stakeholders encouraged the State to build on and support existing efforts. At the same time, many encouraged the State to not duplicate efforts. Take time to learn from what has worked in other States and embark on a collaborative approach from the beginning.
- If a Statewide campaign is considered, interviewees encouraged the State to make sure that it isn't branded or owned by any single organization, but is a collective effort. They went on to say that it is important to make sure the message is broad, but something that can be tailored by partners for their local community and audience needs.
- Several interviewees mentioned existing resources that could be used to help guide conversations and inform opportunities, such as the Early Learning and Development Guidelines communications plan and the child abuse prevention awareness materials and plans, both from work done through contracts at Colorado Department of Human Services.
- Many organizations mentioned the need to find ways to financially support existing initiatives to grow local reach. Many organizations surveyed had a smaller budget, under \$250,000 annually.
- All the interviewees stressed the importance of ensuring that any initiative or campaign developed be culturally relevant for Colorado's diverse population and to make sure this is an intentional part of the conversation.
- Measuring reach, impact and initiative success is a challenge for many organizations reviewed. Creating measurement opportunities for partners to demonstrate reach and impact would help initiatives and the State prove their collective impact.
- In our evaluation of online reach, we found a handful of organizations that have a wide reach with parents, but also found that many of the organizations surveyed are not reaching the widest audience possible.
- There was universal appreciation from the interviewees to the State for taking time to learn more about the initiatives happening throughout Colorado and the opportunity to be part of informing this process.

## Report Findings

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# Survey Review

The initial distribution list was sent to approximately 250 people in the early childhood industry in Colorado in April 2015. Participants were asked to forward the survey to additional stakeholders to increase survey reach. The survey was conducted online via Survey Monkey and full data for the survey can be provided separately.

## Survey Respondents

- 94 survey respondents
- 63 of the 94 respondents completed the survey
- 32 reported that they lead a coalition
- 29 reported they have or are planning a communication campaign
  - 13 are currently running a campaign
  - 12 are currently planning to run a campaign
  - 4 ran a campaign in the last 2 years

## Respondents

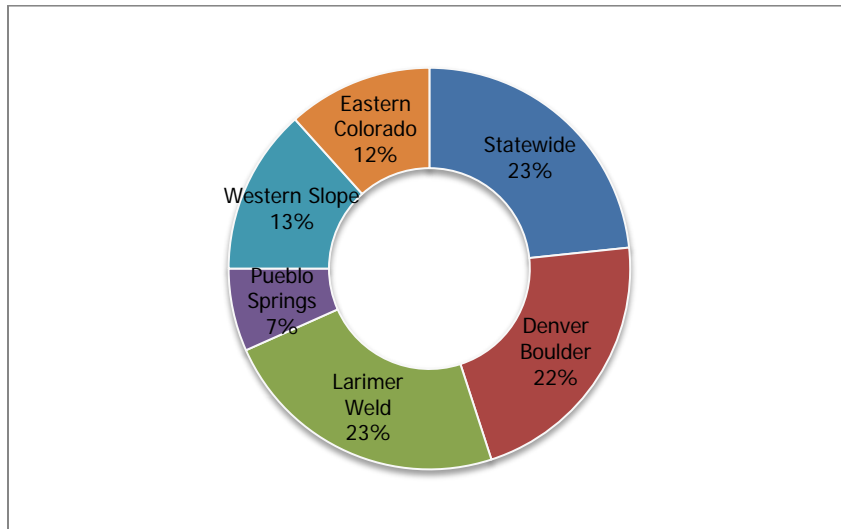
Aims Community College, Early Childhood Education  
Alliance for Kids  
Baby Bear Hugs  
Be Ready  
Berthoud Community Library District  
Bright Beginnings (DBA Bright by Three)  
Bright Futures  
Broomfield Early Childhood Council  
Chaffee County Early Childhood Council  
Child Care Innovations, Red Rocks Community College  
Children First/Pueblo Early Childhood Council/Public  
Awareness and Engagement Workgroup  
City of Boulder Family Services  
Clayton Early Learning  
Colorado Association for the Education of Young Children  
Colorado Children's Campaign  
Colorado Early Education Network  
Colorado Lions KidSight Program  
Colorado Parent & Child Foundation  
Connections 4 Kids  
CSU ECC  
Denver Preschool Program  
Denver Public Library  
Denver Public Library-- Read Aloud Program  
Denver Public Schools Head Start  
Denver's Early Childhood Council  
Douglas County Early Childhood Council  
DSS  
Earlier is Easier  
Early Childhood Council of Larimer County  
early childhood university  
Elbert County Early Childhood Council  
Estes Valley Investment in Childhood Success  
Family Learning Center  
First United Methodist Coop Preschool  
Grand Beginnings  
Healthy Learning Paths  
Huerfano-Las Animas Counties Early Childhood Advisory  
Council

Hunger Free Colorado  
Invest in Kids  
Kids' Campus  
Larimer County Department of Health and Environment  
LCDHE  
Lehman Disability Planning, LLC  
Mesa County Partnership for Children and Families  
Morgan County Family Center  
Northeast Colorado Child Care Resource and Referral  
Office of Early Childhood  
Organization name.  
P2P  
parent  
Parent to Parent of Colorado  
Poudre School District Early Childhood Education  
Promises For Children, Weld County's Early Childhood  
Council  
Pueblo City County Health Dept  
Pueblo City Schools  
Pueblo County DSS  
Qualistar Colorado  
Rocky Mountain Early Childhood Council  
Rocky Mountain Parents As Teachers  
Rocky Mountain PBS  
Rocky Mountain SER Head Start  
Spanish Peaks Behavioral Health Center  
Spring Creek School  
Teller/Park Early Childhood Council  
The Civic Canopy  
The Early Childhood Partnership of Adams County  
The Family Center/La Familia  
The Gardens on Spring Creek  
The Goddard School  
The Victorian Nursery  
Thompson Valley Preschool, Inc.  
Touchstone Health Partners  
United Way of Weld County  
Weld RE3J Preschool  
Work Options for Women

## All Respondents

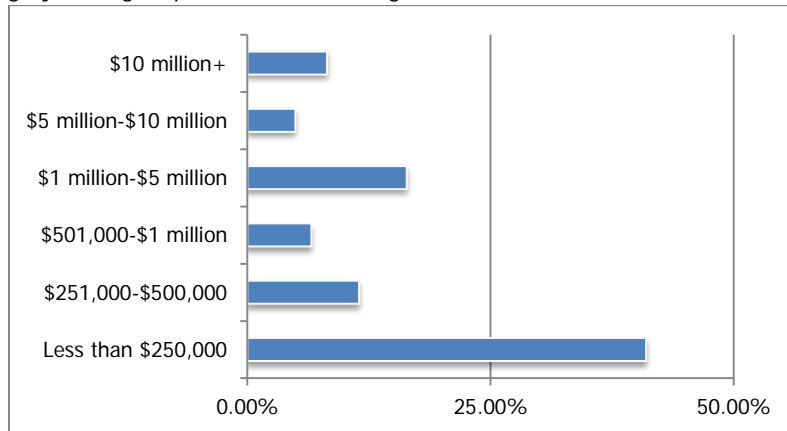
### Areas Served

Of respondents, 23% provide statewide service, 23% provide service to Larimer/Weld County, and 22% provide service to Denver/Boulder.



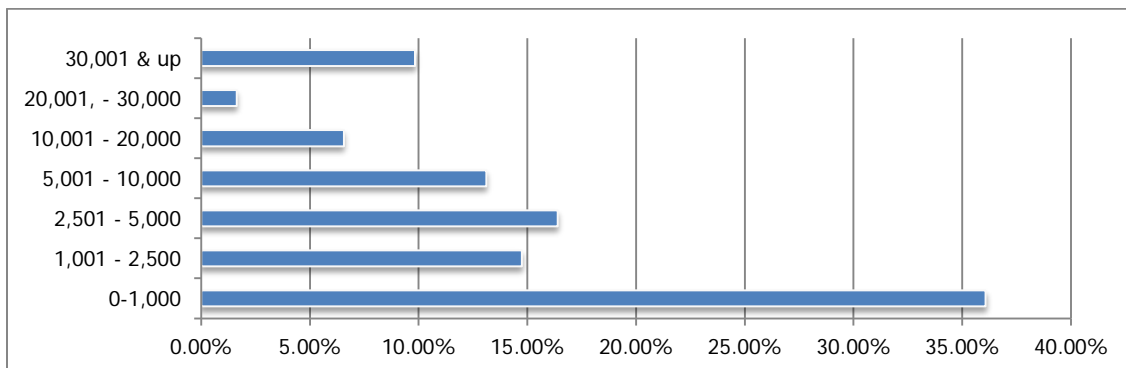
### Budget

The majority of organizations surveyed are smaller, with nearly 41% reporting they have a budget under \$250,000. The second most popular category among respondents was a budget of \$1 million to \$5 million.



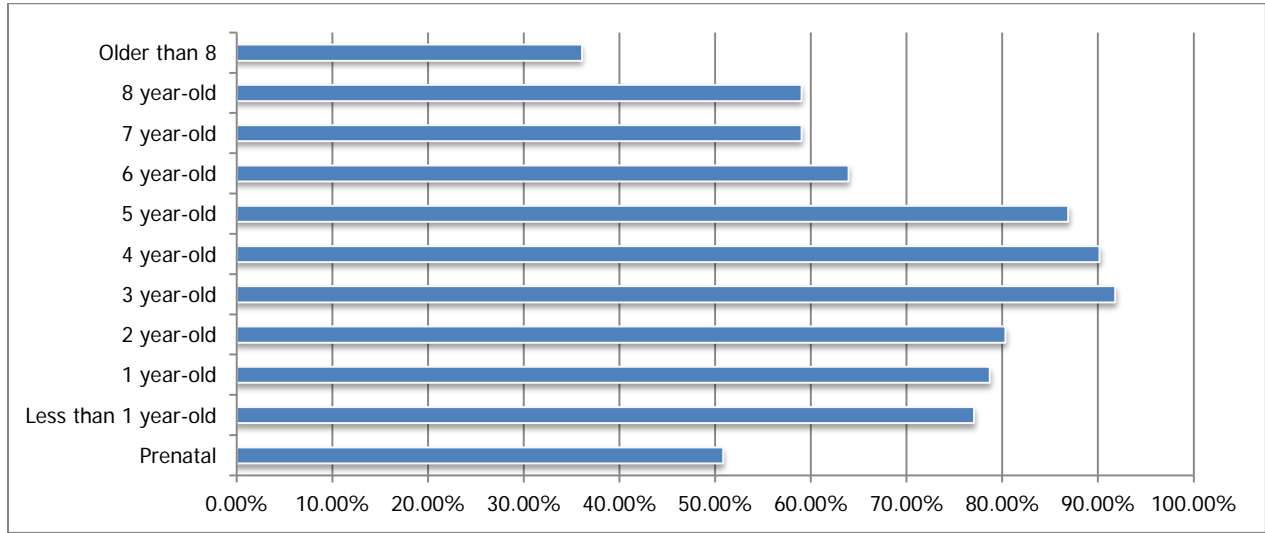
### Reach

The majority of organizations reach fewer than 1,000 children, and 87% reach fewer than 10,000 children. About 10% of respondents reach more than 30,000 children. For reference, the Census reports there are approximately 337,414 children in Colorado.



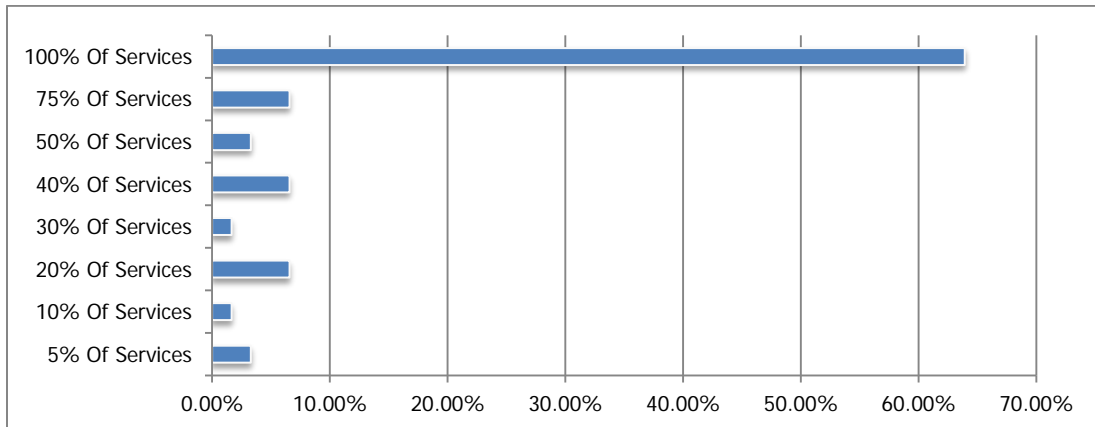
*Ages Served*

The majority of organizations surveyed serve 3, 4, and 5 year olds. About 26% of respondents serve children older than 8 years of age.



*Service Dedication*

The large majority of respondents, nearly 64%, dedicate 100% of their time to directly serving parents, caregivers, families and their children.



*Services Offered*

The services offered are largely focused on providing information on early education and how to help children learn. This is coupled with information on health and well-being. There are many parent education and parent classes being offered. Many organizations offer home visiting programs like Bright By Three. Training and support for child care providers is equally as prevalent as for parents.

*Initiatives*

**1-800-Children/1-800-Las-Familas**

3rd Grade Reading Action Team  
Ages and Stages

**All Kids Covered Colorado**

Annual Children’s Resource Fair  
Annual Early Childhood Resource Guide

**Baby Bear Hugs**

**Be Ready**

**Best Start for Babies/Toddlers**

**Bright By Three**

**Bright Futures**

**Calm a Crying Baby Campaign**

**Cavity Free at Three**

CCCAP Collaborative

CCR&R

**Chaffee County Early Childhood Council**

**Child abuse prevention month**

**Children’s Hospital Colorado**

CHIP Works Colorado Advisory Council

Climb Higher Coalition

CO9to25

Colorado Afterschool Partnership

Colorado Kids HEAL Coalition  
 Colorado Lions Kids Sight Program  
**Colorado Shines**  
 CPP Advisory Board  
**Denver Preschool Program**  
**Denver Public Library**  
**Earlier is Easier**  
 Early Childhood Colorado  
 Partnership  
**Early Childhood Council**  
**Leadership Alliance**  
 Early Childhood Summit  
 ECE Directors' Roundtable  
 Education Commissioner's Literacy  
 Workgroup  
 Education Leadership Council  
**Elbert County Early Childhood**  
**Council**  
 EPIC CEO Roundtable  
 EQIT  
 Essentials for Childhood  
**Family Engagement Action**  
**Team**  
**Family Friend and Neighbor**  
**Care Learning Community**  
**Family Learning Center**  
 FFN Providers Advancing School  
 Outcomes  
**First 1,000 Days**  
**First United Methodist Coop**  
**Preschool**  
**Got Kids Road Map**  
**Grand Beginnings**

Health Integration Action Team  
 Healthier Colorado  
 Healthy Child Care Colorado  
**Healthy Learning Paths**  
 Help Me Grow  
 HIPPPY  
 Hispanic Chamber Policy Committee  
 Home Visitation Collaboration  
**Huerfano-Las Animas Counties**  
**Early Childhood Advisory**  
**Council**  
 Hunger Free Colorado  
 Kindergarten Readiness Action  
 Team  
 Library Story Time(s)  
 Meeting Milestones Initiative  
**Mesa County Partnership for**  
**Children and Families**  
**Morgan County Family Center**  
 My Success Start with RMSER Head  
 Start  
**Northeast Colorado Child Care**  
**Resource and Referral**  
 Nurse Family Partnership  
 Nurturing Parenting  
**Parent to Parent of Colorado**  
 Parents as Teachers  
 Partners for a Healthy Baby  
 Positive Solutions for Families (in  
 Spanish)  
**Poudre School District Early**  
**Childhood Education**

Pyramid Leadership/Infant and  
 Early Childhood Mental Health  
**Qualistar Colorado**  
 Reach Out and Read  
 Ready! For Kindergarten  
 Related Depression Action Team  
**Rocky Mountain Early**  
**Childhood Council**  
**Rocky Mountain PBS**  
**Rocky Mountain SER Head**  
**Start**  
**Safe Sleep Campaign**  
**Safe Care Colorado**  
 School Readiness Task Force  
 Parents Interacting with Infants  
 class  
 SHARE Network  
**Smart Choices, Safe Kids**  
**Spring Creek School**  
**Teller/Park Early Childhood**  
**Council**  
**The Early Childhood**  
**Partnership of Adams County**  
**The Gardens on Spring Creek**  
**Touchstone Health Partners**  
 Weld County's Early Childhood  
 Council  
**Weld RE3J Preschool**  
 Young Child Wellness Council  
 Project LAUNCH

## Respondents with a Communications Campaign

### Summary

- 29 respondents reported they have or are planning a communication campaign.
  - 13 are currently running a campaign
  - 12 are currently planning to run a campaign
  - 4 ran a campaign in the last 2 years
- Of the respondents with a communication campaign:
  - 64% ran or have run the campaign for more than 1 year.
  - 16% ran or have run the campaign for 2-6 months.
  - 8% ran or have run the campaign for 6 months to 1 year.
  - 4% ran or have run the campaign for less than 1 month.

### General Information About Respondents With Communications Campaign

- 11 of the 29 respondents with a communications campaign currently lead a coalition.
- 66% of respondents with a communication campaign dedicate 100% of services provided to parents, families, caregivers, and children.
- All respondents who are running or are planning a campaign have a website.

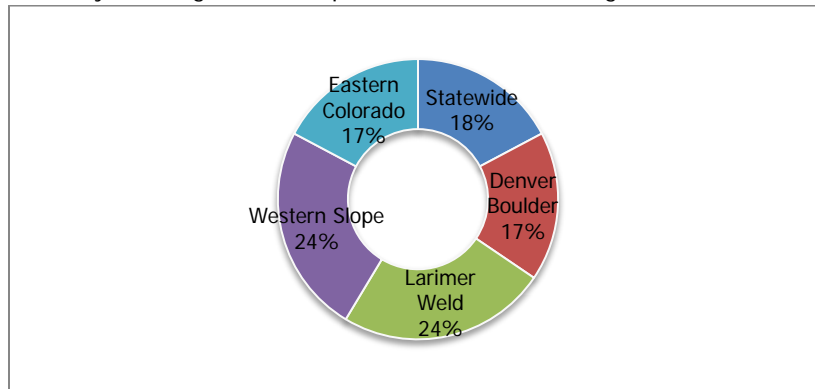
### What Have You Learned

Quotes from survey respondents.

- It is important to keep information "fresh" so that parents keep returning.
- Ongoing communication is crucial, beneficial and priceless.
- It has been very effective. Given a budget, we could maintain our efforts on an ongoing basis, but even without a budget we will continue to use low or no cost methods of communication.
- With all our technology and media resources we still miss children in need of SE/Developmental screenings.
- Most parents don't even bother reading newsletters, posts and the like. They are more concerned with daily chats with teachers and with personal email.
- Face to face has biggest impact over advertising or social media. Nothing comes close to personal contact with people.
- Email and phone calls are more efficient for me to follow up and reply.

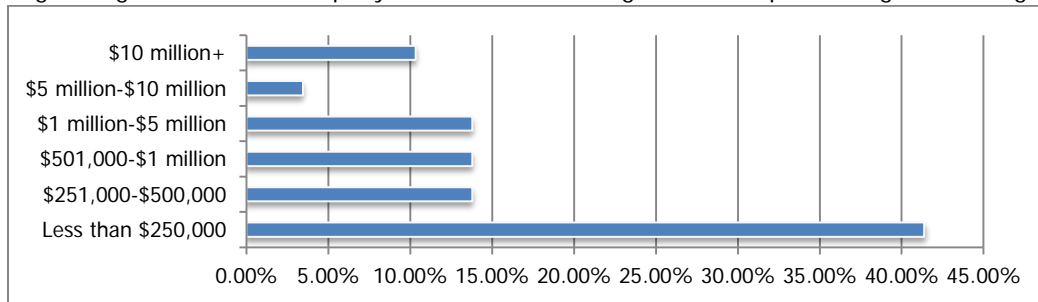
*Areas Served*

The Western Slope and Larimer/Weld accounted for the most campaigns. No respondents from Pueblo indicated they were running or had run a communications campaign however, we learned, for example, that the Pueblo Early Childhood Council supported the release of the Early Learning and Development Guidelines with targeted outreach tactics.



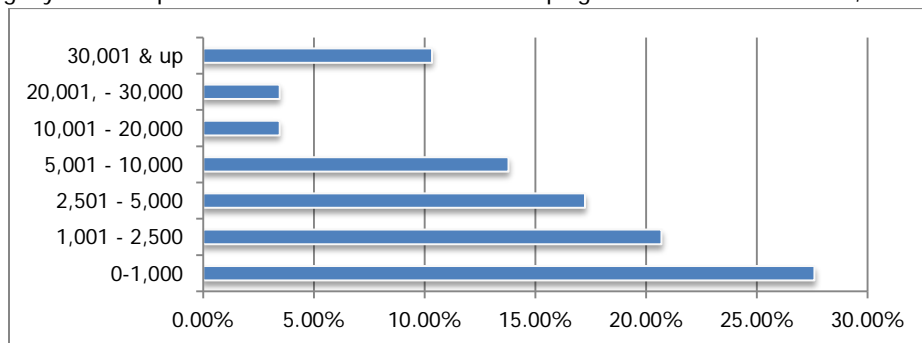
*Budget*

For respondents with a communications campaign, the budget numbers are similar to those for all respondents with the majority reporting a budget under \$250,000 per year. Fewer of these organizations report a budget exceeding \$500,000.



