

Will They Grow Out of It?

A New Campaign for Alameda County Families

The “Will They Grow Out of It” Campaign is an exciting new effort by Help Me Grow to address early childhood development. This campaign seeks to encourage families who have questions or concerns about their child’s development to listen to their instincts and act. We simplify help-seeking by providing concrete (easy or accessible) resources: 888-510-1211 and AlamedaKids.org. By connecting families to the phone line or website, families can get the support, information, and resources they need to promote their child’s development.

Why a campaign?

One of the most important things we can do to help ensure children’s optimal development is to address concerns early. Despite best efforts to increase screening for children’s development, we know that patterns of low identification and low intervention exist. Too often children with developmental concerns do not get the support they need.

Through a targeted campaign, we have the potential to reach a broader audience of families and help shift the social norm of “wait and see” to “act early” for children’s development. We are also able to increase visibility of Help Me Grow, our phone line and the new website.

How was the campaign developed?

We partnered with a community team of local providers and families and a San Francisco-based media agency to conduct formative research, develop advertisements, design the website and assist with community outreach. Campaign research included six focus groups and 31 surveys with Spanish and English speaking mothers from Hayward and Oakland, CA. In total, 91 mothers and female caregivers participated.

Audience & Goals

The audience is English and Spanish speaking mothers with children ages birth to 5 years. Goals are to increase help-seeking for developmental concerns. This can come in many forms. It can be getting information. It can be having a child get connected to services. Ultimately, we want families to take the needed steps for their child’s development that are comfortable for them.

Launch & Implementation

The campaign launched in January. The campaign is county-wide, but paid advertising will run in two cities (Oakland and Hayward) through April 2014. Campaign materials – posters and postcards – are being distributed to partner agencies, churches, community centers, food banks, shelters, etc. Advertisements have been placed at BART stations, bus shelters and sides, convenience stores, laundromats, and on check cashing envelopes.



Help Me Grow
Alameda County

Campaign Posters

Will she grow out of it?



How do you know she is developing as she should? **If you're worried, get help now.**

1-888-510-1211  **Alamedakids.org**

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¿Superará esto?



¿Cómo sabe si su niño se está desarrollando como debe? **Si está preocupada, reciba ayuda ahora.**

1-888-510-1211  **Alamedakids.org**

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Campaign Postcards

Will she grow out of it?



Childhood is like a journey
from the first smile, to the first steps, to the first words.

As a parent, it's exciting to help your child reach these important moments. Although this journey is different for each parent and child, we all face challenging moments. Sometimes additional help is needed.

Should he be walking by now? When will she speak? Is he too shy? Why does she throw so many tantrums?

If you are feeling confused, frustrated or worried, it's time to ask for help. Don't wait.

Connect with local resources to help your child get the best start!

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Campaign Check-Cashing Envelopes



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