

# **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. Funded by a federal grant, it is the first media campaign to address early childhood development in our county.

The first 5 years are a critical time for a child’s development. 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.

When there is a concern with a child’s development, parents are often the first to know. At the same time, parents are often told “wait and see.” Finding help can be complicated. Families are unsure of what to do.

**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 and simple resources: call Help Me Grow or go to [Alamedakids.org](http://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.

### 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 needed services. Ultimately, we want families to take the needed steps for their child’s development that are comfortable for them.

### Launch & Implementation

The campaign will launch January 13, 2014. **Paid advertising will be focused in Oakland and Hayward and will run through March/April 2014.** However, campaign efforts will be countywide and ongoing. Campaign materials – posters and postcards – will be distributed to partner agencies, churches, community centers, food banks, shelters, etc. across the county to broaden our geographic reach. Paid advertising will appear at

- ◆ Fruitvale Bart Station
- ◆ Bus Shelters and Bus Sides
- ◆ Convenience Stores
- ◆ Laundromats
- ◆ Check Cashing Envelopes

## Resources Offered

**888-510-1211:** The Help Me Grow phone line is an essential parent resource – connecting over 3,500 families to needed resources since 2009. Staffed by full-time multi-lingual care coordinators, parents can call with questions or concerns about their child’s development, learning or behavior. Care coordinators provide support and tips; help arrange for screenings or evaluations; and connect families to early childhood services.

**Alamedakids.org** is a new website dedicated to supporting our county’s children ages birth to 5 years. Designed for families and providers, the site integrates friendly and credible information, answers to common questions, and access to local resources. Families can use the site learn about their child’s development, hear parent stories, and find resources. Providers can use the website to seamlessly connect families to needed supports and services. Developed with funding from Early Connections (<http://www.acearlyconnect.org/>), the website simplifies access to the early childhood system of care.

## HOW TO GET INVOLVED

Partnerships will be essential to increasing our reach and visibility. We need your help!

What can you do?

- ◆ Hang a poster in a high-traffic area of your organization
- ◆ Provide materials to families you serve
- ◆ Help spread the word through your organization’s
  - ◆ Newsletter
  - ◆ Social Media
  - ◆ Webpage
  - ◆ Staff meetings
  - ◆ Family support groups
  - ◆ Direct service provider meetings
- ◆ Order more materials when you need them!

If you have any questions, please contact Julia Ackley, Communications and Social Marketing Coordinator at Help Me Grow: [julia.ackley@first5alameda.org](mailto:julia.ackley@first5alameda.org) or 510-227-6947.