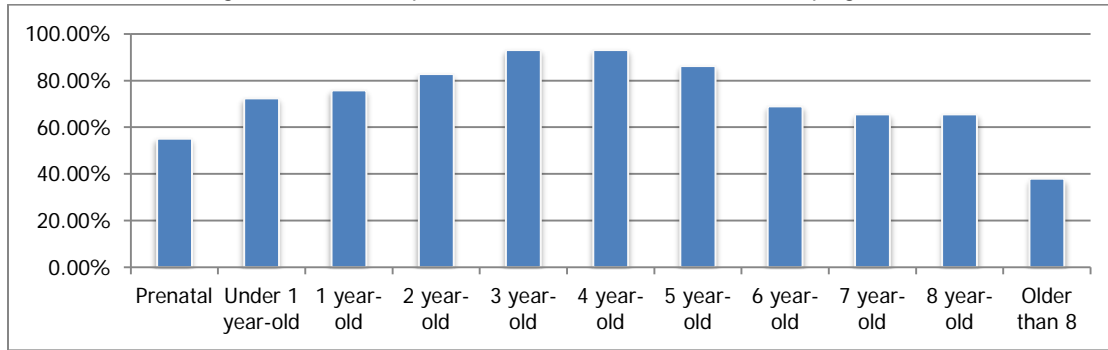
*Reach*

Similar to other respondents, those with a communications campaign have a smaller reach with 80% reaching fewer than 10,000 children. Slightly more respondents with a communication campaign do reach more than 10,000 Colorado children.



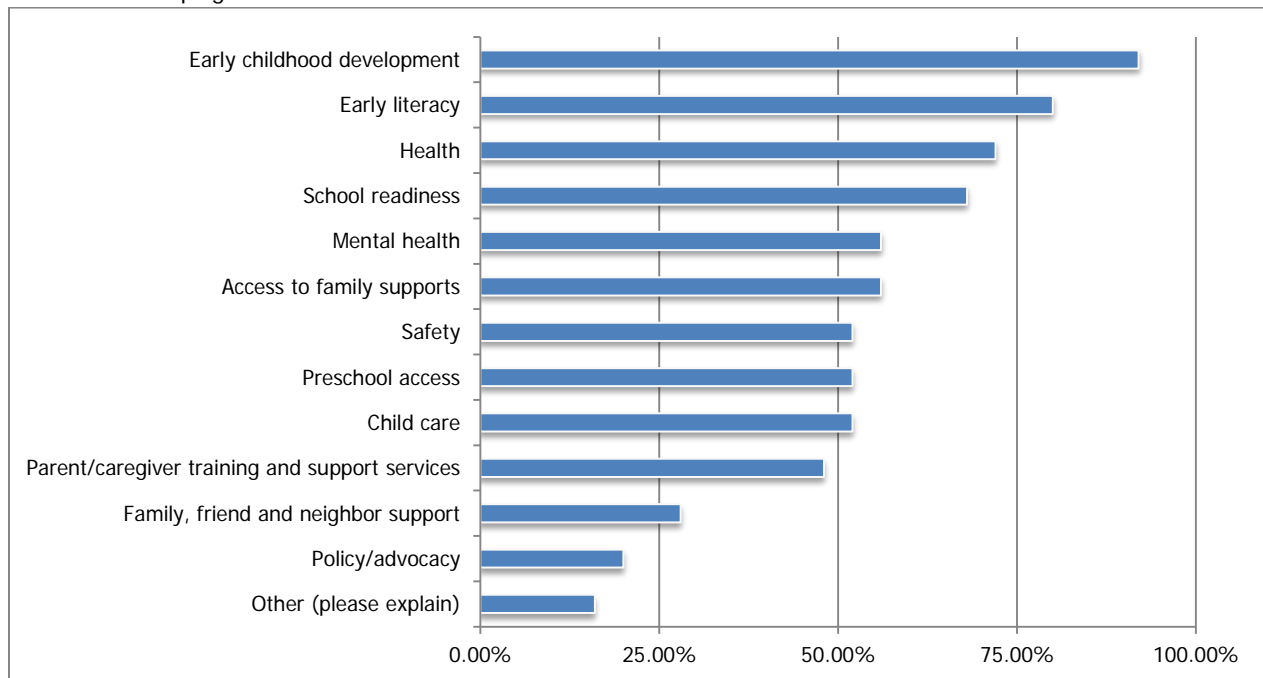
### Ages Served

The distribution of ages served for respondents with a communications campaign is similar to the other respondents.



### Messages

Early childhood development is the primary focus, though this term is broadly defined in the community. Early literacy, health, school readiness, mental health, and family support all account for more than 50% of messages delivered through communication campaigns.



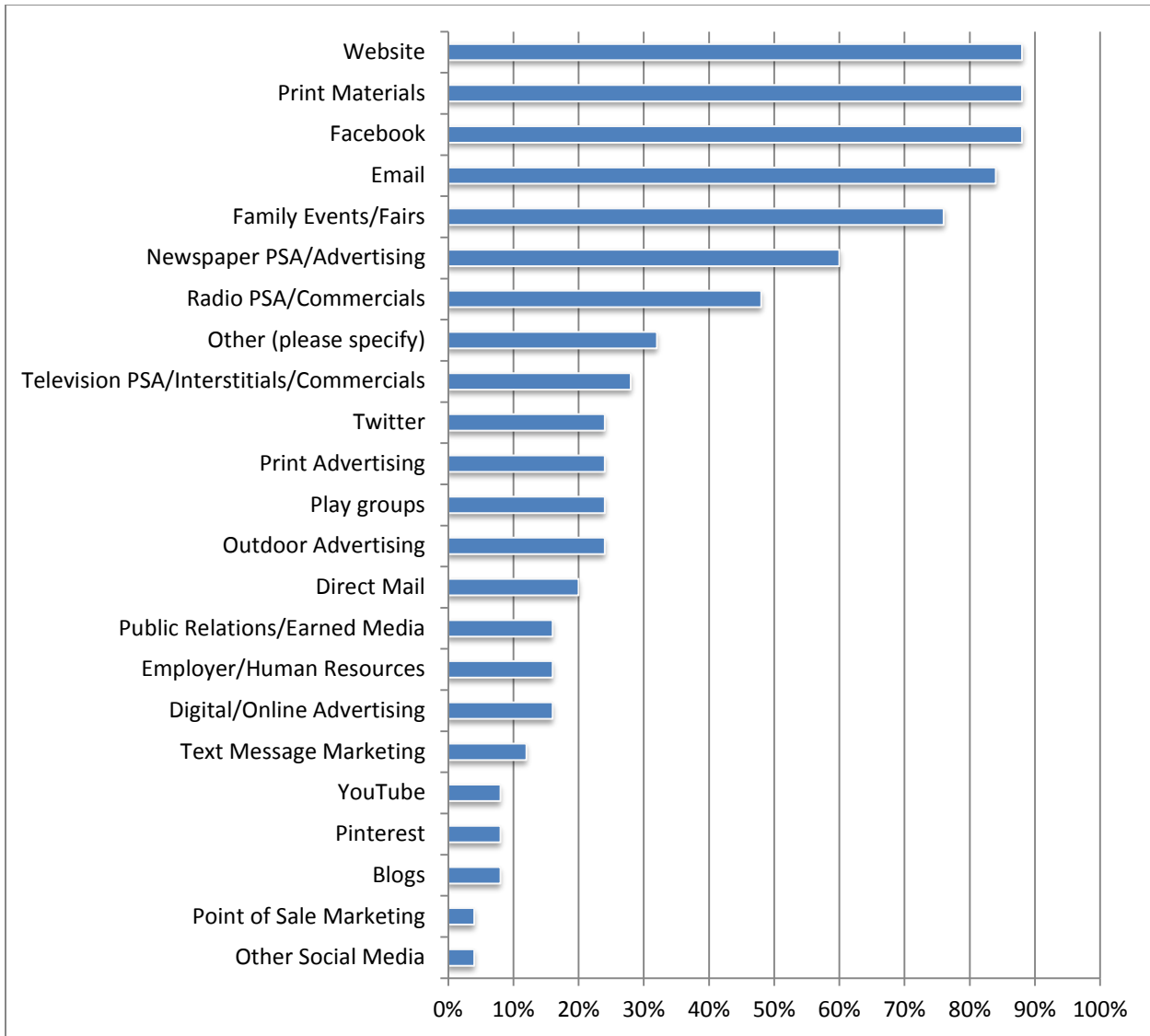
Other messaging responses:

- We focus on building sustainable systems of care-- so when you ask about the services we provide-- they are provided in that context.
- Connecting with nature
- How to find and choose quality child care
- Support for parents



### Communication Tactics

The primary communication tools used are an organization's website, printed materials, and Facebook page, which all tied for first. Email and events round out the top 5.



#### Other communication responses:

- Partner pass-along promotion that incorporates most of these tactics.
- Through our infrastructure of participating agencies that have embedded this work into their normal and ongoing work with young children and families they serve.
- Statewide partner organizations are key in Bright by Three's efforts to get the word out.
- We aspire to include point-of-sale, major retail/utility partners, as well as employer and HR resources. Not currently in the pipeline, however.
- Community bench advertisements.
- Use of partner organizations who work directly with families to help promote message and events.
- column in local newspapers.
- Partnering with a local consultant who has 5,000 Facebook followers and who is advertising our website on an ongoing basis for free!

# Interview Summary & Analysis

Interviews were conducted with 16 organizations and a total of 36 people. Information was gathered about current parent awareness campaigns and initiatives. For this initial phase, only a few organizations were interviewed. Interviewees were selected by the Office of Early Childhood based on known existing initiatives and information gathered in the surveys. Interviews were conducted by Andrea Streff from Elementive Marketing Solutions in April and May 2015. Full interview details are available in a separate document. All information below is as reported by interviewees.

## Thoughts & Recommendations

- If we are thinking about early childhood broadly, there is a policy component and it should be thought out and addressed.
- It is important to think about the long-term vision of early childhood once the RTT funding is gone so that systems and supports can be built now to carry the work forward for many years to come.
- For any effort, the State can and should provide good direction, but the effort should be led by an outside organization who has more flexibility to do things that the State may not be able to so that the work can move forward.
- Learn from other States about what has worked. There are opportunities to make the effort Colorado focused, but even more opportunities to learn from other successful initiatives and try not to totally reinvent the wheel.
- Home visiting is off to the side in the early childhood field even though it can play a large and critical role in connecting families with other resources. Home visiting is not being thought of as an avenue for really connecting with parents and should be.
- It is important for the general public to begin to understand that we all have a shared responsibility and opportunity to positively impact the lives of young children.
- It is important to help not only parents/caregivers understand how to be an advocate for children, but how everyone can advocate for kids in Colorado.
- There has been a void in Colorado for the last 10 years regarding messages and information about early childhood so a lot of organizations helped fill that gap in their local communities by creating local campaigns.
- Messages can be common, but implementation has to be locally driven because each community is so different and so too are their parents, their needs and their make-up.
- Are families getting mixed messages? Likely yes, how do we make sure that families get a consistent message?
- Support local initiatives by providing assets that can be used such as video's like Vroom's *You Already Have What it Takes*.
- There is a desire for leadership in this space. Hopeful that someone will take the reins and convene all this and build a collaborative effort.
- Show range, not competition among all the groups doing great work in this space.
- A collaborative process should be considered versus a top-down approach. There is opportunity for the State to also support existing local initiatives in addition to a large air campaign or statewide message.
- There are a lot of great things happening in Colorado and there is a real opportunity to build on the great work already happening.
- It is important to get advice on where there is noise and how to address that with specific recommendations.
- Please don't reinvent the wheel. Support and don't recreate.
- The State and the ECLC have important roles to play in this effort and others going on around Colorado. Find ways to champion, harness and use policy and leadership levers to make the importance of early childhood and all the work happening loud and clear to everyone in Colorado.
- We have learned that multiple organizations, including the state, are planning major outreach campaigns intending to reach the same audience of parents and caregivers with young children. We have tried to bring multiple partners into the construction of our efforts because we feel that this provides the best basis for a high-impact communications campaign which truly meets the needs of this audience.
- Every single person has a vested interest in the State's future and that is embodied in our youngest children. If you are a business leader, have family friendly policies. If you take care of children, you should learn about positive adult child interaction. If you are a parent give them ideas about what they can do. It is on everyone.
- It is important to extend this conversation outside of the early childhood field and to other groups that have real opportunity to advocate for early childhood.

- There needs to be collective ownership, not any one organization can do it alone. It can be a State supported effort, but shouldn't be a State driven campaign. It is good that the State is going through this process to learn about other initiatives going on. Anything done going forward will be stronger as a collective effort and not branded as any one organization.
- As a collective group we each have a responsibility and desire to support parents and caregivers of all types, that expertise should be leveraged.
- There are mixed messages from the State regarding support going to informal care providers. On the one side there are resources going to FFN on the other there is a message out there that we don't support or condone non-licensed care. A more universal message regarding informal care and a message that can help the FFN community feel like it is safe to take advantage of the resources and not get in trouble.

## **Initiatives Summary**

### *Bright By Three, Rocky Mountain PBS and Mile High United Way/Family, Friend and Neighbor Learning Community*

- Initiative: Bright By Three, Rocky Mountain PBS and the FFN Learning Community via MHUW are partnering to promote BB3's Bright By Text initiative and to encourage FFN self-identification through interstitials on Rocky Mountain PBS.

### *Children's Hospital/CHAI*

- Initiatives: Don't Shake a Baby, Safe Sleep, Just Ask Children's, Parenting Seminars/Lunch & Learns, Safe Storage, First 1,000 Days and Positive Parenting (see Partnership below) and many more health related initiatives.

### *Early Childhood Partnership*

- Initiative: The Early Childhood Partnership, Children's Hospital Colorado, Colorado Children's Campaign, Office of Early Childhood and Project LAUNCH are working on phase 1 of a 2 phase project to develop a shared message bank that can be used by early childhood stakeholders across the state in order to speak from a collective voice, engage more audiences, and mobilize action to address early adversity and toxic stress.

### *Denver Early Childhood Council /Early Childhood Council Leadership Alliance*

- Initiatives: Early Learning & Development Guidelines promotion, Colorado Shines and other quality improvement and professional development initiatives.

### *Earlier is Easier – Denver Public Library*

- Initiatives: Promotion of Earlier is Easier and Raising of America.

### *Be Ready Larimer County*

- Initiatives: Promotion of Be Ready, Raising of America and working to develop a community advocacy initiative.

### *Denver Preschool Program*

- Initiatives: Back to School/Enrollment campaign and in 2014, the Preschool Matters campaign was conducted to support the re-authorization of DPP.

### *Colorado Shines*

- Initiatives: A Statewide campaign to promote Colorado Shines and the importance of early childhood has been proposed by SE2.

### *Colorado Early Learning & Development Guidelines*

- Early childhood councils where each given \$10,000 to promote the Early Learning & Development Guidelines. Promotion began in early 2015.

### *Mile High Montessori*

- Initiatives: Babies Ready for College, Ready to Read and general program promotion.

### *Colorado Parent and Child Foundation*

- Initiatives: Home Instruction for Parents of Preschool Youngsters (HIPPPY) and Parents as Teachers (PAT).

#### *Colorado Department of Human Services*

- Child Care Licensing and Administration
  - Initiatives: Consumer education and support, Colorado Shines and on-going licensing support services.
- Project LAUNCH
  - Initiative: Launched September 29, 2014, Project LAUNCH is currently in its planning period and has done an environmental scan and is establishing measurement opportunities. Help Me Grow.
- Child Care Assistance Program
  - Initiatives: Supporting counties with the administration of CCCAP.
- Child Maltreatment and Prevention
  - Initiatives: Colorado Community Response, Child Abuse Prevention Month events, co-convene Strengthening Families Network, partnering with Children's Hospital Colorado on 1<sup>st</sup> 1,000 days and Calm a Crying Baby campaigns, Smart Choices-Safe Kids campaign, Help Me Grow, Essentials for Childhood and many more.

#### *Colorado Department of Education: Family Partnerships and SACPIE*

- Initiatives: Family partnership promotion and support for School Districts and SACPIE.

#### *Colorado Department of Health Care Policy and Financing*

- Initiatives: Medicaid, CHP+ and Help Me Grow.

#### *Office of the Lt. Governor*

- Initiatives: One book for Colorado, Colorado Reads and Literacy Week.

#### *Colorado Department of Public Health and Environment*

- Maternal depression, developmental screening and women's mental health.

### **Key Messages**

- Importance of families in a child's education
- The importance of the early years, early education and brain development
- Parents are a child's first and best teacher
- Give all kids a great start, close the achievement gap
- It begins at birth (and before)
- Positive parenting, early adversity and toxic stress prevention
- Health and safety, we all play a role in giving kids a healthy start
- Family, friend and neighbor outreach
- Bright By Text promotion
- Connecting families with local resources

### **Target Audiences**

- Parents:
  - Pregnant mothers and all parents with children ages 0-8 (81% of parents are ages 25-44 in Colorado).
  - Low-income families.
  - CCCAP eligible families.
  - 25-35 year old mothers.
  - Spanish speaking parents and caregivers caring for young children under age 3, statewide, especially families with one or more risk factor.
  - Parents of preschoolers
- Family, Friend and Neighbor caregivers
- Early childhood partners and organizations
- Child care professionals, programs and teachers

### **Promotion Tactics**

Items in bold are consistent for all organizations interviewed.

- **Website**
- **Email**

- **Social Media**
- Earned Media
- Paid Media
- **Grassroots Outreach Through Partner Organizations**
- Toolkits for Partners
- **Print Materials**
- **Events/Fairs**
- **Word of Mouth**
- Toll Free Informational Hotline
- Home Visits
- Digital/Online Advertising

#### **Current Partners**

- School districts
- Non-profit organizations
- Earlier is Easier
- Early Childhood Partnership
- Family, Friend and Neighbor Learning Community
- Library districts
- Child care programs
- Bright By Three/Bright By Text
- Public health departments
- Universities
- State departments such as the Office of Early Childhood, Colorado Department of Education, Colorado Department of Health and Human Services

#### **Challenges & Opportunities**

- Making sure that everything is done with fidelity.
- Maintaining energy around an initiative and keeping partners engaged.
- Determining where to focus energy and resources.
- Measuring and ensuring behavior change.
- Reaching business and civic leaders.
- Keeping materials fresh and relevant.
- Making sure people know about the work and get the information they need.
- Getting the word out about specific programs and initiatives.
- Leveraging and maximizing the existing networks.
- Create true opportunities for connecting and integrating promotion across media and nonprofit partners.
- Find ways to systematize outreach and capacity building across the State by using groups such as the FFN Learning Community, Early Childhood Partnership and other existing networks.
- Need a more universal message for parents and families around the importance of quality child care and early childhood.

#### **Performance Measurements**

- Website Analytics: Unique visitors, returning visitors, time spent on the website, number of searches completed, number of log-ins, number of other website conversions completed, top pages viewed and visit path
- Email: Email sign-ups, open rate, click-through rate (CTR), Landing page conversions (if applicable) can be determined using link tails to track traffic from emails, unsubscribe rate.
- Number of new partners
- Pre-and-post survey's for families
- Material distribution counts
- Social media engagement, likes, followers and reach
- Event participation
- Pledge signatures
- Paid media reach, audience, impressions and listenership

- Text message sign-ups and engagements
- Contact form inquiries

### **Organization/Initiative Needs**

- Funding for a variety of purposes.
- Understanding the different ways that people get information and what communication methods they use.
- What mediums should be used and are most relevant for reaching parents.
- Information that people are getting is from people who they see as their trusted networks. How do we ensure that trusted networks have accurate information and are sharing it?
- Identification of grassroots connections and trusted community leaders who can champion the message.
- Figuring out ways to leverage the existing partner network(s).
- How do we get this message outside of the “choir”.
- How do we tie into other efforts and not duplicate.
- Momentum to take a collaborative message forward.
- We need to start to broaden how to talk about FFN and be more inclusive in the things we already do.
- We need to figure out how many kids are actually in FFN care.

### **Statewide Messages To Support Organization Efforts**

- Taking an asset based approach to any message related to families instead of a deficit based approach. For example, all parents/families care deeply and care about their child’s success.
- Raising broad awareness about the importance of early childhood and shared messaging to support local delivery.
- The important role parents play in their child’s development.
- Simple messages to encourage parents to take part in their child’s development, like talking to your child.
- Early brain development – these messages need to be compelling.
- Messages that communicate “We all need help sometimes. It is safe to ask.”
- Positive parenting messages.
- Health, education, economic and well-being messages.
- Any and every message to promote pre-natal to 3 and the importance of early development.
- Positive adult to child interactions.
- A simple, short core message about investing in the early years, why is it important and why everyone should care about it whether you have young children or not.

### **How Are Parents Currently Getting Information**

1. Online and Google
2. Trusted sources in their lives and community
3. Word of mouth from other parents, family, friends etc.
4. Teachers and caregivers
5. Social media
6. Schools
7. Emails
8. Organization websites

### **Other thoughts and recommendations from the organizations**

- If we are thinking about early childhood broadly, there is a policy component and it should be thought out and addressed.
- It is important to think about the long-term vision of early childhood once the RTT funding is gone so that systems and supports can be built now to carry the work forward for many years to come.
- For any effort, the State can and should provide good direction, but the effort should be led by an outside organization who has more flexibility to do things that the State may not be able to so that the work can move forward.
- Learn from other States about what has worked. There are opportunities to make the effort Colorado focused, but even more opportunities to learn from other successful initiatives and try not to totally reinvent the wheel.

- Home visiting is off to the side in the EC field even though it can play a large and critical role in connecting families with other resources. Home visiting is not being thought of as an avenue to really connecting with parents and should be.
- It is important for the general public to begin to understand that we all have a shared responsibility and opportunity to positively impact the lives of young children.
- It is important to help not only parents/caregivers understand how to be an advocate for children, but how everyone can advocate for kids in Colorado.
- There has been a void in Colorado for the last 10 years regarding messages and information about early childhood so a lot of organizations helped fill that gap in their local communities by creating local campaigns.
- Messages can be common, but implementation has to be locally driven because each community is so different and so too are their parents, their needs and their make-up.
- Are families getting mixed messages? Likely yes, how do we make sure that families get a consistent message?
- Support local initiatives by providing assets that can be used such as video's like Vroom's You Already Have What it Takes.
- There is a desire for leadership in this space. Hopeful that someone will take the reins and convene all this and build a collaborative effort.
- Show range, not competition among all the groups doing great work in this space.
- A collaborative process should be considered versus a top-down approach. There is opportunity for the State to also support existing local initiatives in addition to a large air campaign or statewide message.
- There are a lot of great things happening in Colorado and there is a real opportunity to build on the great work already happening.
- It is important to get advice on where there is noise and how to address that with specific recommendations.
- Please don't reinvent the wheel. Support and don't recreate.
- The State and the ECLC have important roles to play in this effort and others going on around Colorado. Find ways to champion, harness and use policy and leadership levers to make the importance of early childhood and all the work happening loud and clear to everyone in Colorado.
- We have learned that multiple organizations, including the state, are planning major outreach campaigns intending to reach the same audience of parents and caregivers with young children. We have tried to bring multiple partners into the construction of our efforts because we feel that this provides the best basis for a high-impact communications campaign which truly meets the needs of this audience.
- Every single person has a vested interest in the State's future and that is embodied in our youngest children. If you are a business leader have family friendly policies. If you take care of children, you should learn about positive adult child interaction and if you are a parent here is what you should do. It is on everyone.
- It is important to extend this conversation outside of the early childhood field and to other groups that have real opportunity to advocate for early childhood.
- There needs to be collective ownership, not any one organization can do it alone. It can be a State supported effort, but shouldn't be a State driven campaign. It is good that the State is going through this process to learn about other initiatives going on. Anything done going forward will be stronger as a collective effort and not branded as any one organization.
- As a collective group we each have a responsibility and desire to support parents and caregivers of all types, that expertise should be leveraged.
- Mixed messages from the State regarding support going to informal care providers. On the one side there are resources going to FFN on the other there is a message out there that we don't support or condone non-licensed care. A more universal message regarding informal care and a message that can help the FFN community feel like it safe to take advantage of the resources and not get in trouble.

# Interview Details

## Colorado Department of Education



### Address:

State Office Building, Room 500  
201 East Colfax Avenue  
Denver, CO 80203-1799  
Phone: (303) 866-6600



[facebook.com/codepted](https://www.facebook.com/codepted)



[@codepted](https://twitter.com/codepted)

**Website:** [www.cde.state.co.us](http://www.cde.state.co.us)

**About the organization:** The Colorado Department of Education (CDE) provides leadership, resources, support and accountability to the state's 178 school districts, 1,818 schools, close to 50,000 teachers and over 2800 administrators to help them build capacity to meet the needs of the state's approximately 860,000 public school students.

### Summary:

For the purposes of this report we met with Darcy Hutchins, Director of Family Partnerships at the Colorado Department of Education (CDE). There are three main goals of her position 1) to create internal alignment within CDE because family partnerships are integral to all areas, 2) provide external support to the field, especially regarding school and district accountability regarding family partnerships and 3) to staff the State Advisory Council for Parent Involvement in Education (SACPIE). SACPIE was established in 2009 and is the State Advisory Council for Parent Involvement in Education. The Colorado General Assembly found that it was in: "...the best interests of the state to create a state advisory council for parent involvement in education that will review best practices and recommend to policy makers and educators strategies to increase parent involvement in public education, thereby helping improve the quality of public education and raise the level of students' academic achievement throughout the state." SACPIE consists of several commissioner appointed members from CDE, parents, representatives from the non-profit sector, higher education, early childhood education and many more. SACPIE has an early childhood sub-committee.

The main goal of Darcy's work is to help schools and districts move away from random acts of partnerships to a more comprehensive and sustainable family partnership structure that links back to student success. Family partnership work used to be called parent involvement, but growing recognition that the term "parents" was too narrow lead the State to begin to speak about family partnerships. For successful family partnerships to be realized schools, districts and communities must work together for the betterment of each child. SACPIE aligns its work with the National Standards for Family-School Partnerships (PTA, 2008) which are as follows: welcoming all families into the school community, communicating effectively, supporting student success, speaking up for every child, sharing power and collaborating with the community. To learn more see <https://www.cde.state.co.us/sacpie/sacpiebrochure91014>.

### Current Parent Awareness Campaign(s):

Not applicable for this division.

### Primary Message(s):

The importance of family partnerships and their impact on student success.

For school districts:



- The importance of creating a family partnership plan.
- Adherence to a Family Partnership framework that is based on the national standards.
- Distributed leadership within districts to support family partnerships work. To support districts in answering the question “what teams exists (or can be created) within the school that can promote family partnerships.”
- Supporting districts in building family partnership initiatives into their Unified Improvement Plan.
- Evaluation

### **Primary Audience:**

Districts and schools

Secondary audience: Parents and community members and organizations.

### **Current Promotion Tactics:**

No direct promotion per se, however, all districts in the State are asked to appoint a contact to the Darcy who can be a liaison to get the word out within the district about trainings and resources. This requirement came out of SB-13193 and provides a great vehicle for connecting with every district within the State on messages and resources related to families and family partnerships.

### **Current Partners:**

- Districts and Schools throughout Colorado.
- Parents
- Non-profit organizations
- PTA
- CASE
- CASBE
- Charter Schools
- Counselors
- CDHS
- CDPHE
- Higher Ed
- Many more!

### **Challenges/Opportunities:**

Continuing to help schools build consistent and sustainable plans for family partnerships.

Helping districts understand the impacts of the dual capacity framework released last year by the Federal Government.

Helping districts and schools determine how parents and schools work best together to help achieve student success.

**Performance Measurement:**

Was not specifically discussed.

**Organization Needs:**

Currently the division is currently working on:

- An inventory of all the required notifications/communications that have to go out to parents from each division within CDE to see what opportunities exist for consolidation, alignment and supporting districts with tracking and monitoring messages.
- If possible, creating some kind of shared messaging to go with the required notifications/communications.
- Providing support to schools and districts on rule interpretation, strategies for successful family partnership, specific trainings, collecting promising practices and creating a school and district toolkit for SACs and DACs.

**What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

Taking an asset based approach to any message related to families instead of a deficit based approach. For example, all parents/families care deeply and care about their child's success. They bring different skills and strengths to the table no matter their socio-economic status.

**How Parents Get Information:**

Question was not explored.

**Other thoughts from Organization:**

Connect with additional staff at CDE such as;  
Cindy Dasher, Exceptional Families Division  
Tomas Meja – Office of Migrant Communications

There are a lot of champions and support of family partnerships and it continues to grow.

Those districts with really supportive leaders can see how family partnerships can be integrated within existing structures and have made a real impact within their districts.

Engage with SACPIE and in particular the Early Childhood Sub-Committee to find ways collaborate and disseminate information to school districts, if and/or when, an public awareness building campaign is developed.

Use SACPIE as a place to vet messages and get additional feedback.

## Colorado Department of Health and Human Services – Child Care Licensing



### Address:

1575 Sherman St.  
Denver, CO 802XX



n/a



n/a

**Website:** [colorado.gov/cs/Satellite/CDHS-Main/CBON/1251575083520](http://colorado.gov/cs/Satellite/CDHS-Main/CBON/1251575083520)

**About the organization:** Collaborating with our partners, our mission is to design and deliver high quality human and health services that improve the safety, independence, and well-being of the people of Colorado.

### Summary:

Regulatory agency for licensed child care programs less than 24 hour care. License a variety of programs including child care homes, centers, resident camps, school age programs, state treatment facilities and many more. Consumer education spot for families on how to choose quality child care.

Public facing website on provider histories such as inspections and investigations. See licensing history, complaints, injuries and accidents etc. Through Colorado open records act anyone can request summary of all state inspections. In the future looking to add all reporting online for the public.

Licensing is now also a part of Colorado Shines level one and two and is doing "licensing plus," helping programs move up and get information. Licensing will be providing TA to providers on how to access information on coaching, training and other resources.

Always provide information and assistance around rules and regulations such as how rules are interpreted and implemented in the field. Help providers know how they can be in compliances. Give them resources and ideas on how to be in compliance.

### Current Parent Awareness Campaign(s):

Not applicable outside of the work of the Office.

### Primary Message(s):

Providers: Rules and regulations, new events at the office, Colorado Shines

Parents/families: How to look for quality care and provider history

### Primary Audience:

Licensed programs in Colorado.

Consumers of child care services

### Current Promotion Tactics:

Providers: website, licensing supervisor and specialist on duty every day to answer questions, in-person, email blasts, licensing advisory committee

Parents: website, parents can call in, OEC newsletter

#### **Current Partners:**

Not specifically discussed.

#### **Challenges/Opportunities:**

Provider needs: hard to navigate the website, but the information is very needed and important.

17 new staff, new contractors, new case load areas. Decreasing case loads, but increasing frequency. Lots of change, but all very good things changing and happening.

Roll out of Colorado Shines system, it's all new and a little crazy, but good crazy.

#### **Performance Measurement:**

For communications: Google Analytics, email open rates

#### **Organization Needs:**

Could still use more staff, especially to meet the new CCDF rules of visits once a year.

Need better ways to communicate other than just email and the website. Some providers still aren't great about email.

Town hall meetings.

Mailings not just email.

PSA's and public announcements to get the word out about big initiatives.

#### **What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

Love to have a campaign for families, like Never Shake a Baby, for Colorado Shines, licensing and early childhood.

#### **How Parents Get Information:**

Parents are not as informed as we think they are or want them to be.

Word of mouth

#### **Other thoughts from Organization:**

It is important to reach out to everyone in the way that is best for the providers.

Opportunity to improve on internal communications to ensure that everyone is aware of all the communications going out so that staff know prior to the community so that staff know what they should say when they are asked.

## **CDHS - Child Care Assistance**

### **Summary:**

Child Care Assistance program. Help all 64 counties of the State administer the Child Care Assistance program.

Since the program is administered at the county level, the communication to parents goes out at the county level. Depending on the situation, communications are supported with materials from the State, but for the most part, counties determine and develop communications. Because child care varies from county to county it can be difficult for a Statewide message to go out.

CCCAP was added to the universal application in March. Since the inclusion, counties are already seeing an increase.

### **Current Parent Awareness Campaign(s):**

Not applicable.

### **Primary Message(s):**

Benefits, benefit eligibility

### **Primary Audience:**

Families enrolled in the program – low-income families, TANF and child protective services

### **Current Promotion Tactics:**

Websites  
Early Childhood Councils  
CCR&R  
Providers  
Community Resource Programs/Organizations  
Other assistance programs and more!

### **Current Partners:**

Not specifically discussed.

### **Challenges/Opportunities:**

Not specifically discussed.

**Performance Measurement:**

Not specifically discussed.

**Organization Needs:**

Opportunity to increase internal communication and cross department communications. Opportunity to also cross educate about what each department has going on.

**What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

Education on the importance of early childhood and the impact it has on a child growing up.

Consistency for the child and stability of the environment.

Continuity of care for children and what children need.

**How Parents Get Information:**

Hopefully from community resources, child care providers and schools.

**Other thoughts from Organization:**

How everything is inter-linked and interconnected is important to communicate and promote.

Another person to connect with Kelly Swartz on HB 1291.

It is important to make connections where there are connections and work together as a united front. Make sure the message is consistent, accurate and current.

**CDHS – Project LAUNCH/Community and Family Support**

**Summary:**

Cooperative agreement with SAMSA. Went live October 1, 2014. 5 year program. Total \$4 million, \$800k each year. As a grantee, expected to identify a local community as a pilot community to test ideas, strategies and identify barriers could then work at the higher systems level to address barriers. Required to deliver 5 strategies;

1. Integrated behavioral health and primary care
2. Developmental screenings
3. Mental health consultation in child care
4. Enhanced home visiting

## 5. Strengthening family skill building and support

On requirement of LAUNCH at local and State councils that there be significant parent participation to allow parents to really help direct and impact the work.

Adams County is the targeted county in Colorado. A few years back when SAMSA launched this grant program, Weld county was selected. Weld county was selected previously and is just wrapping up their grant.

Currently, LAUNCH is in the planning period. Did an environmental scan Adams county and Statewide to identify landscape of services and supports in the areas above, what are gaps, who are underserved communities.

LAUNCH is in the prevention, promotion area versus treatment.

Another big part of this work is Mental Health Consultation. There are 17 funded mental health consultants in the State.

In the mental health strategic plan, want to build awareness for all parents and providers that they understand the importance of social-emotional and mental health.

### **Current Parent Awareness Campaign(s):**

Want to get information out to parents and providers about importance about social-emotional development. Getting messaging out is really important. Use opportunity of LAUNCH to help get the word out in this space.

### **Primary Message(s):**

Importance of social-emotional development.

### **Primary Audience:**

Families in Southern Adams County: Commerce City, City of Westminster eastern Thornton.

Underserved communities: Refugee populations and Spanish speaking population

### **Current Promotion Tactics:**

Through Early Childhood Council of Adams County: Family Coordinator who connects with families directly.

Parenting classes

System Navigators – to help families get what they need and understand the system.

Taking services to where parents are.

Email

### **Current Partners:**

Early Childhood Partnership of Adams County  
Project LAUNCH State Council

Young Child Wellness Council  
Parent Council sub-group (pending)  
Help Me Grow  
Colorado Opportunities Project  
State Innovation Model (SIM) (pending)

**Challenges/Opportunities:**

Understanding of how underserved populations are getting information and how they prefer to get information.

**Performance Measurement:**

In development for Project LAUNCH as part of the grant.

**Organization Needs:**

The goal of having shared consistent messaging is key.

Having different angles of the message for different audiences is important.

**What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

Early brain development.

Emphasis on relationships.

Building resiliency in children and families.

Social-emotional health is a part of overall development.

Reduction of the stigma around mental health. Mental health is thought of as mental illness, but that isn't the spectrum of mental health.

Messages that it is okay to get help, that everyone needs help and safe to ask for it.

**How Parents Get Information:**

Family  
Community  
Doctors, PCP  
Internet/Google

**Other thoughts from Organization:**

A strong connection with Help Me Grow is going to be important for any of this. Help Me Grow is going to be a meta-connector for everything that a family/parent may need. Help Me Grow just received final recommendations for structure and will be taken to management in June.

Let's not reinvent the wheel, there are a lot of messages that have already been developed nationally. Let's learn from



them and ask them to share.

## **CDHS – Child Maltreatment and Prevention**

### **Summary:**

Efforts around parenting and family support, fund counties, family resources center to provide 1 of 5 programs. Activities funded included, home visitation, parenting classes, financial literacy classes, one funding stream that can be used to fund a variety of specific needs. Colorado Community Response (CCR) which is specifically designed to prevent neglect in low-income families. CCR provides family budgeting and financial literacy training and flex funds for one-time specific needs.

Most programs are really about supporting parents prior to having an open case with child welfare. Cross unit initiatives such as Child Abuse Prevention Month. Statewide conference every other year. Working to develop child maltreatment strategic agenda to help guide not only the work of the state, but also of other entities doing work in this space. There is so much going on and so many new initiatives, it is confusing at the community level how they work together and fit together. Working to map out initiatives to make connection and requirements.

### **Collective Impact Projects:**

- Co-convene Strengthening Families Network – working on building 5 protective factors for families
- Essentials for Childhood – protective factors at the community and society level.

### **Current Parent Awareness Campaign(s):**

#### **Campaigns Happening in This Space**

Children Hospital Colorado – First 1,000 Days, Calm a Crying Baby

Kempe Center – PR firm to put out parenting tips and working toward a broader parenting campaign. Working with Barefoot communications.

Office of Children Youth and Families – campaign around child abuse – working with Heinrich

Child abuse prevention month – typically run a campaign each April

Smart Choices, Safe Kids - to try to help all adults understand how their actions might impact children's development. Everything from car seat safety to substance safety and keeping substances out of reach and sober households. Built through a live course perspective.

Help Me Grow

1-800-Children/1-800-Las-Familias-family support line in Colorado, partnership with Prevention Child Abuse Colorado and Families First. To give parents a place to call to get help with everything from resources to having someone to talk to about parenting, get tips. 1-800-Children is national, but each state gets to choose how it gets used in their state. In Colorado, 2,500 calls a year.

Reach Out and Read

Ages and Stages

Home visitation programs – NFP, HIPPY, PAT, Healthy Steps, Early Head Start, SafeCare

CDPHE – Safe Sleep

CDC – Essentials for Childhood – Safe, stable, nurturing, healthy environments for children.

### **Primary Message(s):**

Office of Children Youth and Families – Abuse reporting numbers – \$1.8 million to promote. Statewide toll-free number to report child abuse.

CDC – Essentials for Childhood – We are all in this together and it is okay to ask for help.

**Primary Audience:**

Office of Children Youth and Families – campaign around child abuse – General Public: There is a very small amount of general reporting from the public, working to raise that in Colorado.

Smart Choices, Safe Kids – adults who use substances

**Current Promotion Tactics:**

Office of Children Youth and Families – campaign around child abuse – tv, radio, print, billboards, online, digital

Child abuse prevention month campaign – 160 partners across the state, develop common messaging, develop single website with information for parents, rally at the capital, community events through the month. Community partners then do their own local media outreach. Social media campaign.

Smart Choices, Safe Kids – website and social media

**Current Partners:****Coalitions**

Peaceful households – Colorado Springs

Not One More – El Paso

The Education Coalition - Westminster

How are the children – Grand Junction

**Challenges/Opportunities:**

Not specifically addressed.

**Performance Measurement:**

University evaluations

**Organization Needs:**

Communication/messaging needs:

1. Recognition of social-emotional development of children has grown, providers are being reached with the message, but parents are not. Most parent communication is physical development and cognitive development, but not social-emotional development.
2. Need communication on healthy sexual development.
3. Child neglect fatalities from 2009-2013 is motor vehicle deaths – need to understand what the real issue is so it can be addressed

**What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

Any campaign that empowers parents, educates parents, and helps them feel competent and confident helps.

**How Parents Get Information:**

Prevent Child Abuse Colorado did research on this very topic on the western slope. Reached out and asked providers and parents "where do you find out about..." Should follow-up and get the research. Eagle, Garfield, Pitkin, Rio Blanco focus area.

Not enough information or resources for parents in Spanish.

Trusted messengers: grandma's, doctors, child care providers, school

Not as many people getting message from internet and media as assumed.

**Other thoughts from Organization:**

What we need is consistency around where parents get information, not another program, initiative or hotline.

There isn't a shortage of messages; it is more about how they fit together.

The agency who designed/concepted the art for the hotline campaign developed several concepts related to early childhood. There was one particular concept "Precious Resources" that was a very intriguing idea. Our need to protect and invest in children as Colorado's most precious resources. Worth taking a look at.

How do we leverage what exists and build on.

There is no messaging that feels reliable and in the middle. Most messaging is on the extreme's. Parents aren't sure what really is a trusted resource.

Internal communications within a division is good, but cross division communication is lacking and is an opportunity.

Parent engagement is a key part of what we do, it benefits the work we do whether it leads to a campaign or not.

## Colorado Shines



### Address:

1575 Sherman Street  
Denver, CO 80203  
844-447-4441

Website: [coloradoshines.com](http://coloradoshines.com)



[facebook.com/pages/Colorado-Department-of-Human-Services/100791360004450](https://facebook.com/pages/Colorado-Department-of-Human-Services/100791360004450)



[@OECColorado](https://twitter.com/OECColorado)

**About the organization:** Colorado Shines is a quality rating and improvement system used to assess, improve and communicate the level of quality in early care and education programs. Colorado Shines assigns a quality rating to licensed early care and education programs, similar to rating systems for other service-related industries like hotels and restaurants.

### Summary:

In early 2015 the Office of Early Childhood contracted with SE2 to help them develop a communication plan for the promotion of Colorado Shines. The goal of the plan is to increase program awareness for Colorado Shines (among programs/professionals, parents and primary caregivers and other stakeholders), to drive the adoption of quality initiatives by programs, and to meet the goals outlined in the Race to the Top Early Learning Challenge grant application (to get CCCAP-eligible children enrolled in quality programs). The three key strategies of the plan are to:

1. Build the foundation. Build an understanding that quality matters (for both parents / primary caregivers and programs /professionals). We want them to understand the important impact quality has on child development and lifetime success.
2. Move people to action. Get more programs to participate in Colorado Shines at higher levels. Encourage families to seek out quality care. Empower parents and primary caregivers to find quality care using ColoradoShines.com.
3. Simplify! This is very complicated (and maybe even a new concept) for (some) programs and families. We need to explain why Colorado Shines is so important. We need to make the website and materials easy to use and understand in order to get more families and programs to participate.

The objectives of the campaign are to recruit new programs to participate in Colorado Shines at levels 3-5, increase family awareness and demand for quality early learning opportunities (then families will seek out Colorado Shines specifically) and establish Colorado Shines as an irreplaceable and important resource -the gold standard in quality rating.

**THE PLAN IS STILL IN DRAFT FORM AND AT THE STATE FOR APPROVAL, BUT THE BELOW IS A SUMMARY OF SOME ELEMENTS OF THE PLAN.**

### Current Parent Awareness Campaign(s):

Statewide ad campaign for the promotion of Colorado Shines and the importance of early childhood.

### **Primary Message(s):**

The early years are a very important period for a child's learning and development and quality early learning programs, like child care and preschool programs, help children start early and start strong.

Colorado Shines is a state resource that rates Colorado's early learning programs to help connect families with quality child care and preschool programs and help those programs improve. It's free for programs, professionals and families to use.

Just by participating in Colorado Shines, these early learning programs are demonstrating their commitment to quality and continual improvement.

### **Primary Audience:**

Programs and professionals

Parents and primary caregivers, especially CCCAP eligible families.

- Parents with kids ages 0-8 (81% of parents are ages 25-44 in Colorado) \*Source: Scarborough Research 2014, Denver, CO
- Focus targeting to moms
  - General market is W 25-44
  - Hispanic target is W18-34

Early childhood partners

Other stakeholders (i.e. health care providers, social service providers etc.)

### **Current Promotion Tactics:**

Digital – Website, email, social media

Grassroots Outreach - to programs/professionals, parents and primary caregivers

Earned Media

Paid Media

- Rocky Mountain PBS Partnership
- Hispanic TV
- Targeted small market rural radio & Hispanic radio
- Online(geo-targeted statewide)
- Parent-specific media
- Radio digital streaming (Pandora)
- Grocery carts
- Paid search
- Social media advertising

Toolkits and materials to help programs and ambassadors talk about Colorado Shines

**Current Partners:**

Not specifically discussed.

**Challenges/Opportunities:**

There is an opportunity and need to raise broad awareness about the importance of early childhood.

Trying to balance Statewide reach.

It is really important to get granular with messages and there is an opportunity to communicate about early childhood in a very targeted way based on the audience being targeted.

Figuring out how a large or umbrella message resonates with each different audience.

**Performance Measurement:**

Unique visitors, returning visitors, time spent on the website, number of searches completed, number of log-ins to QRIS for website link, number of other website conversions completed, top pages viewed and visit path (for trends in how users navigate the information)

Email sign-ups, open rate, click-through rate (CTR), Landing page conversions (if applicable) can be determined using link tails to track traffic from emails, unsubscribe rate.

Number of new programs rated and number of programs that have improved ratings

Email sign ups

**Organization Needs:**

More support for promotion and paid media.

**What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

There is a real need for raising broad awareness about the importance of early childhood and development and any awareness building in this space would support the efforts of Colorado Shines as well.

**How Parents Get Information:**

Teachers and caregivers, trusted sources

Emails

Online and Google

Organization websites

**Other thoughts from Organization:**

Any Statewide effort should intentionally address and think about the Spanish language messaging to ensure that translation and trans-creation make sense.

If we are thinking about early childhood broadly, there is a policy component and it should be thought out and addressed.

It is important to think about the long-term vision of early childhood once the RTT funding is gone so that systems and supports can be built now to carry the work forward for many years to come.

It is important to really investigate apps versus mobile responsive websites to make sure that an app does what it is intended to do versus what a mobile responsive website could do.

The Bright By Three funnel is a good framework for how groups can work together.

For any effort, the State can and should provide good direction, but the effort should be led by an outside organization who has more flexibility to do things that the State may not be able to so that the work can move forward.

Learn from other States about what has worked. There are opportunities to make the effort Colorado focused, but even more opportunities to learn from other successful initiatives and try not to totally reinvent the wheel.

## HCPF



### Address:

1570 Grant Street  
Denver, CO 80203-1818



<https://www.facebook.com/COHCPF>

Website: <https://www.colorado.gov/hcpf>



<https://twitter.com/CHCPF>

**About the organization:** 3 separate state agencies. Oversees and operates Colorado Medicaid, Child Health Plan Plus (CHP+), and other public health care programs for Coloradans who qualify.

### Summary:

HCPF's mission is to improve health care access and outcomes for the people they serve while demonstrating sound stewardship of financial resources. This means that they work to make members healthier while getting the most for every dollar that is spent. Whether you seek health care, provide health care, or care about health care, HCFO is here to serve you. For the purposes of this effort, we met with Gina Robinson, Client and Clinical Care Program Office.

HCPF Healthy Communities has 26 local contractors across the State who can help families understand and use Medicaid and CHP+ benefits. They provide administrative case management to help families and individuals navigate systems and connect with a variety of resources they may need ranging from health and wellness services to food bank and rent assistance. They help Medicaid and CHP+ enrollees understand their benefits and how to use them. They work to strengthen and support families and help them identify anything that might be needed early and get them the care they in the right setting at the right time. They strengthen children and address the whole child and whole family by connecting them with all the services they need to be healthy.

### Current Parent Awareness Campaign(s):

The Department has just recently launched an official social media presence via Twitter, LinkedIn, and Facebook.

Client advisory board – reaching out and asking families what they want and need

Mobile app released to support families, especially those who don't want to make a phone call, talk to someone, but with a mobile app they can get basic information such as local doctors, dentists and resources. The app is tailored to each individual family. Apple and android platform.

Help Me Grow

Youth population outreach, Statewide initiative to get youth to go the doctor. The amount of youth (teens and young adults) who do not get regular check-ups and care is alarmingly low. There is a current initiative to encourage youth to go to the doctor, being led by teens. The department went to the teens and told them "you come up with something. They will be developing campaigns for Vine and Instagram.

### Primary Message(s):

Medicade is not bad, it is not just for low income



Insurance is insurance, everyone needs it. It is not just about treatment it is about prevention.

Prevention messages for youth and teens

Population health – people on Medicaid are not “those people” – we want to break down stereotypes

Building public awareness that Medicaid is not welfare.

Strengthen the public private partnerships to strengthen overall health. How can we spend Medicaid money differently.

### **Primary Audience:**

Everyone 20 and under and all pregnant women

### **Current Promotion Tactics:**

Currently working, internally, on promotion tactics.

Face to face, written, electronically, phone, text, email

### **Current Partners:**

- WIC
- Early Intervention
- Health Care Program for Children with Special Needs (HCP) – medical case management program
- Headstart
- Immunizations
- Early Headstart
- Department of Education
- Federal mandated programs
- Early Childhood Partners

#### Active Members Of:

Early Childhood Partnership

ECLC – Framework Committee

Local boards and committees

Governor appointments

Medical home

Long-term services and supports

Staff participate in a wide variety of coalitions and partnerships across departments and stakeholders to support all the efforts.

### **Challenges/Opportunities:**

Families don't know where to find resources and they don't always know that they need them.

Help Me Grow to be a meta center to give families one place to connect with the spectrum of resources needed to support the family and caregivers. Focus on the whole family, “what else do you need.” CHDS, HCPF and Public Health go to three agency directors in June to put forward a proposal. Public private partnership. Help strengthen coordination in all areas. This line will have all the information and follow up with families to make sure they got what they need.

**Performance Measurement:**

Legislative reports on services and satisfaction satisfaction

EPSDT federal report

**Organization Needs:**

Utilization promotion for 3-5 year olds (then 6-9) focused on getting young children in and being seen by doctor. Getting preventive things done. Get diagnostic information and then connecting them with additional supports and resources.

**What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

Don't have an 8 second speech on early childhood, but is it needed.

We have a lot of work happening in professional development and formal education for caregivers, we still don't have an overall message for parents.

**How Parents Get Information:**

Off the internet

From local programs and entities

**Other thoughts from Organization:**

Currently, there is no Statewide campaign to really promote all the programs and services for families and children in Colorado. No unifying message to bring awareness to everything happening in all the domains of the early childhood framework.

There is a need for direction from someone, the ECLC, the State, or a leading group on what the big message is that everyone should be promoting.

What can the ECLC do to help spread and share the messages that work?

We have a lot of work happening in professional development and formal education for caregivers, we still don't have an overall message for parents. Don't have an 8 second speech on early childhood, but is it needed.

How do we as a State not step on local control and yet have a statewide message that resonates with all the projects and efforts happening throughout the State?

Similar services, but different goals - how do make sure that we aren't creating more of the same programs. How do we ensure we aren't stepping on each other toes, but aren't duplicating at the same time.

ECLC: come up with that one shared goal to support services for children and families. How do we get everyone to adopt the framework and see themselves in it. One visual to support the effort.

## Colorado Parent and Child Foundation



### Address:

800 Grant Street, Suite 200  
Denver, CO 80203  
303.860.6000



[facebook.com/ColoradoParentandChildFoundation](https://www.facebook.com/ColoradoParentandChildFoundation)

Website: [cpcfonline.org](http://cpcfonline.org)



n/a

**About the organization:** The Colorado Parent and Child Foundation (CPCF) promotes and supports high-quality early childhood education programs and family initiatives which inspire parent involvement and facilitate school readiness.

### Summary:

The mission of the CPCF is to inspire parents as their child's first and best teacher... Because Home Is Where The Start Is. CPCF makes it possible for parents to receive the knowledge, tools, and support they need to facilitate their child's school readiness.

CPCF supports and promotes two evidence-based early childhood programs:

- Home Instruction for Parents of Preschool Youngsters (HIPPY) and
- Parents as Teachers (PAT) Reach: in 2014 over 3,500 people were served with over 40,000 visits. Across the State, not in every county.

**Home Instruction for Parents of Preschool Youngsters (HIPPY)** is an evidence-based parent involvement, school readiness program that helps parents prepare their 3, 4, and 5 year old children for success in school and beyond. The program empowers parents as the primary educators of their children in the home and fosters parent involvement in school and community to maximize the chances of successful early school experiences.

HIPPY is a peer-delivered model wherein trained home visitors provide weekly home visits, working one-on-one with parents of preschool aged children (age 3, 4, and 5). The Age 5 curriculum follows the child through the kindergarten year, thus reinforcing learning through a very intentional home-school connection. In addition to weekly home visits, the program provides monthly group meetings.

Last year, HIPPY reached 743 children and their families through 7 sites in 9 counties, including: Adams, Alamosa, Costilla, Crowley, Denver, Jefferson, Pueblo, Saguache, and Weld.

**Parents as Teachers (PAT)** is an evidence-based parent education and family support program serving families throughout pregnancy until their child enters kindergarten.

The 4 component PAT model includes:

- Personal Visits during which certified parent educators share age-appropriate child development information with parents and engage the family in activities that provide meaningful parent/child interaction
- Group Meetings designed to relay important information about child development and offer parents opportunities to interact and support one another
- Health and Developmental Screening
- Resource Network to connect families with resources that meet their specific needs

Currently, PAT reaches 2,679 children and their families through 29 sites in 38 counties, including: Adams, Alamosa, Arapahoe, Bent, Boulder, Broomfield, Clear Creek, Conejos, Costilla, Crowley, Custer, Delta, Denver, Dolores,

Douglas, Eagle,

El Paso, Fremont, Gilpin, Huerfano, Jefferson, La Plata, Larimer, Mineral, Montezuma, Montrose, Morgan, Otero, Ouray, Park, Pueblo, Rio Grande, Routt, Saguache, San Miguel, Summit, Teller and Weld.

**Current Parent Awareness Campaign(s):**

Not applicable.

**Primary Message(s):**

Parents are a child's first and best teacher.

**Primary Audience:**

Low income families, but largely serve moms.

English and Spanish speaking households.

**Current Promotion Tactics:**

Printed materials/resources

Events

Email

Social Media

Website

Grassroots outreach - going to the park, grocery stores or laundromats to connect with parents and caregivers.

Find a lot of people through word of mouth and making one on one connections.

**Current Partners:**

- Early Childhood Summit
- Home Visitation Coalition-being revived to give home visitor programs a place to collaborate and a common table to bring concerns, strategies and share wisdom and knowledge.
- McVee partners (Nurse Family Partnerships and Healthy Steps)
- Earlier is Easier
- EC Partnership
- FFN Learning Community

**Challenges/Opportunities:**

Making sure that everything is done with fidelity and supporting programs with training and resources to make that

possible.

### **Performance Measurement:**

Pre-and-post survey's for families.

As part of McVee there is a large data collection process. PAT and HIPPY both have data systems where information is collected and analyzed.

### **Organization Needs:**

Funding to grow and increase capacity.

### **What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

The important role parents play in their child's development.

Simple messages to encourage parents to take part in their child's development, like talking to your child.

Some broad messages that if every parent heard it could have a large impact. For example; read to your child and if you only speak Spanish, read to your child in Spanish.

There are so many things that are seemingly so simple that parents could do, but they don't always know.

### **How Parents Get Information:**

Very haphazard.

From each other

Home visits and group connections

Largely in informal ways

### **Other thoughts from Organization:**

Home visiting is off to the side in the EC field even though it can play an large and critical role in connecting families with other resources. Home visiting is not being thought of as an avenue to really connect with parents and should be.

How does home visiting fit in the bigger system and can it be used to help connect families to the broader services available.

## Mile High Montessori



### Address:

1780 Marion Street  
Denver, CO 80218  
303-861-2602

Website: [www.milehighmontessori.org](http://www.milehighmontessori.org)



facebook.com/MileHigh  
MontessoriELC



n/a

**About the organization:** Mile High Montessori is a Head Start program partnered with Mile High United Way, which makes our program the premier provider of early childhood education in Denver.

### Summary:

Mile High Montessori Early Learning Centers (MHM) is Denver's oldest and largest provider of subsidized quality early childhood care and education – serving thousands of Denver's most vulnerable children every year since 1970. MHM operates six early learning centers and two drop-in facilities. A Montessori inspired educational approach is used throughout the program. Montessori fosters inner security, a sense of order, curiosity, decision-making ability, a positive attitude toward school, and a sense of responsibility to other members of the class, school and community. MHM is governed by a 12-member Board of Directors, receives support and counsel from a 50+ member Community Leadership Board, and employs over 100 talented and dedicated staff.

In addition to operating child care centers in the Denver area, MHM offers several programs for the families and communities they serve including; Babies Ready for College, Ready to Read, Neighborhoods for Learning and Play and Learn Groups. For the purposes of this project, Babies Ready for College and Ready to Read were explored more deeply in addition to understanding more about MHM.

**Babies Ready for College:** Drawing on extensive experience and relevant research, Babies Ready for College (BRFC) came in to existence out of a need to affect a child's academic success by involving the parent. The program helps caregivers and families ensure their child is ready for school and stays on track to graduate from high school prepared for whatever course lies ahead.

BRFC's goal is to begin planting the seed of expectation for higher education in families living in chronically under-resourced communities. The 10-topic curriculum is geared to equip parents and Family, Friend and Neighbor caregivers with the knowledge and expertise to help prepare their children academically and socially before they even enter preschool. Sessions are offered in the community and selected Denver Public Schools. Trained facilitators conduct each session, and early childhood educators provide developmentally appropriate activities for the children. The Curriculum is not culturally biased and supports all families to advocate for their children and connect with resources. The program is in English and Spanish. In the beginning home visits were done, but as the program has evolved they are beginning to try other interventions such as personal contact (i.e. phone calls) and "quizzes" for the parents/caregivers. The quizzes have been well received as it gives the parents/caregivers instant feedback on what they have just learned. In addition, book clubs have been introduced as a way to connect the participants as well as play and learn groups. In 2014 5 sessions were held and each session has 20-25 parents/caregivers resulting in about 200 parents/caregivers reached.

**Ready to Read Project:** Ready to Read focuses on language and literacy development for infants and toddlers to ensure that children are reading proficiently by 3rd grade.

The project provides these opportunities by nesting a proven interactive reading intervention – *Dialogic Reading* – within a promising professional development intervention – *Cradling Literacy* – to give early childhood educators a

theoretical foundation and culturally responsive framework for developing children's oral language and vocabulary skills. Ready to Read is implemented in both formal and informal settings. In addition to training for professional staff, the program will provide training for parents in order to extend children's learning at home.

*Dialogic Reading* is an interactive method of sharing picture books with young children. Whereas adults typically read and children listen, in *Dialogic Reading*, children learn to become storytellers. Children are encouraged to describe what they see going on in the books they are presented with and adults assume the role of active listeners – asking questions, adding information, and prompting children to increase the sophistication of their descriptions. Developed by Zero to Three, *Cradling Literacy* provides field-tested strategies to build teacher knowledge and skills in early language and literacy development in the context of important caregiving relationships and family culture. Ready to Read is in partnership with Clayton Early Learning and is supported by the **Mile High United Way Social Innovation Fund**.

#### **Current Parent Awareness Campaign(s):**

Not applicable.

#### **Primary Message(s):**

Providing a quality educational experience, inspired by the Montessori approach, for Denver's most vulnerable children.

MHM works to help close the achievement gap.

#### **Primary Audience:**

**Babies Ready for College:** Stay at home mom/parents, not in child care with children under 3. If they have preschool-age children they also try to reach them as well and get them enrolled in preschool. Some are FFN providers, grandparents and nannies as well. A lot of families from the Eastern edge of Denver and Montebello.

**Ready to Read Project:** Enrolled families.

**General:** Families with children under 8 in the Denver area. Currently, 95% of MHM families are at or below poverty.

#### **Current Promotion Tactics:**

**Babies Ready for College:** Words of mouth, through enrolled parents, churches, immigrant communities.

**Ready to Read Project:** Communication with enrolled parents.

**General:** Community events, the DPP preschool showcase and center open houses.

#### **Current Partners:**

- Clayton Early Learning
- Colorado Association for the Education of Young Children
- Colorado Children's Campaign
- Colorado Childcare Assistance Program
- Colorado Preschool Program
- City of Denver
- Denver Early Childhood Council

- Denver Great Kids Head Start
- Denver Health and Hospitals
- Denver Preschool Program
- Denver Public Schools
- Denver Court Child Care Warm Welcome Board
- Child and Adult Care Food Program
- Lion's Club Of Denver / Rude Park Board
- Mayor's Office of Children's Affairs
- Mental Health Center of Denver
- Mile High United Way
- Qualistar Colorado
- Sewall Child Development

### Challenges/Opportunities:

Not specifically discussed.

### Performance Measurement:

**Babies Ready for College:** Ages and Stages Questionnaires are given to parents and caregivers and are evaluated by the Marisco Institute.

**Ready to Read Project:** Ready to Read has a rigorous evaluation component that includes using the LENA System, which features Digital Language Processors (DLPs) that are worn by children to capture adult-child conversational interactions, child vocalizations, and the audio environment. The LENA System software analyzes the language episodes and conversational turns captured by the DLPs and generates reports provided to professionals and parents.

### Organization Needs:

#### Babies Ready for College:

- In order to expand more facilitators are needed.
- In addition, MHM hopes to create a better understanding of the connection the program can have to Denver Public Schools and their enrollment and teachers.
- Locations to host the program and ways to reduce rental costs for the space to run the program.

### What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?

Early brain development – these messages need to be compelling.

Messages that communicate “We all need help sometimes. It is safe to ask.”

Early childhood education is not necessarily “school”, it is so much more and it is critical.

Messages that promote support and resources for parents.

Messages that take a positive approach, not a deficit approach.



### **How Parents Get Information:**

Trusted resources in their lives (family, friends, doctor's, caregivers)

Word of Mouth

Website and online

### **Funding:**

Babies Ready for College: The Piton Foundation, Temple Hoyne Buell Foundation and Rose Community Foundation and Mile High United Way funding.

Ready to Read: Mile High United Way Social Innovation Fund.

General: <http://www.milehighmontessori.org/join-us/supporters/>

### **Other thoughts from Organization:**

It is important to keep any Statewide message broad enough to reach all families from Denver to Grand Junction to Alamosa to Ft. Collins and out on the Eastern plains.

It is important for the general public to begin to understand that we all have a shared responsibility and opportunity to positively impact the lives of young children.

It is important to help not only parents/caregivers understand how to be an advocate for children, but how everyone can advocate for kids in Colorado.

### **Partnership Opportunities:**

Mile High Montessori has extensive reach and deep relationships with the families and caregivers it serves and should be considered a partner in helping connect to these populations.

If additional research is conducted, Mile High Montessori offered to help connect the State with parents and caregivers for focus groups and interviews.

Share campaign messages and tactics with MHM for feedback and input.

Help bring awareness to the additional programs and services offered by MHM when and where appropriate.

## Denver Preschool Program



### Address:

P.O. Box 40037  
Denver, CO 80204-0037  
303-595-4DPP (4377) Phone

### Website: [dpp.org](http://dpp.org)



[facebook.com/DenverPreschoolProgram](https://facebook.com/DenverPreschoolProgram)



[@dpp\\_org](https://twitter.com/dpp_org)

**About the organization:** DPP helps all Denver families, regardless of income, pay for their 4-year-olds to attend a high-quality preschool of their choice.

### Summary:

We make preschool possible for all 4-year olds within the city – regardless of neighborhood or socio-economic status, through tuition support and access to information.

At Denver Preschool Program we are a champion for quality, accessible preschool across our community.

We increase the quality of preschool by providing resources and quality measures to preschool partners, and by leading the conversation around early childhood education with policymakers and the public.

We are the community's advocate for raising awareness and communicating the importance of preschool as the foundation of a formal education. The more our children learn at 4, the better they read at 8, and the more self-sufficient and productive they are at 30.

A child's path to lifelong learning begins from the very earliest stages of development. The more young children we expose to quality preschool, the better our chances for raising the bar of learning and increasing the success of tomorrow's workforce.

Approved by voters in 2006 for an initial period of 10 years, the Denver Preschool Program makes high quality preschool possible for all Denver families.

In 2004 there was a lot of polling done one, around broad support for EC in the state and two, around messages that resonated about early childhood. Polling was done it two ways. Statewide and city and county of Denver polling was done. Polling showed that while there was support in areas outside of Denver, the larger body of support of EC was from within the Denver-metro area. The big message that really resonated with people in that poll was school readiness. When you go further away from school-readiness the understanding waned. School-readiness and kindergarten readiness is something that people understood. Additional polls closer to ballot for Denver understanding of ECE and general support for early childhood education. There was a C3 campaign just about the importance of ECE and the importance of EC as it related to school-readiness funded by foundations in the early childhood community. Once that campaign was cut off, a second campaign was introduced, Preschool Matters. Message: All kids deserve equal starts. Preschool Matters was a vote yes campaign. TV, Radio, air campaign. Piton Foundation was the angel funder. 2006 1.5 million dollar campaign. The pre-campaign was \$350,000 on TV only.

2014 campaign was \$750,000 campaign.

After the success of the first few years, DPP's public communications lessened in 2008-2013 as programs were champions of DPP, in prep for 2014 campaign launched Back to school campaign in Spring and Summer. During

initial polling for re-authorization results showed that there wasn't broad awareness of DPP and there was a lot of confusion about DPP as it is hard to differentiate from DPS and others. Based on feedback, DPP decided to rebrand to mature the brand and have it not look so much like a preschool program and less bifurcated.

More recently, DPP uses a hybrid model for communications that includes paid media so we have a more consistent level of communications. Especially for parents. Parents need consistent messages, overtime, it is not a one-time hit. You have to build communications on top of communications so you are building messages for parents with infants, toddlers and up the spectrum and across the board. You need to build a consistent level of awareness. Headed to making DPP very visible to the Denver community as a whole, it something to be proud of like the light rail, 16<sup>th</sup> street mall etc.

Currently going through focus groups with parents to learn about what works and what isn't.

### **Current Parent Awareness Campaign(s):**

We do an annual Enrollment/Back to School Campaign that seeks to inform families about our services and helps connect them to the resources to choose preschool. Our goals are to drive people to our website and enroll in our program.

In 2014 a broad public awareness building campaign was done along with the Preschool Matters ballot initiative campaign.

In 2006 the first campaign was run for DPP.

### **Primary Message(s):**

Preschool access

Policy and advocacy

Calls to action

- Community – DPP is a gem in the community and important=
- Families – informing about preschool b/c a parent must enroll before they can apply to DPP.

Work to raise awareness of importance of preschool so parents do end up enrolled and able to access. It is never too early to start looking for preschool.

Message: All kids deserve equal starts.

### **Primary Audience:**

Parents of Denver 3 and 4 year old children

3 parent audiences – diligent/helicopter, laagered, uninvolved.

Preschool programs in Denver

Denver voters

### **Current Promotion Tactics:**

**Preschool Matters:**

Air campaign – Radio, tv, print/mail for the campaign

EC Awareness – TV

Digital ads worked really well for the campaign – took over the sports page on November 2,3,4 on the Denver post and customized the preschool matters ads to the Broncos colors and message to find your ballot drop off location.

Bus shelters

Billboards

**2014 Campaign:**

Back to School Campaign – Billboards, TV, Radio, Online/Digital

**Current/On-going:**

Website

Social Media

Email

Television PSA/Interstitials/Commercials

Phone call or toll-free line

Events/Fairs

Printed materials/resources

Via preschool providers participating in the program

Radio PSA/Commercials

Digital/Online Advertising

Newspaper PSA/Advertising

Public Relations/Earned Media

Direct Mail

Outdoor Advertising

Print Advertising (Magazines, Church Bulletins, etc) – Relocation guides

Blogs

Community groups

**Current Partners:**

Not specifically discussed.

**Challenges/Opportunities:**

Use digital to make a highly targeted ad buy and track-able via website visits. Also allows for flexibility in message based on latest news story, trends etc. Digital allows you to flex.

**Performance Measurement:**

Website analytics

Ad buy performance – viewership, links, reach

Digital ads – a great way to track links, visits and views.

**Organization Needs:**

Not specifically discussed.

## **What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

Nothing is the silver bullet, it is pre-natal to 8 years old. Yes, preschool matters, but it matters from the time the child is conceived to 3rd.

Conception (and before) to 3<sup>rd</sup> grade is a critical time period in a child's life.

## **How Parents Get Information:**

Was not specifically discussed.

## **Other thoughts from Organization:**

Other Initiatives to Connect With:

- Connect with Bell Policy Center: Windows of Opportunity – expand the windows of opportunities as a framework for talking about the work and helping partners see their place.
- Immunize for Good Campaign
- Project Bloom
- The Number One Question – Is it good for kids? – in Kansas
- EPIC

Parent audience is mutable. Be consistent and out there. You can't look at the parent audience as a singular audience. Segmentation of audiences is really important.

Really important to maintain and build relationships across the community.

Must be talking to all the channels who may be speaking and serving parents. Must also make connections to other partners who are an important part of building support and providing a variety of services.

Source and messenger is really, really important.

To see results we must proactively go after all the various audiences.

FFN, most expensive to reach, most personal contact, you need an introducer. In every FFN community there is the number 1 person that everyone talks to, connect with them and you have entered into the group.

In a coordinated campaign it will be important to figure out how partners are working together in each space, protecting everyone's brands and making sure that the right connections are made. In every community, there are side-by-side opportunities for collaboration. Protecting brand identity and building something together is a very tricky balance, but something that can be achieved.

The coordinated campaign has to be no-brand.

How do you collaborate without mudding the system.

The ELDG's are the highest level, overarching commonality.

I think this is a new conversation with different principles and partners at the table.

Need to very clearly define the goal of this work.

The effort needs to be pulled up so much higher any one organization, State department or even the State.

The collective conversation that needs to happen needs to have ground rules and space for the larger conversation

to happen. You need to create the time, the ground rules and the goals. Give each organization or opportunity to be heard.

Need to get really clear on the questions that need to be asked to partners such as can you see yourself as a part of this? Coming alongside this? How do you fit into?

There are an infinite number of brands and initiatives that already exist doing great work that you don't want to harm in this process.

## Be Ready Larimer County



**Address:**

unknown

**Website:** [bereadylarimercounty.org](http://bereadylarimercounty.org)



[facebook.com/BeReadyLarimerCounty](https://facebook.com/BeReadyLarimerCounty)



n/a

**About the organization:** Be Ready partners are committed to helping parents and the community understand the specific needs of children from birth to age eight in three focused areas: health and activity; language and learning; and feelings and behavior.

### Summary:

The BE READY Campaign for school readiness is the result of a partnership among Larimer County schools and community organizations. The intent of the campaign is that all of Larimer County....parents, the medical community, employers, childcare providers, libraries, school districts, grocery stores, community and government agencies, faith communities, service organizations...will share in this responsibility to make certain all the children in Larimer County will be ready to be successful when they start school.

This initiative began in 2008 as a collective effort to dramatically improve the school readiness of children in Larimer county. The initial partners in this effort included Larimer counties three school districts, the Early Childhood Council of Larimer County, CSU's department of Human Development and Family Studies, Larimer County, Estes Valley Investment in Childhood, Basecamp and Teaching tree to name a few. The group decided to start by answering the question what is the definition of school readiness?" They used the States global definition of school readiness and then began to ask deeper questions about the purpose and goals of their work, in particular, what does school readiness look like in Larimer County, who did they want to serve, and what is the purpose of doing this work?

After about 3 years of conversations Be Ready was launched. A pilot program ran from August of 2012 to 2013 and then a kick off the campaign commenced in 2013. Be Ready's focus is to help parents, families and providers understand how they can help get children ready for school starting from pre-natal to 5 years old. Additionally, Be Ready has put intentional focus on community engagement in an effort to ensure the general public understands how important the early years are. Be Ready's partners recognized early on that there needed to be one branded initiative throughout Larimer county that builds trust for parents that they can get reliable information about their child's development and support for getting them ready for school.

Vision: all kids in Larimer county will be successful through school.

Mission: A county wide collaboration that creates ready children, ready families, ready schools and ready community.

Goals: All children in Larimer County will be ready to succeed when they enter school because we will:

- increase our community's understanding that school readiness starts at birth
- provide consistent and reliable information to help parents of young children
- engage the broader community in this effort

In 2012, Be Ready presented the campaign to the State and offered it as an opportunity to launch a Statewide

initiative.

Be Ready has a strong collaboration and partnership which is the root of its success. The collaborative group meets regularly and also has sub-committees to focus on specific area:

**Ready School Committee:** The group recognized there is a gap in preparing a child for kindergarten and what every kindergarten teacher wants a child to know when they walk in the door. They want to bridge the gap so that preschool teachers understand what kindergarten teachers expect and what preschool teachers are focusing on. Currently the group is gathering data from parents with children getting ready to start kindergarten, parents with children just completing kindergarten, child care programs, and kindergarten teachers to help them understand the expectations of each group. Data such as how many letters a child should recognize, how long should a child be able to sit still, how many numbers should a child know are being collected. The goal is to uncover where there is alignment of expectation and where there isn't. Surveys will be wrapped up in May and analyzed to inform opportunities for alignment from preschool to kindergarten.

**Ready Community Committee:** This community focuses on community engagement. Most recently, the committee led promotion of Raising of America and hosted several community events. Be Ready saw these documentaries as an opportunity to start a real conversation in Larimer county about the importance of early childhood education.

**Content Committee:** This committee reviews and critiques content and everything that goes on the website and in materials to ensure appropriate and accessible language is used.

Be Ready intentionally makes connections to other community groups to make sure that everything in Larimer County is truly connected for parents and families. For example, there is a 2nd Campaign in the works from another community group that is focused on screening for development delays. This effort is being led by Child Find, Early Intervention and Larimer County Kids (among others). While it is a separate initiative they are trying to make intentional connections to Be Ready by, for example, adopting the tagline "On Track to Be Ready." There is a real effort to make sure that everything is linked.

### **Current Parent Awareness Campaign(s):**

Currently being planned.

Build out a structure for an advocacy and public awareness campaign. Using Raising of America as the platform to begin the conversation.

What does advocacy look like at the community, individual and legislative levels?

For the initial launch in 2013, included a parent awareness campaign which included the website launch, print materials, bus ads and other local media promotion.

### **Primary Message(s):**

It begins at birth. It's more than the ABCs. The early years are important and it is multi dimension.

Read, explore, ask, discover and play.

Health and Activity, Feeling and Behavior and Language and Learning to get to the domains.  
Ready as the approach.



### **Primary Audience:**

English and Spanish speaking Families with young children.

25-35 year old women.

From general observations: middle class parents who may not be involved in the early childhood field.

The audience is intentionally very broad and aimed at impacting all of Larimer county.

### **Current Promotion Tactics:**

Print materials

Website – tips and ideas for parents to do with their kids, prenatal and infant, toddler and preschool

Have navigators which are a resource for families in need across all spectrums.

Be Ready Family Fairs in Loveland and Ft. Collins and Estes park. Connecting parents with resources and demonstrating great activities to do with kids. Activities for parents and families to connect. Reach is about 400.

It isn't a single approach. There has to be many promotion prongs. The promotion goal of Be Ready is to be in schools, doctor's office, libraries and places families naturally gather and seek information.

Navigators - to help parents find and connect with resources. There are two navigators; one in Ft. Collins and one in Loveland.

### **Current Partners:**

Collaboration is critical and a large part of the Be Ready Campaign. Be Ready seeks and build collaboration opportunities throughout the Larimer County.

- B.A.S.E. Camp
- Book Trust
- Bright Beginnings
- Children's Speech and Reading Center
- The Children's Workshop
- ChildSafe
- City of Fort Collins Social Sustainability Department
- Colorado State University Department of Human Development and Family Studies
- Colorado State University Extension
- Columbine Health Systems
- Christ Fellowship Church Child Development Center
- Early Childhood Council of Larimer County
- Estes Park School District
- Estes Valley Investment in Childhood Success (EVICS)
- Estes Valley Library
- The Family Center/La Familia
- Foodbank of Larimer County
- Foothills Gateway
- Fort Collins Read Aloud
- Gardens on Spring Creek
- Health District of Northern Larimer County
- Healthier Communities Coalition

- LCDHS Healthy Communities
- House of Neighborly Service
- KinderCare – McMurray
- KinderCare – Royal Vista
- Larimer County Nurse-Family Partnership
- Larimer County WIC Program
- Licensed Family Child Care Association
- Little Bear's Child Care Inc.
- Loveland Public Library
- Matthews House Community Life Center
- New Belgium Brewing
- Poudre River Library District
- Poudre School District
- Project Self-Sufficiency
- Reach Out and Read Colorado
- Respite Care
- Teaching Tree
- Thompson School District
- Thompson Valley Preschool
- Touchstone Health Partners
- United Way of Larimer County
- Vida Sana

### **Challenges/Opportunities:**

#### **Challenges:**

- Maintaining energy around the campaign. We want to make sure that they are keeping partners engaged.
- Capacity of focus in several different directions, but determining the best way to focus energy and resources.
- How do we measure and ensure behavior change? How do we make sure that our materials are actually creating change for the people they are reaching.
- Reaching business and civic leaders who are key players in advocacy and systemic change.
- How do you keep the materials fresh so that parents come back to it and see new and relevant information and resources?

#### **Successes:**

- Collaborative approach and nature of the campaign
- The fact that there are so many organization and individuals willing to give their time and their staff's time to this cause because they value it and recognize how important it is, whether or not they get an personal gain.
- The parent/caregivers fairs and events.
- Raising of America events led by Be Ready that are connecting the national message to the local community.

### **Performance Measurement:**

Website data using Google Analytics

Print material distribution

Facebook reach and like

Several surveys will be launching in the May/June 2015.

At events tracking participation, output of materials, number of people involved and participation surveys for attendees, booth participants etc.

Working to use the data and information they have to build on deeper profiles for future marketing and communications.

### **Organization Needs:**

### **What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

Advocacy and engagement around the importance of early childhood.

Common messages about the importance of early childhood.

Investment in early childhood.

Opportunity to take Statewide message and brand it locally is important and would help local initiatives.

### **How Parents Get Information:**

Family and friends

Social media

It is important to understand how we get friends and family to share information via social media.

### **Other thoughts from Organization:**

Successes of the community partnership:

A strong commitment from the partners who came to the table in the first place. They much prefer to be doing this work in collaboration than trying to do the work in isolation. Having all 3 schools districts committed was a huge collaboration.

Long-time commitment in Larimer County to collaborate in general.

A genuine process of trying to discover together what needed to be done. It wasn't a top down approach or a single organization coming in to say "this is what should be done." It was equitable and engaged table.

Shared ownership of the effort and making it not about a single group or organization, but a bigger, shared and common goal—to get Larimer county kids ready for school.

Be Ready's content is content that is relevant no matter where someone lives.

There has been a void in Colorado for the last 10 years regarding messages and information about early childhood so a lot of organization helped fill that gap in their local communities by creating local campaigns.

They buy-in is huge in their community.

There is a need for being able to help make the connection to the local community.

The challenge of Denver-centric approaches is still alive and well.

There has to be flexibility in however it happens and is distributed.

Messages can be common, but implementation has to be locally driven because each community is so different and so too are their parents, their needs and their make-up.

Are families getting mixed messages? Likely yes, how do we make sure that families get a consistent message.

Support local initiatives by providing assets that can be used such as videos like Vroom's You Already Have What it Takes.

Thank the State for being willing to listen and gather information about what is going on as they embark on this effort.

Primary funding: Smart Start for Kids Program from United Way Larimer County. Plus Larimer County Early Childhood Council Grants, in-kind support from Columbine Health Systems and many partners including the Larimer County School Districts. Large amounts of volunteer support.

## Earlier is Easier



**Address:**

unknown

**Website:** [earlieriseasier.org](http://earlieriseasier.org)



[facebook.com/earlieriseasier](https://facebook.com/earlieriseasier)



[@EarlierIsEasier](https://twitter.com/EarlierIsEasier)

**About the organization:** Earlier Is Easier is a collaborative led by early childhood literacy professionals from the Denver Public Library, Reach Out and Read Colorado and the Colorado Parent & Child Foundation. They have joined forces with more than 20 early childhood organizations to promote the value of interacting with children at these young ages.

### Summary:

Earlier is Easier (EIE) was conceptualized in 2010 by Reach Out and Read Colorado, the Denver Public Library and the Colorado Parent and Child Foundation with the purpose of reaching parents and caregivers at the local level to convey the importance of early literacy and early interactions through a public awareness campaign. The campaign was started to be around encouraging interactions in early literacy to support development and help more children be preschool/kindergarten ready. In 2013 Earlier is Easier established a collaborative with more than 15 Denver-area early-childhood agencies serving in an advisory, supportive or endorsing capacity. As of 2015, 24 organizations are working together to fully support the Earlier is Easier effort. Based on the principles of the nationally recognized program "Every Child Ready to Read" (ECRR), Earlier is Easier encourages parents to engage in five "practices" with their young children: reading, talking, singing, writing and playing. We go one step further by advocating for laughing as well, because positive, fun activities drive learning. Using these practices EIE aims to provide information to help parents and caregivers ensure their child will have the positive learning experiences needed for success when they enter preschool and kindergarten.

There is a strong collaboration supporting the work of Earlier is Easier. Partners sign on as an Endorsing Partner, Advising Partner or Supporting partner. After the website was launched in 2014, the organization realized it needed capacity to grow and hired Alison, part-time to help actively engage the partnership and grow the effort. Always been a goal to do a big splash campaign.

A needs assessment is currently being done to figure out how EIE can lead, partner and collaborate and help make connections.

The partner network reaches Statewide and beyond birth to 3, but the focus of EIE is Denver-metro and birth-3, with the idea that let's realize success in this area and then expand from there.

One of the goals was to come together and create shared messaging and unifying messages so that we were all

Fiscal agent the Denver Public Library Friends Foundation

#### Goals:

- Promote awareness through a messaging campaign comprised of website, email, social media, print and visual media.
- Leverage partners in using a common language with a shared message and their supporting work/services

Also supporting and using Raising of America to raise broad awareness.

### Current Parent Awareness Campaign(s):

Yes. Currently running more of a grassroots campaign via the partner network and current assets such as the website and tip cards.

**Primary Message(s):**

Early literacy and interaction that promote brain development. 80% of brain is developed by age 3. Return on investment in early childhood (Heckman's work).

**Primary Audience:**

**Primary:** Parents and caregivers with children most at risk and in areas of opportunity in Denver. Working to reach English and Spanish speaking parents and caregivers.

**Secondary:** Organizations that are working with parents and caregivers.

**Third:** General public: Helping the public understand how important early childhood is.

**Current Promotion Tactics:**

Website – tools and tip in English and Spanish

Facebook

Twitter

Print Materials – Tip cards for Read, Sing, Laugh, Write and Play

Partner pass-along promotion – Encouraging partners to share information via their channels and at events they attend.

Pledge

**Current Partners:**

- Partners:
- Bright By Three
- Children's Museum of Denver
- Clayton Early Learning
- CLEL (Colorado Libraries for Early Literacy)
- Colorado State Library
- Colorado Parent and Child Foundation
- Denver Public Health
- Denver Kids
- Denver Preschool Program
- Denver's Early Childhood Council
- Denver Public Library
- Early Intervention Colorado
- Families First
- Focus Points
- Hope Center
- Invest in Kids

- Junior League of Denver
- Laradon
- Metro State
- Mile High Montessori
- National Civic League/All American City Award
- Qualistar Colorado
- Reach Out and Read
- RMPBS

### Challenges/Opportunities:

#### Challenges:

- How do you meet people where they are?
- How do you make sure people get the information from more than one place.

#### Successes:

- Website
- Tip cards
- The amount of partners and diversity and engagement of partners in this effort
- Being able to add a staff person to help move the project forward and grow it further

### Performance Measurement/Metrics:

Website traffic using Google Analytics.

Facebook interactions and likes.

Pledge signatures.

So many touch points are secondary so a group is being convened to figure out how to more tangibly track some of the secondary touch points.

**Current estimated reach:** 2,500-500

### Organization Needs:

Based on the information in the needs assessment and exploratory conversations, the following are the current needs of the group:

- Reaching parents most at risk, finding them where they are.
- Communicating to ask risk parents.
- Understanding the different ways that people get information and what communication methods they use.
- What mediums should be used and are most relevant for reaching parents.
- Information that people are getting is from people who they see as their trusted networks. How do we ensure that trusted networks have accurate information and are sharing it.
- Identifying grassroots connections and trusted community leaders who can champion the message.
- Figuring out ways to leverage the partner network.
- How do we get this message outside of the "choir."
- How do we tie into other efforts and not duplicate.

- Funding.
- Momentum to take a collaborative message forward.

**What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

A statewide message could help support EIE's efforts and the message development and process should be collaborative so that current efforts are supported and built on upon.

Messages need to meet the varying community needs.

**How Parents Get Information:**

From partners:

- Online/Google
- Schools
- Churches
- Family
- Social Media
- Neighborhood Centers
- Books
- Library
- Agencies they are connected with
- Doctors/Pediatricians
- Well clinics
- Teachers of older children

Need to reach people through "trusted" networks, i.e. community leaders, existing service providers, etc. People go to family, friends, neighbors - information provided is not always accurate or current.

Need to meet people where they are i.e. places they already get services, doctors, schools, etc.

Need multiple touch points for message to be absorbed

Need multiple platforms for people using computers, smart phones, or not online at all

Message needs to be accessible, easy to understand, and language appropriate

**Funding:**

Grant funded

Supporting partners

**Other thoughts from Organization:**

There is a desire for leadership in this space. Hopeful that someone will take the reins and convene all this and build a collaborative effort.

Show range, not competition among all the groups doing great work in this space.

How EIE can support work



- Cross posting
- Neutral convener
- Sharing information among partners
- Creating brand awareness around EIE

Normalizing the message – making sure that people who do need help don't feel like they are out of the norm. Not singling people or groups out because everyone needs support and resources.

A collaborative process should be considered versus a top-down and is there opportunity for the State to also support existing local initiatives in addition to a large air campaign or Statewide message.

There are a lot of great things happening in Colorado and there is a really opportunity to build on the great work already happening.

How do you bridge the gap between an air campaign and how we keep hearing parents get their information which is from trusted resources, families and friends?

How do you use the different expertise of the each partner to support these efforts?

## Children's Hospital/CHAI



[facebook.com/childrenshospitalcolorado](https://www.facebook.com/childrenshospitalcolorado)



[@ChildrensColo](https://twitter.com/ChildrensColo)

### Address:

Anschutz Medical Campus  
13123 East 16th Avenue  
Aurora, CO 80045  
Phone: 720-777-1234

Website: [childrenscolorado.org](http://childrenscolorado.org)

**About the organization:** Children's Hospital Colorado is one of the top children's hospitals in the nation, helping kids across Colorado and the west.

### Summary:

When it was founded in 1908 in Denver, Children's Hospital Colorado set out to be a leader in providing the best healthcare outcomes for children. That calling has consistently made CHC one of the top 10 children's hospitals in the nation and a place parents across the Rocky Mountain region have come to trust.

Children's Hospital Colorado's modern-day mission is to improve the health of children through the provision of high-quality coordinated programs of patient care, education, research and advocacy.

In addition to providing the best possible care for kids who need it, Children's Hospital Colorado also works hard to keep kids out of the hospital. Through medical research and advocacy efforts, Children's Hospital Colorado is working towards a world where kids are safer and healthier and will one day have less need for a hospital.

While Children's Hospital Colorado's clinical work may be the most visible part of their mission, advocacy is just as important. Advocacy is how the hospital influences decisions relating to children's health policy issues, such as injury prevention and access to quality care.

Children's Hospital Colorado's advocacy efforts expand out into communities across Colorado and are aimed at making sure that kids' concerns are always heard when public policies are made.

From providing immunizations and car seat checks, Children's Hospital Colorado's goal is to help keep kids healthy and out of the hospital. For the purposes of this work, we focused on learning more about Children's Hospital Colorado's Children's Health Advocacy Institute (CHAI), its impact on the community and the partnerships that exist to move the work forward.

CHAI's mission is to positively impact the health and safety of children by working collaboratively with the public and our community partners. By bringing people together and leading the way in child health and safety, CHAI builds and operates evidence based programs aimed at creating a thriving community for children.

As a nonprofit pediatric hospital, Children's Hospital Colorado's bottom line is kids – this means that positive hospital margins are reinvested into the health and well-being of children. Putting that work into numbers isn't easy. However, in 2013, Children's Colorado reported more than \$170 million in "community benefit" activities – that is, activities the hospital conducted that went beyond caring for patients and made an impact on our community at large. This includes everything from dental screening and immunization clinics for kids, to financial counseling and car seat education for parents.

In order to focus hospital community benefit efforts in the areas of greatest need, Children's Colorado partnered with the Colorado School of Public Health to assess the child health needs of Colorado children. This was accomplished through a combination of secondary data collection and analysis, key informant interviews, focus groups (youth and adult) and community engagement sessions. CHAI continues to partner with the community to drive an

implementation plan to address these needs, with oversight from the hospital Board Committee on Community Benefit.

CHAI's focus areas are;

- Obesity prevention
- Injury Prevention
- Access to Care
- Toxic Stress

**Obesity Prevention:** This work helps to educate families and children on strategies to eat healthier and be active. This includes partnerships with groups such as Bike for Life and Cooking Matters as well as parent classes to help families learn how to use food stamps to purchase healthy foods.

**Injury prevention:** This work focuses on helping prevent intentional injury and unintentional injury. Initiatives in this space include Don't Shake a Baby, Safe Sleep, child passenger safety, bike safety and more. Messages and work in this space varies based on what is being seen in clinics and the ER. Going forward injury prevention messages will be targeted to zip codes based on data and information from clinic and ER visits. For example, if an increase in head injury visits from bike accidents are seen in patients coming from zip code 80130, they will target messaging to that zip code about bike safety and helmets.

**Access to Care:** This work focuses on identifying families that are eligible, but not enrolled in Medicare or CHIP and helping them get enrolled. As well, this work helps to educate families about the value of a medical home and how it should be used for routine care versus using the ER for routine care.

**Toxic Stress:** This body of work will be focused on helping parents understand that positive parenting begins in utero and the different kinds of things that impact a child's health and well-being. The focus will be on the first thousand days. Messaging is being developed in partnership with the Early Childhood Partnership and later this year Children's will be shifting it's don't shake a baby campaign to a positive parenting campaign. Toxic stress initiative will be tied as well to Bright By Text and Bright By Three.

Children's sees 40k kids a year under age 2.

### **Current Parent Awareness Campaign(s):**

Don't Shake a Baby – includes TV, radio and print.

Safe Sleep.

Just Ask Children's – Radio campaign on Alice 105.9.

Parenting Seminars and Lunch & Learns - in Denver and Colorado Springs on topics ranging from reading, potty training, concussions, general behavioral health and support adolescents in tween years. Children's goes to corporate offices and offers a lunch and learn for staff. It is a good way for employers to support their staff and helps them be a workplace of satisfaction.

Safe Storage: Guns, prescription drugs and marijuana.

Positive Parenting Campaign – being planned, but will include TV, radio and print.

### **Primary Message(s):**

Positive Parenting Campaign

Simple series of messages. What is the need and value to engage in positive parenting. What can you do, that is

easy? Breast feeding, reading, positive affirmations etc, goal, begins to reduce the number of adverse child experience.

End of the day, how do we creating messaging to build trust and navigate some tough circumstances. While it will start in low income arena it will expand to all.

How do we help all families see us as a resource and not a threat? Get around those can be as simple as providing adequate translation resources.

Families feel concern about coming in b/c they don't want to reported to social services or deported. Toxic stress, child abuse and neglect spam all income levels and demographics.

Need to create messaging that is apathetic and supportive of all families and try to pull out of a system of penalties.

Take the fear factor out of the messaging. Build a picture of commonality.

The most effective has thing has been to say "All parents." Everyone deals with fussy babies and toddlers, by making it about ALL parents, we make it a safer environment for an open dialog and to ask for help.

#### **Primary Audience:**

**General:** Target all parents that live within the I-25 corridor.

**Positive Parenting:** Will go to Pueblo to Ft. Collins and to some degree Cheyenne because they get some Denver radio station.

#### **Current Promotion Tactics:**

General: A range of print, TV, radio and social media.

#### **Current Partners:**

- <http://www.childrenscolorado.org/events-community/community/community-partners>
- cooking matters, civic canopy, safe kids, school districts, HCCC, private pediatric and family medicine, health centers, Kemp Foundation, Live Well, Children's Campaign, Reach Out and Read, State Patrol, CHPHE on the marijuana campaigns, March of Dimes, Aurora Health Access, Together Colorado, Campus Community Partnership, Colorado Coalition for the Medically Underserved, C-Chap, Steve Pool's medical home partnership.

#### **Challenges/Opportunities:**

Challenges in getting the word out. There is so much that we do and it hard to prioritize. Plus the space is limited and crowded and people's attention spans are short. The biggest obstacle is people's short attention span. Knowing how to best prioritize both the message and platform. What are you using? Instagram, twitter, radio spot? Harder things to have harder metrics to.

### **Performance Measurement:**

Can't 100% point to the PSA campaign for don't shake a baby as the cause for the decrease in shaken baby syndrome. I can point to click rates and impact on how many people viewed or heard. It is very hard to measure.

Measurement is hard. There is a lot of marketing analysis out there. Trying to add more action items associated with action items. Call or click CTA's to get to deeper engagement.

### **Organization Needs:**

Was not specifically discussed.

### **What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

Positive parenting messages because of the reach the State can achieve.

Behavioral health messages – in the stigma space. If you kids needs help, don't not get them help because of the possible stigma.

### **How Parents Get Information:**

Online and Google

### **Other thoughts from Organization:**

Children's Hospital Colorado currently has an app that gives anyone a way to look up multiple symptoms.

It is important to get advise on where there is noise and how do we address that with specific recommendations.

Children's has the opportunity to engage to in bigger efforts and projects and feel very fortunate for the resources.

Children's wants to do more with the resources they do have, especially with shared messaging opportunities. Children's wants to support efforts to develop messaging platforms as part of a coalition and bring in outside partners to develop messages that can be meaningful for multi-partners, but around a shared goal. The State could play a similar role. We are doing more and more with small community based nonprofit organizations that just don't have the infrastructure and the State can do that to. For example: Street Smart - children's is the ghost writer for all their grants, we handle all their essential office functions, we help fill salaries gaps when grant cycles don't line up so they don't fall behind and then they pay Children's back. Find good, community based, effective approaches to addressing the issues and make small investments and support infrastructure. Doing this could also open interesting opportunities to work with the Office of Professional Development and DOLA.

The State has the opportunity to contemplate what to do for families as an employer and how to support their workforce with family friendly policies and resources and set an example to others in Colorado.

## Early Childhood Partnership



**Address:**

Civic Canopy

**Website:** <http://civiccanopy.org/home/early-childhood-initiatives/early-childhood-colorado-partnership>



n/a



n/a

**About the organization:** The Early Childhood Colorado Partnership (Partnership) is a network of partners from state and local agencies, statewide nonprofits, local early childhood councils, foundations, and universities committed to ensuring that the vision of the Early Childhood Colorado Framework is effectively implemented in Colorado. The Early Childhood Partnership is first and foremost a partnership and is not a formal organization or 501c3.

### Summary:

The Partnership provides the tools, space, and conditions for diverse partners across the comprehensive early childhood system – encompassing health, mental health, family support, and early learning – to come together, identify common results, share best practices, implement strategies, and track progress towards indicators of child and family wellbeing and systems performance improvement. The Partnership organizes its work around four shared results:

- Children live in safe, stable, and supportive families and communities;
- Families are engaged as leaders in their child’s healthy development and education;
- Children’s health and development are on track; and
- Children of all races and income levels are successful learners.

The Civic Canopy serves as the neutral backbone organization to provide the infrastructure and support needed to facilitate the Partnership’s collective impact approach.

In 2013, the Community First Foundation released an RFP seeking proposals from Colorado non-profits to address the issue of toxic stress and early adversity. Several organizations responded to the RFP with similar proposals to develop messaging and promotion of the effects of toxic stress and early adversity on young children. All the proposals were denied and the Community First Foundation encouraged these organizations to come together and collectively find ways to work together to address this issue. Since all the organizations were a part of the Early Childhood Partnership, the Partnership became the logical place for this work to continue to be developed and formed.

During 2014, the Early Childhood Colorado Partnership spent significant time building a shared awareness and understanding amongst early childhood stakeholders about the science and research around early adversity and toxic stress. Through conversations, the network identified the need to develop key messaging, resources, and tools that can be used by early childhood stakeholders across Colorado to reach and engage more audiences and mobilize collective action to address early adversity.

The vision is that partners across the state will be able to pull from this shared message bank, be supported by collateral materials and technical assistance in order to use unifying messages that can be adapted for individual or community purpose.

**Current Parent Awareness Campaign(s):**

Not applicable at this time, however, a key partner in this effort, Children's Hospital Colorado, will be supporting this work by transitioning its existing Don't Shake a Baby campaign to a Positive Parenting Campaign largely based on the shared messages developed from the Partnerships work.

**Primary Message(s):**

Early adversity and toxic stress prevention.

**Primary Audience:**

Early childhood partners - Partners will use the messages developed to reach the varying audiences they serve and purpose they identify.

Early discussions indicate there are multiple audiences to be considered and messages developed for, including yet not limited to parents, providers and caregivers.

**Current Promotion Tactics:**

A shared message bank will be developed for partners to use to raise awareness of the impacts of toxic stress and early adversity on Colorado kids.

**Current Partners:**

- Children's Hospital Denver
- Colorado Children's Campaign
- Office of Early Childhood
- Project LAUNCH Weld County and local public health entities discussed the overarching purpose of this project and agreed to be part of the project Steering Committee.
- Additional early childhood stakeholders who have expressed interest in this work will be invited to join.

**Challenges/Opportunities:**

Finding the best ways to talk about toxic stress and early adversity to people not in the field.

Allowing partners the opportunity to tailor the message to the audiences they serve.

Leveraging and maximizing the network's partnership to create a larger impact throughout Colorado.

The partnership is working diligently to ensure that this tool and resource is usable and relevant for partners to use.

**Performance Measurement:**

Not applicable at this time.

**Partnership Needs:**

Resource development and support for phase two - the development of collateral materials/toolkits, provision of technical assistance and development and implementation of an evaluation plan.

Additional resources may be needed to support the engagement of a national consultant to ensure alignment with research and national efforts.

**What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

Positive Parenting and the importance of early childhood.

Health, education and economic and well-being messages.

**How Parents Get Information:**

Trusted resources in their lives and the community.

**Other thoughts from Organization:**

Please don't reinvent the wheel. Support and don't recreate.

The State and the ECLC have important roles to play in this effort and others going on around Colorado. Find ways to champion, harness and use policy and leadership levers to make the importance of early childhood and all the work happening loud and clear to everyone in Colorado.



## Bright By Three



### Address:

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Denver, CO 80205  
Office: 303-433-6200  
Toll Free: 877-927-6935



facebook.com/brightby  
3

Website: [brightbythree.org](http://brightbythree.org)



@BrightbyThree

**About the organization:** Bright by Three (formerly Bright Beginnings) is a nonprofit that provides parents of children aged 0-3 with tools to promote lifelong learning and success.

### Summary:

Bright by Three works through a network of partner agencies across the state of Colorado to provide parents and caregivers of children aged 0-36 months with research-based materials to help them support healthy child development. Each year nearly 25,000 family visits are done reaching about 70,000 adults taking care of young children.

Bright by Three's traditional visitation program is a three-year, phased program of parent and caregiver engagement that is delivered via in-home visits, in groups or in clinical settings. Supplemented by an age-appropriate toolkit comprised of a parent handbook, reading materials, learning games and community resources, the visits cover:

**Part A (Prenatal-12 months):** Visitors work with parents to address needs, connect them to available support, and explain the importance of playing, engaging in age-appropriate physical activity, and talking and reading with their child from birth. Covers brain development, nutrition, immunizations, health care, postpartum depression, breastfeeding.

**Part B (12-24 months):** Visitors emphasize the need to regularly talk to children to stimulate language acquisition and early literacy, both critical for future school success. Visitors highlight importance of early screenings for hearing, vision and language delays. Part B has greatest impact on language development outcomes.

**Part C (24-36 months):** Visitors review health and safety information and address developmental milestones, language and early literacy acquisition, with emphasis on positive discipline methods and activities to promote overall development. Part C contributes to stronger caregiver/child outcomes and provides data for evaluating longitudinal impact.

While Bright by Three has made strong contributions to early childhood development in our 20-year history, we are committed to serve more families and increase program dosage through a variety of channels utilizing technology to accelerate impact across Colorado. In addition to the traditional program delivery through partners and in-person visits, parents can now directly enroll in our program through text messaging.

**Bright by Text:** Bright by Text is a free, educational text-messaging service that sends timely, relevant messages to parents and caregivers that are targeted to the age and developmental stage of a child age 0-36 months. Program enrollment is now instantaneous and accessible to any family anywhere in the state by simply texting "BRIGHT" to 444999 ("BRILLANTE" for Spanish). Bright by Text prompts caregivers to provide their zip code and the age of their child, and then frequent messages are delivered with parenting tips, learning games and local resources designed to

help caregivers promote healthy development. Each text links to a landing page hosted within our developing online learning community with more information, local resources, and in the coming months, multimedia content including modeling videos. The online community is also a place for parents and caregivers to learn more about the parenting concepts we provide, find local resources, and connect with other caregivers in their area.

Currently, there are 100 learning games text messages in the text system in English and Spanish. By May 1, a health and wellness campaign will be added in English, and the Spanish translations of the health and wellness campaign will soon follow. We are also working to develop Bright by Text with the enhanced capacity to target users based on location, risk factor, engagement preference or other characteristic so that we can send highly targeted messages to defined target populations. Thus far, messages have been adapted from our program's research-based parenting tips, learning games and language development resources. We are actively seeking partnerships with content experts and community-based partners in order to share extremely relevant and highly targeted information with Bright by Text users. Key existing partnerships include Rocky Mountain PBS, our Statewide Communications Partner, which plays a key role in promoting the Bright by Text resource and offering air-time and other support to ensure parents and caregivers across Colorado are aware of this free resource. A soft launch was done in Fall 2014 and 800 people signed up.

**Denver Talks Back:** Created as an intensive language intervention, Denver Talks Back is targeted to high-risk families utilizing LENA (Language ENvironment Analysis) devices. In 2015, in partnership with the Denver Mayor's Office of Children's Affairs, we will build on lessons learned during our first year of implementation to expand the program to at-risk families in Southwest Denver. Use of the LENA device is based on research conducted by Dr. Dana Suskind, 30 Million Words Project, University of Chicago and Providence Talks and the Boulder-based LENA Foundation. The LENA digital language processor is worn by a toddler in a vest and counts the number of spoken words and conversational turns between child and adult. Data from the device is used to provide families with specific feedback to improve their language engagement. Acting as Language Engagement Coaches, trained volunteers use this data as they work with parents to help them set and achieve goals related to language interaction. Visits, which occur per an age-specific schedule, 9 months - 36 months of age, serve as opportunities to share data, provide feedback and discuss progress toward goals.

### **Current Parent Awareness Campaign(s):**

Bright by Three (BB3) has created a comprehensive program promotion plan that includes emphasis on raising awareness of our new educational text messaging program, Bright by Text. We are poised to begin implementation of this comprehensive marketing and communications plan as soon as the final system details are finalized. This systems work is underway currently, and by May 1, the Bright by Text messaging system will be ready to promote statewide.

Key to our communications plan is partnership with Rocky Mountain PBS. With viewers across the state – thousands of whom are parents or caregivers of children under 36 months – partnership with RMPBS is a potent vehicle for Bright by Three to expand our reach across the state and reach more parents and caregivers with our positive parenting messages. Additionally, RMPBS will contribute to the content of Bright by Text as the Bright by Three further develops the system to localize messages to the user's community. The great potential of Bright by Text is its capacity to segment the user audience and localize messages to users based on geography, risk factor, identified preference, etc. We are currently seeking additional expert content partners and local resource partners to build out the great potential the system has for targeting populations.

Additional aspects of the communications plan that Bright by Three plans to implement include strategic outreach to our existing partner organizations across the state; earned media on English- and Spanish-language channels; social media marketing; and inviting all the caregivers currently enrolled in our program – approximately 60,000 -- to participate.

### **Primary Message(s):**

Varies based on population.

Partners – in addition to the families they serve, Bright By Text is another way for partners to engage with BB3 and families.

Timely, targeted messages that are immediately relevant to your child's age and stage of development.

Sign up for Bright By Text.

### **Primary Audience:**

#### **Primary Audience:**

English and Spanish speaking parents and caregivers with young children under age 3, statewide, especially families with one or more risk factor.

#### **Secondary Audiences:**

For the campaign, the initial focus will be the Denver-metro area and rolling out the program to the existing Bright By Three participants.

Volunteers

Influencer audiences

Foundations

### **Current Promotion Tactics:**

- Upcoming launch event for Bright By Text in May or June
- Events
- SMS text message
- Phone call or toll-free line
- Email
- Social media
- Website
- Home visits
- Rocky Mountain PBS is our Statewide Communications Partner and plays a key role in raising awareness of Bright by Text among Colorado parents and caregivers of children under three.
- Print materials.
- Public Relations/Earned Media
- Television PSA's
- Website
- Statewide partner organizations are key in Bright by Three's efforts to get the word out and get parents enrolled.

### **Current Partners:**

- Mile High United Way
- Rocky Mountain PBS
- Plus, Bright By Three works with 200-300 partners across the State including health care providers, other non-profits, libraries, community resource organizations, early childhood councils, nurse family partnership

and many more.

### **Challenges/Opportunities:**

While many parents are served through the Bright by Three program, parents don't always understand or make the connection to the Bright By Three brand.

Families who signed up for Bright By Text have said they want more content, but to do that Bright By Text needs support for content development. The goal is to get parents 3 texts per week with relevant information.

The Bright By Text is a tremendous platform for other partnering organizations to be able to share information with parents.

Everything that is done is heavily reliable on the partners across the State.

Opportunities:

Local content that can meet parents where they live and specifically to their needs and local resources and referrals. How does message and content gathering happen and what processes need to be established to ensure content integrity and accuracy.

Expand reach beyond age 3 using content from other partners across the State.

### **Performance Measurement:**

The Bright By Text platform has a robust data and tracking platform. Information can be tailored to the each parent based on the metrics and data they are able to track and gather.

Links tracking and clicks.

Zip code level demographics and information in order to tailor content.

STIMQ tool

MacArthur Bates CDI tool

Theory of planned behavior instruments

### **Organization Needs:**

Content expertise from other partners.

Funding to support additional content development such as videos.

Find ways to reach more partners across to get local information and resources for parents.

Support to continue building a highly coordinated effort across home visiting, Bright By Text and all the internal capacity needed to keep the program growing.

**What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

Text Bright to 444999

Any and every message to promote pre-natal to 3 and the importance of early development.

Make sure the message is accessible to parents and caregivers not the field.

Find ways to make the message accessible to all parents and caregivers, not just those utilizing or providing licensed care.

Make messages broad so that even FFN providers can see how the message relates to them.

Make information and messages short, memorable and easy to use with layers to help people access deeper information if they want it.

### **How Parents Get Information:**

Google, however, there are so many resources out there it is hard for parents and caregivers to know which is accurate and they should pay attention to.

Trusted resources such as doctors.

### **Other thoughts from Organization:**

#### **Funding**

Foundations –Colorado Health Foundation (past), Walton Family Foundation, Humera Foundation (potential), Daniel's Fund and other key early childhood funders.

#### **Individuals**

BB3 has a genuine interest in partnership and collaboration to allow partners in Colorado to use the text platform to help get the word out about.

Since Bright by Three was founded in 1995, there have been significant changes in the social and economic environment in which families are raising children. Accordingly, we adapted our program delivery to utilize the latest technologies to serve modern, more complex family structures via the channels they prefer to engage with - online and on their mobile devices. These innovations, particularly Bright by Text, offer new ways for parents and caregivers to enroll and engage in the program; real-time evaluation of our impact; and stronger relationships with our statewide partner agencies. The foundation of technology that enables Bright by Text also allows us to track, analyze and report on a remarkable breadth and depth of data. Opportunities for enhanced impact through digital engagement, and the fastidious evaluation of this work, will become central to our work in coming years.

The text message delivery platform is uniquely capable of reaching hard-to-reach populations: individuals who do not access services via traditional channels, have multiple risk factors that preclude them from accessing services, or live in remote, rural areas of the state. Over 90% of adults in the U.S. have a cell phone, and at least 81% use a cell phone to send and receive text messages. Text messages have a 95% open rate, and African Americans and Hispanics, in particular, send and receive text messages more frequently than their Caucasian counterparts. Taking into account this incredible access engendered by text communication, new studies are starting to show positive learning gains for children – particularly low-income children – when their parent receive tips by text related to stimulating early literacy with at-home activities. These research findings further motivate us to continue developing Bright by Text; implementing a communications strategy to inform more parents and caregivers about the resource; and seeking additional partnerships and financial resources to expand the digital messaging program to parents and caregivers of older children.

Prior to our capacity to deliver program content through Bright by Text, a caregiver's only option to receive the program was through an in-person visit. Parents and caregivers can now receive a visit once a year, tips and tools for weekly engagement through Bright by Text, emails with program updates and information, and/or a visit every three months through Denver Talks Back (LENA initiative). Through these various channels, caregivers can engage with program content in a way of their choosing and with the frequency they prefer. This multi-channel approach reinforces greater caregiver-child engagement including serve-and-return behavior in reading, talking, and playing, as well as offering encouragement. As we observe how frequency and type of engagement influences outcomes among caregivers, we are committed to sharing this information with others working in early childhood development. We will be able to segment this data by risk factor, as well as geographic area.

Aligned with our commitment to evaluating our program's effectiveness and reporting on the data collected, we plan to further develop our Bright by Text platform through strategic collaboration. This includes our existing statewide partners as well as partnerships with health, education and child development experts whose content can be formatted and distributed in timely, targeted "bites" to parents and caregivers.

## Rocky Mountain PBS



### Address:

Various stations



[facebook.com/rmpbs](https://facebook.com/rmpbs)



[@rmpbs](https://twitter.com/rmpbs)

Website: [rmpbs.org/home/](http://rmpbs.org/home/)

**About the organization:** Public Broadcasting stations that serve the Colorado area.

### Summary:

Each week, nearly 900,000 people throughout Colorado turn to Rocky Mountain PBS to discover provocative and inspiring local, national and international programming; find diverse viewpoints; score front row center seats to world-class performances; and experience lifelong learning opportunities.

Rocky Mountain PBS celebrates its 59th anniversary on the air this year. The network began in Denver in 1956 as Colorado's first public television station. It is now Colorado's only statewide television network, with stations in Denver (KRMA), Pueblo/Colorado Springs (KTSC), Steamboat Springs (KRMZ), Grand Junction (KRMJ) and Durango (KRMU)

RMPBS provides 7.5 hours, one-third of our broadcast day, to high-impact research-based programming for children. Additional resources are available online through PBSKids.org and PBS Learning Media. Additionally, we are working with partners in early childhood services such as Bright By Three (BB3) and the Mile High United Way (MHUW) Family, Friend and Neighbor Learning Community to provide a communications platform for organizations seeking to access our daytime audience.

RMPBS will be producing spots starting in mid-summer which will run in between educational programs, an average 68 spots, 15-30 seconds, per week. A portion of each broadcast day will be devoted to the spots being prepared to support the state's new QRIS system and early learning guidelines, and the remainder will be assigned to send messages encouraging FFN care providers and families to self-identify as well as connect to the BB3 text message service, Bright By Text. Bright By Text will incorporate age-appropriate research-based material from the PBSKids library on a regular basis. MHUW, which convenes the FFN Learning Community, will provide an ongoing feedback loop ensuring that messaging is appropriate for the audience they seek to serve.

The collective efforts and partnership of RMPBS is not necessarily a communications campaign, but is a system building effort. Campaigns have an end point, whereas if RMPBS and its partners are effective in using the public airwaves to drive people to new information and resources through the text message service and MHUW, they will have demonstrated a capacity that can be an ongoing means for collaborating with organizations to establish a continuing, two-way communication.

In addition to the FFN efforts, RMPBS has gained a lot of traction and momentum with the Early Childhood Partnership and its efforts to champion the Raising of America documentary in the partners local communities. Both the Early Childhood Partnership and RMPBS have used this series to open conversations and dialogues about the importance of early childhood. Efforts will continue to promote the Raising of America series.

### Partnership Opportunities:

## Text

### Current Parent Awareness Campaign(s):

While not specifically a campaign, interstitials are being developed in partnership with BB3 and MHUW to 1) help FFN providers self-identify and 2) raise awareness of Bright By Text and to encourage FFN providers and parents to sign up for the service.

### Primary Message(s):

FFN self-identification message.

Bright By Text promotion.

### Primary Audience:

Parents, caregivers and FFN providers.

RMPBS TV audience is 0-8.

### Current Promotion Tactics:

Website

Social Media

Email

Events

Printed materials/resources

Television PSAs/Interstitials

Text message marketing

Radio PSAs

Digital and Online Advertising

Future plans to include point-of-sale, major retail/utility partners, as well as employer and HR resources.

### Current Partners:

- Bright By Three
- Mile High United Way
- The Office of Early Childhood/Colorado Shines/SE2
- Early Childhood Partnership

### Challenges/Opportunities:

There is potential interest and support from the Corporation for Public Broadcasting (CPB) to support the BB3 and MHUW partnership and to use the effort as a model for other stations in the US. Support from CPB would help build collaboration across local stations in the US and create common evaluation and efforts to connected with the FFN community.



Create true opportunities for connecting and integrating promotion across media, nonprofit partners etc.

Use PBS as an opportunity to help make connections to other organizations.

#### **Performance Measurement:**

Use Bright By Text and their research and surveying to measure RMPBS spot success.

#### **Organization Needs:**

Looking for FFN funding to promote messages and produce spots.

#### **What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

Positive adult to child interactions.

Let's go out and talk, read and sing to babies. Talk to me, Sing to me, Read to me.

Empower new parents and caregivers so that they know they can make a difference in children's lives without a degree in EC.

#### **How Parents Get Information:**

Pediatrician

Online

Mom, family, friends

#### **Other thoughts from Organization:**

We have learned that multiple organizations, including the state, are planning major outreach campaigns intending to reach the same audience of parents and caregivers with young children. We have tried to bring multiple partners into the construction of our efforts because we feel that this provides the best basis for a high-impact communications campaign which truly meets the needs of this audience.

Every single person has a vested interest in the State's future and that is embodied in our youngest children. If you are a business leader have family friendly policies. If you take care of children, you should learn about positive adult child interaction and if you are a parent here is what you should do. It is on everyone.

We want to change the Colorado paradox to the Colorado paradigm.

We are all in it for kids.

Colorado was an innovator 10 years ago in early childhood and while Vroom and Text for Baby should be included here it shouldn't be seen as the be all, end all just because it is a National brand. Find ways to accommodate and build on local initiatives.

RMPBS wants to serve and is eager to get started not because we have the best idea, but we want see action taken. We want to be a part of any and all efforts to connect with parents and caregivers.

## Mile High United Way/Family, Friends and Neighbor Learning Community



### Address:

711 Park Ave W  
Denver, CO 80205

Website: [unitedwaydenver.org](http://unitedwaydenver.org)



[facebook.com/unitedwaydenver](https://facebook.com/unitedwaydenver)



[@unitedwaydenver](https://twitter.com/unitedwaydenver)

**About the organization:** Mile High United Way unites people, ideas and resources to advance the common good.

### Summary:

Mile High United Way (MHUW) supports a network of early childhood advocates-The Family, Friend and Neighbor Learning Community – working to ensure that starting from birth, children are provided the opportunities to thrive and build essential pre-literacy skills.

56% of children in Colorado under six years old, whose parents work, are in an informal care setting, often in the care of their family, friends or neighbors (FFN). The FFN learning community was formed based on an identified need to provide these caregivers of young children in informal settings the opportunities to increase their access and knowledge about child development, education and resources.

In 2006/2007 a report, *School Readiness for All*, was released in Colorado. In that report FFN care was identified and, for the first time, given recognition for its part in the care and development of young children. In 2012, it came to the responsibility of Mile High United Way to pull the learning community together to help lead efforts around FFN care, providers and the community. In fall 2013, MHUW convened a group of ECE stakeholders and FFN providers to talk about the report. In those meetings, several reoccurring themes came up 1) there is a need for community engagement/outreach to FFN providers, 2) the social emotional health of caregivers and FFN providers needs to be supported and addressed and 3) promoting the health and safety of children in FFN care is critical.

At the same time, growing conversation around the need to build awareness about the importance of the early childhood was gaining momentum. Conversations began with a group of 15 or more early childhood partners about the possibility of a collective awareness building campaign or effort, but after several conversations the group fizzled. However, Bright By Three, Rocky Mountain PBS (RMPBS) and Mile High United Way via the FFN Learning Community saw an opportunity to collaborate and produce RMPBS interstitials to promote Bright By Text as a way to support FFN providers with tools and resources to support early learning and to help them self-identify as an FFN provider. This collaboration is a great way to align each organizations efforts around a unified vision.

### Current Parent Awareness Campaign(s):

Not applicable at this time, but are in development in partnership with Rocky Mountain PBS and Bright By Three.

### Primary Message(s):

Messages are still in development, but Rocky Mountain PBS interstitials will be developed to 1) help FFN providers self-identify and 2) raise awareness of Bright By Text and to encourage FFN providers and parents to sign up.

There are some national messages being explored such as work in Minnesota via Child Care Aware.

Spanish language messaging will be developed here to meet Colorado needs.

#### **Primary Audience:**

Primary audience: Family, friend and neighbor providers, both English and Spanish speaking including but not limited to grandparents, siblings (aunts and uncles), neighbors and friends providing care.

Secondary audiences: Parents and other primary caregivers, refugee communities.

#### **Current Promotion Tactics:**

Rocky Mountain PBS interstitials.

Bright By Text will be used as a way to connect FFN providers and parents with relevant information, tools and resources to promote early learning.

The 2-1-1 database at the call center is being expanded to include more information about other community resources available to support FFN providers such as community trainings, story times, play and learn groups and more.

#### **Current Partners:**

- Bright By Three.
- Rocky Mountain PBS.
- Family, Friend and Neighbor Learning Community partners and stakeholders.

#### **Challenges/Opportunities:**

Expanding the 2-1-1 database to include even more community resources and connect that data Statewide.

Find ways to systematize outreach and capacity building across the State by using group such as the FFN Learning Community, Early Childhood Partnership and other existing networks.

Breaking down the miss conceptions about FFN providers and non-regulated care. Just because a child isn't in regulated care doesn't mean the worst is going to happen to them.

Helping the broader community understand FFN care.

#### **Performance Measurement:**

Not applicable at this time.

#### **Organization Needs:**

We need to start to broaden how to talk about FFN and be more inclusive in the things we already do.

We need to figure out how many kids are actually in FFN care.

We need to identify the kids birth to 3 in Colorado.

**What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

A coordinated Statewide campaign could help depending on what the message is.

It is important to decide what you are really trying to achieve?

Right now the efforts from the State have been focused on Colorado Shines. How do you build on the ELDG's and make that digestible so that FFN providers can see themselves reflected in it? How do you meet and reach messages in unlikely places?

**How Parents Get Information:**

Word of mouth

Online/Google

Trusted community members

Family

Schools

Spanish speaking latino families: radio, tv, church

English speaking latino community: family and word of mouth, schools

**Other thoughts from Organization:**

It is important to extend this conversation outside of the early childhood field and to other groups that have real opportunity to advocate for early childhood. For example the Minnesota I am a caregiver campaign demonstrated the degree of caregiving that happens in a community from elderly caregivers to people taking care of kids in a very accessible way.

How do we create a term that is inclusive of parents, caregivers and families? We need to think creatively and collaboratively about messaging.

There needs to be collective ownership, not any one organization can do it alone. It can be a State supported effort, but shouldn't be a State driven campaign. It is good that the State is going through this process and learns about other initiatives going on. Anything done going forward will be stronger as a collective effort and not branded as any one organization.

As a collective group we each have a responsibility and desire to support parents and caregivers of all types, that expertise should be leveraged.

## Early Learning and Development Guidelines/Early Childhood Council Leadership Alliance



Address:

n/a



n/a

Website: <http://earlylearningco.org/>



n/a

**About the organization:** The Colorado Early Learning and Development Guidelines describe the path of children's learning and development from birth to eight years old. They're designed so that everyone who cares for young children can play an important part in giving Colorado's kids a healthy start.

### Summary:

The Guidelines are based on research and bring together widely accepted strategies to help children develop successfully. For the first time, experts from across Colorado have woven together their knowledge about these important years. As a result, the Guidelines are aligned with and help connect existing programs to create a coordinated approach to learning and development.

The Colorado Early Learning and Developmental Guidelines are a helpful resource whether you're a first-time parent or caregiver — or an experienced professional. The Guidelines describe kids' abilities at certain ages and offer tips for how adults can help develop and support those abilities.

The Guidelines offer different levels of detail and support for people with different levels of expertise. You can learn practical tips in just a few minutes or explore the complete Guidelines in much more detail.

In 2013, the Office of Early Childhood within the Colorado Department of Human Services engaged SE2 to develop a communication plan for the Guidelines. This work began with a thorough discovery process that included interviews with stakeholder groups, an online stakeholder survey, and analysis of existing research and resources. Based on all the information gathered, the following goals for the plan were established;

- Help people understand the importance of early childhood development and developing "the whole child" (social, emotional, academic development etc.) from birth to age eight
- Communicate the importance of quality and how quality child care providers can positively impact early learning and childhood development
- Encourage key audiences to use the Guidelines and understand their value
- Assist secondary audiences, such as advocacy organizations, in their efforts to promote the Guidelines among key audiences
- Support Colorado children so they are ready for kindergarten and reading by third grade, creating a foundation for lifelong success

In 2014, every early childhood council was given \$10,000 to help promote the Early Learning & Development Guidelines in their local communities. Many councils decided to send most of the money back to ECCLA in order to pool resources and make a bigger impact and splash with a Statewide media buy on Pandora and iHeart Radio. In addition to the Statewide campaign many councils also did local campaigns to promote the ELDG's for example Pueblo put onesies in each new baby welcome bag at the local hospital to promote the Safe Sleep/Back to Sleep campaign which compliments the ELDG's. As well, many councils used the funds to print the customizable flyers from the ELDG's website for distribution at their places of business, in the community and at events.

### Current Parent Awareness Campaign(s):

Early childhood councils where each given \$10,000 to promote the Early Learning & Development Guidelines.

Promotion began in early 2015.

**Primary Message(s):**

The early years (from a child's birth to age eight) are critically important for all areas of learning and development. That means health and physical development, emotional and behavioral development, logic and reasoning, and academic development. This lays the foundation for future academic achievement and a successful and happy future for Colorado's kids.

No matter how we interact with children from birth to age eight -- whether we're experts, first-time parents, or involved friends and neighbors -- we all can play a role in giving kids a healthy start.

The Guidelines' straightforward step-by-step directions bring together widely embraced strategies to help children from birth to age eight develop successfully.

These are guidelines, not rigid standards that dictate a one-size-fits-all approach to a child's development.

Identifying quality childcare providers can help a caregiver ensure their children are getting the support they need for their development and learning.

**Primary Audience:**

Early Childhood Professionals

Parents and Caregivers

Stakeholders and decision makers

**Current Promotion Tactics:**

Website

Customizable flyer templates

Pandora Radio Ads

iHeart Radio Ads

Earned media toolkits

In addition, SE2 developed a complete communications plan that could be used for a future, larger scale campaign.

**Current Partners:**

Not specifically discussed.

**Challenges/Opportunities:**

Need to determine how we talk about

**Performance Measurement:**

Website visits and clicks.

Radio reach and listenership.

Pandora impressions.

**Organization Needs:**

Need opportunities for additional support to promote the ELDG's and ensure they remain relevant and communicated about.

**What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

Any effort to raising awareness about early childhood and early development will support the ELDG's, however, the cross-promotion and inclusion will need to be carefully considered.

**How Parents Get Information:**

Not specifically discussed.

**Other thoughts from Organization:**

Not specifically discussed.

## Denver Early Childhood Council



**Address:**

3532 Franklin Street, Suite F  
Denver, CO 80205  
Phone: (303) 297-1800

**Website:** [denverearlychildhood.org](http://denverearlychildhood.org)



[facebook.com/DenverEarlyChildhoodCouncil](https://www.facebook.com/DenverEarlyChildhoodCouncil)



[@denvereccouncil](https://twitter.com/denvereccouncil)

**About the organization:** To serve as Denver's early childhood hub, leveraging resources, opportunities and connections to create a quality system that impacts the lives of young children and their families.

### Summary:

The Denver Early Childhood Council (DECC) serves providers and caregivers in the City and County of Denver, they offer indirect services to families by providing quality improvement and professional development support to child care providers. On the Systems Building side, DECC works with health, mental health, data mapping, FFN and a broad variety of other partners serving families to gain knowledge and understanding of the community.

- Mission- We serve as Denver's early childhood hub, leveraging resources, opportunities and connections to create a quality system that positively impacts the lives of children and their families.
- Vision- Every young child in Denver enters school ready to succeed.

The DECC offers:

- Pre-licensing trainings
- A learning lab for providers to login in to Colorado Shines, PDIS and support the documentation process for Colorado Shines.
- Provider trainings and information hub.
- Quality Improvement navigators.
- Coaching
- And much more.

### Current Parent Awareness Campaign(s):

As part of the Early Childhood Councils Leadership Alliance the Denver Early Childhood Council supported the promotion of the Early Learning and Development guidelines. Each council had \$10,000 to promote the guidelines.

### Primary Message(s):

#### General:

Colorado Shines, Quality Improvement and Professional Development

#### ELDG's:

For parents, do you have questions about your child's development? Learn what you can do to support your child's development by visiting ELDG's website.



For providers, the Early Learning Development Guidelines are out and an important part of your professional and teaching practice.

**Primary Audience:**

**ELDG's:**

Primary - Broadly parents and caregivers in Denver.

Secondary - Caregivers and child care providers.

**General:**

Primary - Licensed and formal child care providers and other caregivers

Secondary - Parents and families

**Current Promotion Tactics:**

**General:**

Website

Social Media

Email Newsletters

Phone call or toll-free line

By appointment

Events

Printed Materials

**ELDG's:**

Printed materials

Radio buy

Mommy groups (potential tactic)

**Current Partners:**

- Denver Preschool Program
- Early Learning Ventures
- Clayton Early Learning
- Lakeshore Learning
- Brookes Publishing
- Rocky Mountain Human Services
- Mile High United Way
- Qualistar Colorado
- The Colorado Trust
- Temple Hoyne Buell Foundation
- The Colorado Health Foundation
- Colorado Department of Human Services
- Colorado Department of Education
- Community First Foundation

**Challenges/Opportunities:**

Need a more universal message for parents and families around the importance of quality child care and early childhood.

Messages that help build demand for quality.

How do we help parents understand the great systemic work that is happening and how it applies to them.

Things are changing so rapidly around standards and development appropriate activities it is important to make sure that whatever is promoted is still relevant. For example, after the ELDG's were released the importance of linkages to common core became critical, however the ELDG's weren't aligned to common core making it hard to bridge the ELDG's to kindergarten.

### **Performance Measurement:**

Surveys  
Training evaluations  
Google Analytics  
Open rates on e-newsletters  
Contact form inquiries  
Social media metrics

### **Organization Needs:**

Additional funding to support the work of the Council.

Materials that can be used to promote messages, programs and services that can be localized and co-branded.

### **What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?**

Broad, universal parent and caregiver message.

A simple, short core message about investing in the early years, why is it important and why everyone should care about it whether you have young children or not.

A broad awareness campaign about the importance of early childhood would support all the work our field does.

### **How Parents Get Information:**

Family, friends, neighbors and trust sources  
Online and Google

### **Other thoughts from Organization:**

Mixed messages from the State regarding support going to informal care providers. On the one side there are resources going to FFN on the other there is a message out there that we don't support or condone non-licensed care. A more universal message regarding informal care and a message that can help the FFN community feel like it safe to take advantage of the resources and not get in trouble.

Regarding the Early Childhood Council Leadership Alliance:

There is currently a collaborative effort to work with CCR&Rs, FRC's and ECCLA to build linkages, understand the programs and services each offers and how they complement and refer to each other. There has been a perception of duplication of services, however these conversations have uncovered that there really is little, if any, duplication of services.

# Office of the Lt. Governor

## Summary:

On an annual basis a few different initiatives happen.

OEC established out of Lt Governor and the Lt. Gov has a focus on passion on supporting ECE.

Oversee Colorado Reads – coordination of efforts in birth to 8 in early literacy, coordinate a group to focus on:

1. One book for Colorado: each Spring, intended to get parents engaged, 70,000 books given out, Colorado State Library and local branches. Reach out and read is an active part of the process. Do events to engage parents and the importance of reading, vocabulary and being ready with skills for kindergarten. Being a child's first teacher.
2. Americore Grants: HIPPY Core uses Americore members to talk to parents about being the child's first teachers. Colorado reading core.
3. Literacy week - 6 events a day highlighting programs doing great things around literacy such as;
  - a. Vonn Elementary in Aurora called Parent University. Last week of school. Parents come and learn about activities to do with kids over the summer. Get kids signed up for a library card.
  - b. Adams 12 program: given up to 5 gently used books at kindergarten entry and parents are educated on how to use the books, even if they don't know the story.
  - c. Parent handbook – promote the read act and help people understand it, making information accessible and easily digestible. A place or website where all the information can be pulled into one location where they can find anything they may need. Do a public service campaign to promote.
4. Landscape survey of early literacy space: there is a whole lot for parents.
5. Lt. Governor pushes what are we doing to support.

## Current Parent Awareness Campaign(s):

One Book for Colorado

Literacy Week

## Primary Message(s):

Parents are the first teachers and early literacy matters.

Critical point of how do we get parents to understand that if kids aren't reading at 3<sup>rd</sup> grade reading level they will fall behind.

After 3<sup>rd</sup> grade they are reading to learn.

## Primary Audience:

Parents (communities of color and Hispanic community)

Working to reach informal caregivers

### **Current Promotion Tactics:**

HIPPY: Directly targets parents in the home. Parent signs up, Americore member comes to the house, sits down with parent, coach parents. I get it, I am doing this and I can do this. Empowering parents, yes you can be your child's first teacher.

Word of mouth

Through Reach Out and Read

After school programming

Through Schools

Events

One Book Website with video's: Celebrities read the books

Partner with McDonald's for One Book for Colorado: they create tray liners in Colorado to promote one book and go to a library or ROR provider to get a book.

Walmart

### **Current Partners:**

Rocky Mountain PBS

Children's Campaign: It's About Kids Network

Americore

ROR

Colorado Libraries

Walmart

### **Challenges/Opportunities:**

If you are a parent there has got to be a way to get people to one place to meet their needs.

Parent handbook

A one-stop place

FFN care identification and outreach

How are we ensuring that we are reaching the kids who need it the most? We get into preaching the choir we have an opportunity and obligation to reach those folks who aren't easy to reach. How do we ensure equity in delivery of the services that are available?

## Performance Measurement:

# of children impacted and outcomes from participation in Americore.

One Book for Colorado: Books distributed, website visits, event attendance etc.

## Organization Needs:

Not specifically discussed.

## What, if any, Statewide messages would help your efforts? Or how could a statewide effort help you?

Absolutely a Statewide would help.

How do we take our message one step further where we give people

Opportunity to find the right spokesperson to deliver

Simple message we can share with parents and how do we get it our far and wide through the different channels that we have. Easy to remember and easy to act on.

ArizonaReads.com: interesting concept

## How Parents Get Information:

Google

Word of Mouth

Child Care Providers/Preschool Programs

Pediatrician

Teachers/Schools

Rocky Mountain PBS

Parents – especially mom

## Other thoughts from Organization:

Even for parents who are well educated there is a disconnect between what resources exist and how they connect to them.

Low-income families who are able to move away from getting support, yet not quite able to make ends meet, how do we address the cliff effect.

# Colorado Department of Public Health and Environment

## Summary:

For this interview we met with the Maternal Wellness program within CDPHE. Maternal Wellness is focused on several key areas including maternal depression, developmental screening through the ABCD program and women's mental health. Women's mental health is focused on screening, referral and treatment and putting mother's first and focusing on their wellbeing.

In addition, CDPHE is support Project LAUNCH.

There is also a lot of working happening around Essentials for Childhood which is a CDC grant with a focus on preventing child abuse with safe and stable environments. The focus is on social norming and the importance of a stable environment for kids. The focus is on prevention and positive parenting and finding ways to get information out about social emotional wellness. They see preschool, school child care, after school care and business as a good ways to make connections.

Maternal depression is a large area of focus. The department will be sending out an RFP for market research in this area to help inform a public awareness campaign for October 2015 after the State's new fiscal year. The work will target low-income women and their support systems as well as pregnant women.

## Current Parent Awareness Campaign(s):

Maternal Depression – in development

## Primary Message(s):

### Mothers

Care about mom's, their wellness and mental well-being  
It's okay to ask for help  
How to get support systems to understand how to help

### Support Systems (Husbands, parents, friends etc.)

How to support mother's

### Medical Providers

How to identify maternal depression and support with resources

## Primary Audience:

Low income women  
Support systems  
Pregnant women

## Current Promotion Tactics:

Medical providers

Partners

Committees

Maternal depression campaign will include a spectrum of promotion tactics.

## Current Partners:

Local public health departments

Home visitation programs

Provider networks (i.e. Association of Nurse Mid-wives, ACOG)

Advisory committees

March of Dimes

Essentials of Childhood (families)

Business leaders

Private and public mental health consultants

CDHS/HCPF

Early Childhood Partnership/Civic Canopy

Project LAUNCH

Coroners

And many more!

## Challenges/Opportunities:

- Safe sleep and child fatality review support opportunities
- EC obesity prevention messaging
- Funding
- Continue to grow prenatal to early childhood focus
- Peds offices are a good place to connect, but they only have so much time to give
- Behavioral health integration movement
- Breakdown the stigma of mental health – there are some good studies out there to learn from like Health Steps in New York.
- Make care accessible and meet parents where they are and make it non-threatening.
- Embedded mental health and wrap around services in one care setting to meet families needs and schedule – take a “Team Approach”

## Performance Measurement:

Not specifically discussed.

## Organization Needs:

Not specifically discussed.

## What, if any, Statewide messages would help your efforts? Or how could a

## statewide effort help you?

Messages of hope – no babies or moms crying  
Focus on mom's without the baby/young child  
Messages that convey things will get better  
There is no face for depression  
Positive parenting  
Messages that normalize the experience of motherhood and bust the perfect parent myth  
Action messages for what parents can do to support their children  
What parents can do to take care of themselves

## How Parents Get Information:

Baby center  
Text of baby  
Family and friends, especially mom  
Internet/Google  
Doctors

## Other thoughts from Organization:

There is a communications gap between the system between the corrections facilities/system and medical records. Incarcerated women's medical files are not being transferred outside of the system to support medical professionals caring for patients post release.

Need to find ways to stay truly connected. Is it the framework?

As this work continues and if a collaborative effort is pursued be sure to;

- Have engaged professionals who own the process and are proud of the work
- Encourage the group to become champions
- Host presentations and forums
- Create an open community and invite
- Think ahead of time about how you will divide up the group if you get large participation
- Facilitate connections

Continue to find ways for internal and cross departmental collaboration and communication.



# Online Analysis

An online analysis was conducted as well to gauge how well the organizations surveyed were performing online. In general, few of the organizations show up when people search for parent- and child-focused keywords. For example, when a parent searches something like "early childhood development", "Colorado parent resources", or "how to teach a child to read", these are not the primary organizations parents find. While some of the organizations listed do show up for those phrases, the primary domains parents are finding in response to queries from parents about raising and educating their child include websites like urban.org, a2zhomeschooling.com, evics.wordpress.com, chrisdavisrecommends.com, and indeed.com.

This suggests that a lot of the traffic going to these domains is likely from providers and people within the industry. Online competition is extremely high, therefore there may not be a lot of parent awareness around these organizations, at least online. A lot of these organizations get branded traffic from people who already know of the organization. That may mean that if parents do connect with these organizations, it is only after hearing about the organization some other way, such as from an advertisement, referral, or recommendation from a family member, friend or trusted resource.

In evaluating organization websites, while a few had strong authority scores, many had low and mid-range scores for domain authority. Domain authority is a measurement of how powerful the website is compared to all other websites online, based on age, popularity, and size. Only a few organizations have many other websites linking to them, most are not widely linked to around the web. In evaluating Facebook pages, there are a handful of organizations with a decent amount of reach and many organizations have strong engagement rates, though not much activity per day. Few organizations reviewed are on Twitter. Of those that are, many have a wide reach, though few have a strong, authoritative presence on Twitter.

## Website Performance

<i>Organization Name</i>	<i>Organization URL</i>	<i>Domain Authority</i>	<i>External Links</i>
Be Ready	<a href="http://bereadylarimercounty.org/">http://bereadylarimercounty.org/</a>	20/100	37
Bright By Three	<a href="http://brightbythree.org/">http://brightbythree.org/</a>	18/100	128
Bright By Three (Old)	<a href="http://brightbeginningsusa.org/">http://brightbeginningsusa.org/</a>	31/100	443
Children's Hospital Colorado	<a href="http://www.childrenscolorado.org/">http://www.childrenscolorado.org/</a>	62/100	81,184
Colorado Early Learning Development Guidelines	<a href="http://earlylearningco.org/">http://earlylearningco.org/</a>	27/100	689
Colorado Shines	<a href="http://www.coloradoshines.com">www.coloradoshines.com</a>	1/100	0
Denver Preschool Program	<a href="http://www.dpp.org">www.dpp.org</a>	38/100	1716
Earlier is Easier	<a href="http://www.earlieriseasier.org/">http://www.earlieriseasier.org/</a>	24/100	51
Mesa County Partnership for Children and Families	<a href="http://www.gotkidsroadmap.com">www.gotkidsroadmap.com</a>	10/100	25
Cavity Free at 3	<a href="http://www.cavityfreeatthree.org/">http://www.cavityfreeatthree.org/</a>	31/100	322
Clayton Early Learning	<a href="http://www.claytonearlylearning.org/">http://www.claytonearlylearning.org/</a>	33/100	334
Colorado Office Of Early Childhood	<a href="http://www.coloradoofficeofearlychildhood.com/">http://www.coloradoofficeofearlychildhood.com/</a>	43/100	558
Denver Park and Recreation Districts	<a href="http://www.denvergov.org/parksandrecreation/DenverParksandRecreation/tabid/443537/Default.aspx">http://www.denvergov.org/parksandrecreation/DenverParksandRecreation/tabid/443537/Default.aspx</a>	80/100	311,905
Douglas County Early Childhood Council	<a href="http://www.dcearlychildhood.org/">http://www.dcearlychildhood.org/</a>	18/100	53
Early Learning Development Guidelines	<a href="http://www.earlylearningco.org">www.earlylearningco.org</a>	27/100	689
Foothills Park and Recreation Districts	<a href="https://www.ifoohills.org/">https://www.ifoohills.org/</a>	39/100	5234
Mile High Montessori	<a href="http://www.milehighmontessori.org/">http://www.milehighmontessori.org/</a>	27/100	145
Mile High United Way	<a href="http://www.unitedwaydenver.org">http://www.unitedwaydenver.org</a>	54/100	7509
MOPS	<a href="https://www.mops.org">https://www.mops.org</a>	62/100	21,455
Promises For Children, Weld County's Early Childhood Council	<a href="http://www.unitedway-weld.org/promisesforchildren/early-childhood-council">http://www.unitedway-weld.org/promisesforchildren/early-childhood-council</a>	36/100	765
Pyramid Plus	<a href="http://www.pyramidplus.org/">http://www.pyramidplus.org/</a>	29/100	331
Qualistar Colorado	<a href="http://www.qualistar.org/home.html">http://www.qualistar.org/home.html</a>	47/100	5408

<i>Organization Name</i>	<i>Organization URL</i>	<i>Domain Authority</i>	<i>External Links</i>
Reach out and Read	<a href="http://www.reachoutandread.org/">http://www.reachoutandread.org/</a>	70/100	16,349
Rocky Mountain Early Childhood Council	<a href="http://rmecc.org">http://rmecc.org</a>	1/100	0
Rocky Mountain Parents As Teachers	<a href="http://www.rmpat.org">http://www.rmpat.org</a>	13/100	9
Rocky Mountain PBS	<a href="http://www.rmpbs.org/home/">http://www.rmpbs.org/home/</a>	59/100	26,948
Touchstone Health Partners	<a href="http://www.Touchstonehealthpartners.org">www.Touchstonehealthpartners.org</a>	34/100	188
United Way Weld County	<a href="http://www.unitedway-weld.org">http://www.unitedway-weld.org</a>	36/100	765
Western Colorado 211	<a href="http://www.wc211.org">http://www.wc211.org</a>	31/100	445
Colorado Parent and Child Foundation	<a href="http://www.cpcfonline.org/">http://www.cpcfonline.org/</a>	23/100	70
Padres y Jovenes Unidos	<a href="http://padresunidos.org/">http://padresunidos.org/</a>	44/100	1169
Servicios de la raza	<a href="http://www.serviciosdelaraza.org/">http://www.serviciosdelaraza.org/</a>	39/100	393
Raising of America	<a href="http://www.raisingofamerica.org/">http://www.raisingofamerica.org/</a>	38/100	940
Project LAUNCH	<a href="http://www.northcoloradohealthalliance.org/project-launch/">http://www.northcoloradohealthalliance.org/project-launch/</a>	22/100	61
Unite for Literacy	<a href="http://uniteforliteracy.com/">http://uniteforliteracy.com/</a>	49/100	4812
Cooking Matters	<a href="http://cookingmatters.org/">http://cookingmatters.org/</a>	61/100	48508
Live Well Colorado	<a href="http://livewellcolorado.org/">http://livewellcolorado.org/</a>	50/100	5793
Safe Kids Colorado	<a href="http://www.safekids.org/coalition/safe-kids-colorado">http://www.safekids.org/coalition/safe-kids-colorado</a>	87/100	239617

## Facebook Performance Review

<i>Organization Name</i>	<i>Organization Facebook Page</i>	<i>Total Likes</i>	<i>Engagement Rate</i>	<i>Posts/Day</i>	<i>Engagement Per Post</i>	<i>Page Rank</i>
Be Ready	<a href="https://www.facebook.com/BeReadyLarimerCounty">https://www.facebook.com/BeReadyLarimerCounty</a>	391	4.08%	0.51	6	64
Bright By Three	<a href="https://www.facebook.com/brightby3">https://www.facebook.com/brightby3</a>	99	40.32%	0.88	4	80
Bright By Three (Old)	<a href="https://www.facebook.com/coloradoBrightBeginnings">https://www.facebook.com/coloradoBrightBeginnings</a>	68	1.47%	0	0	8
Children's Hospital Colorado	<a href="https://www.facebook.com/childrenshospitalcolorado">https://www.facebook.com/childrenshospitalcolorado</a>	30,994	8.17%	0.9	565	85
Colorado Shines	<a href="https://www.facebook.com/pages/Colorado-Department-of-Human-Services/100791360004450">https://www.facebook.com/pages/Colorado-Department-of-Human-Services/100791360004450</a>	1214	4.22%	0.97	29	68
Denver Preschool Program	<a href="https://www.facebook.com/DenverPreschoolProgram">https://www.facebook.com/DenverPreschoolProgram</a>	1120	4.86%	1.03	8	69
Earlier is Easier	<a href="https://www.facebook.com/earlieriseasier">https://www.facebook.com/earlieriseasier</a>	117	18.55%	0.72	3	77
Mesa County Partnership for Children and Families	<a href="https://www.facebook.com/pages/Mesa-County-Partnership-for-Children-Families/202626739761079">https://www.facebook.com/pages/Mesa-County-Partnership-for-Children-Families/202626739761079</a>	118	2.52%	1.56	n/a	42
Clayton Early Learning	<a href="https://www.facebook.com/ClaytonEarlyLearning">https://www.facebook.com/ClaytonEarlyLearning</a>	355	17.46%	0.77	9	74
Colorado Office Of Early Childhood	<a href="https://www.facebook.com/pages/Colorado-Department-of-Human-Services/100791360004450">https://www.facebook.com/pages/Colorado-Department-of-Human-Services/100791360004450</a>	1233	3.84%	1.03	29	66
Denver Park and Recreation Districts	<a href="https://www.facebook.com/denverparksrec">https://www.facebook.com/denverparksrec</a>	5593	0.72%	0.54	6	54
Douglas County Early Childhood Council	<a href="https://www.facebook.com/dcearlychildhood">https://www.facebook.com/dcearlychildhood</a>	32	0.00%	0.6	1	19
Foothills Park and Recreation Districts	<a href="https://www.facebook.com/FHPRD">https://www.facebook.com/FHPRD</a>	2269	2.20%	1.98	4	62
Mile High Montessori	<a href="https://www.facebook.com/MileHighMontessoriELC">https://www.facebook.com/MileHighMontessoriELC</a>	98	6.12%	1.94	2	65
Mile High United Way	<a href="https://www.facebook.com/unitedwaydenver">https://www.facebook.com/unitedwaydenver</a>	2343	n/a	n/a	n/a	n/a
MOPS	<a href="https://www.facebook.com/MOPS.Int">https://www.facebook.com/MOPS.Int</a>	75,278	11.49%	4.82	204	77
Promises For Children, Weld County's Early Childhood Council	<a href="https://www.facebook.com/UnitedWayofWeldCounty">https://www.facebook.com/UnitedWayofWeldCounty</a>	691	18.81%	0.99	16	66
Pyramid Plus	<a href="https://www.facebook.com/pages/Pyramid-Plus/173458952671286">https://www.facebook.com/pages/Pyramid-Plus/173458952671286</a>	311	1.61%	0.43	9	32
Qualistar Colorado	<a href="https://www.facebook.com/qualistar">https://www.facebook.com/qualistar</a>	970	3.81%	1.95	4	64
Reach out and Read	<a href="https://www.facebook.com/reachoutandread?ref=nf">https://www.facebook.com/reachoutandread?ref=nf</a>	15k	3.92%	1.03	149	70
Rocky Mountain PBS	<a href="https://www.facebook.com/rmpbs">https://www.facebook.com/rmpbs</a>	27k	11.53%	3.3	123	81
Touchstone Health Partners	<a href="https://www.facebook.com/TouchstoneHlth">https://www.facebook.com/TouchstoneHlth</a>	396	4.04%	2.05	4	49

<i>Organization Name</i>	<i>Organization Facebook Page</i>	<i>Total Likes</i>	<i>Engagement Rate</i>	<i>Posts/Day</i>	<i>Engagement Per Post</i>	<i>Page Rank</i>
United Way Weld County	<a href="https://www.facebook.com/UnitedWayofWeldCounty">https://www.facebook.com/UnitedWayofWeldCounty</a>	691	18.81%	0.99	16	66
Colorado Parent and Child Foundation	<a href="https://www.facebook.com/ColoradoParentandChildFoundation">https://www.facebook.com/ColoradoParentandChildFoundation</a>	364	2.75%	1.85	5	37
Padres y Jovenes Unidos	<a href="https://www.facebook.com/padresjovenesunidos">https://www.facebook.com/padresjovenesunidos</a>	734	1.77%	0.72	7	44
Servicios de la raza	<a href="https://www.facebook.com/ServiciosdeLaRaza">https://www.facebook.com/ServiciosdeLaRaza</a>	3168	3.76%	1.04	25	63
Raising of America	<a href="https://www.facebook.com/RaisingofAmerica">https://www.facebook.com/RaisingofAmerica</a>	1767	3.96%	2.04	25	61
Unite for Literacy	<a href="https://www.facebook.com/uniteforliteracy">https://www.facebook.com/uniteforliteracy</a>	977	7.27%	1.4	7	80
Cooking Matters	<a href="https://www.facebook.com/nokidhungry">https://www.facebook.com/nokidhungry</a>	157k	2.13%	1.34%	412	62
Live Well Colorado	<a href="https://www.facebook.com/LiveWellColo">https://www.facebook.com/LiveWellColo</a>	64k	1.25%	1.69	86	61
Safe Kids Colorado	<a href="https://www.facebook.com/SafeKidsWorldwide">https://www.facebook.com/SafeKidsWorldwide</a>	842,591	5.59%	0.79	6210	89

Organizations with no Facebook page: Early Learning Development Guidelines, Rocky Mountain Early Childhood Council, Rocky Mountain Parents As Teachers, Western Colorado 211, Project LAUNCH, Colorado Early Learning Development Guidelines, Cavity Free at 3.

## Twitter Performance Review

<i>Organization Name</i>	<i>Organization Twitter Page</i>	<i>Twitter Followers</i>	<i>Twitter Social Authority</i>
Bright By Three	<a href="https://twitter.com/brightbythree">https://twitter.com/brightbythree</a>	236	9
Children's Hospital Colorado	<a href="https://twitter.com/ChildrensColo">https://twitter.com/ChildrensColo</a>	15.8k	51
Colorado Shines	<a href="https://twitter.com/OECColorado">https://twitter.com/OECColorado</a>	1	1
Denver Preschool Program	<a href="https://twitter.com/dpp_org">https://twitter.com/dpp_org</a>	1606	24
Earlier is Easier	<a href="https://twitter.com/EarlierIsEasier">https://twitter.com/EarlierIsEasier</a>	68	1
Clayton Early Learning	<a href="https://twitter.com/ClaytonLearning">https://twitter.com/ClaytonLearning</a>	78	1
Colorado Office Of Early Childhood	<a href="https://twitter.com/OECColorado">https://twitter.com/OECColorado</a>	10	1
Denver Park and Recreation Districts	<a href="https://twitter.com/denverparksrec">https://twitter.com/denverparksrec</a>	3750	43
Foothills Park and Recreation Districts	<a href="https://twitter.com/FHPRDnews">https://twitter.com/FHPRDnews</a>	2178	39
Mile High United Way	<a href="https://twitter.com/unitedwaydenver">https://twitter.com/unitedwaydenver</a>	3966	45
MOPS	<a href="https://twitter.com/MOPS_Int">https://twitter.com/MOPS_Int</a>	8182	40
Promises For Children, Weld County's Early Childhood Council	<a href="https://twitter.com/unitedwayweld">https://twitter.com/unitedwayweld</a>	289	9
Qualistar Colorado	<a href="https://twitter.com/qualistar">https://twitter.com/qualistar</a>	257	3
Reach out and Read	<a href="https://twitter.com/reachoutandread">https://twitter.com/reachoutandread</a>	12.6k	55
Rocky Mountain PBS	<a href="https://twitter.com/rmpbs">https://twitter.com/rmpbs</a>	3484	40
Touchstone Health Partners	<a href="https://twitter.com/touchstonehlth">https://twitter.com/touchstonehlth</a>	855	16
United Way Weld County	<a href="https://twitter.com/UnitedWayWeld">https://twitter.com/UnitedWayWeld</a>	289	9
Padres y Jovenes Unidos	<a href="https://twitter.com/PadresyJovenes">https://twitter.com/PadresyJovenes</a>	793	23
Servicios de la raza	<a href="https://twitter.com/serviciosdlraza">https://twitter.com/serviciosdlraza</a>	489	20
Unite for Literacy	<a href="https://twitter.com/unite4literacy">https://twitter.com/unite4literacy</a>	492	18
Cooking Matters	<a href="https://twitter.com/nokidhungry">https://twitter.com/nokidhungry</a>	114k	n/a
Live Well Colorado	<a href="https://twitter.com/livewellco">https://twitter.com/livewellco</a>	4011	40
Safe Kids Colorado	<a href="https://twitter.com/safekidsusa">https://twitter.com/safekidsusa</a>	47.9k	n/a

Organizations with no Twitter account: Colorado Early Learning Development Guidelines, Be Ready, Mesa County Partnership for Children and Families, Cavity Free at 3, Bright By Three (Old), Douglas County Early Childhood Council, Early Learning Development Guidelines, Mile High Montessori, Pyramid Plus, Rocky Mountain Early Childhood Council, Rocky Mountain Parents As Teachers, Western Colorado 211, Colorado Parent and Child Foundation, Raising of America, Project LAUNCH