

help me grow utah family marketing

Help Me Grow Utah (HMG UT) markets to families through two primary portals:

1. Traditional Marketing
2. Social Media

These portals serve as a connection point between HMG UT both before and after a family opts into HMG UT services. The following pages provided examples of the materials we use to reach families through traditional marketing and social media.

Traditional Marketing

While planning and organizing family events, HMG UT utilizes traditional marketing several forms of traditional marketing.

On the following pages, we've included other examples of the marketing materials we use for family outreach.

Family Event Flyers

HMG UT uses flyers, example to the right, to spread word of an event to interested families.

your child's brain on Blocks



Einstein used Blocks as a baby.

Come Learn how Books, Balls and Blocks
stimulate your child's Development!

Wednesday, April 10, 2013, 2:30 - 5:00 pm

Ages 0 to 5. Siblings welcome!

Salem Hills High School Cafeteria
150 Skyhawk Blvd. | Salem, Utah 84653

A **FREE** HELP Me GROW Family Event in connection with Kids Who Count

www.helpmegrowutah.org
Questions? call 801-691-5322



English Brochures and Enrollment Forms

HMG UT uses a dual brochure/enrollment form (seen below) to simplify the process of both informing potential families and signing them up for HMG UT services.

Protect your information! Enclose this form in an envelope, and return it to the address below. You can also enroll online at helpmegrowutah.org.



Help Me Grow Utah
PO BOX 135
Provo, Utah 84603

Join help me grow's online community!

- Follow our **blog** for continuous information and ideas.
- Like us on **Facebook** to ask questions and share tips with your friends.
- Connect with us on **Pinterest** for fun activities and reliable websites.
- Find us on **Instagram** for cute pictures and fun facts.
- Visit our **website** to fill out a free developmental questionnaire.

Find all this and more at helpmegrowutah.org





A **free** parent information line linking families to community resources and child development information.

Proud Member of the national
help me grow network



Help Me Grow Utah
PO Box 135
Provo, UT 84603
Phone: 801-691-5322
Fax: 801-374-2591



Dial **2-1-1**.
Ask for Help Me Grow.
helpmegrowutah.org



what is help me grow?

Childhood is filled with critical points in development. The first five years can frame the rest of your child's life. The good news? You know what your child needs, and the community has tools to help. Help Me Grow is one of those tools.

Help Me Grow links parents to services that lead to the best outcomes for children. You know your children. We know resources.

This **FREE** information line works with families who have children birth to eight years old and offers services in **English** and **Spanish**.

"This is Exactly what I've needed! It's easy to feel like I'm treading water as a new mom; it's so nice to have a little guidance!"
—Jessica Gibson, HMG parent

why use help me grow?

- Speak with a child development specialist who will help you find community resources appropriate for your child.
- Learn more about your child through an easy-to-use, **free** developmental questionnaire.
- Discuss ways to talk to your child's doctor so you can spend your time on the questions that matter most.
- Discover activities you can use with your child at home.



ENROLL NOW!

Parent or Guardian Information

Name: _____

Address: _____

City: _____ Zip Code: _____

Phone: (____) _____ - _____

Email: _____

Child Information

(Name) _____ (Gender) _____ (DOB) _____ (Weeks Premature) _____

(Name) _____ (Gender) _____ (DOB) _____ (Weeks Premature) _____

(Name) _____ (Gender) _____ (DOB) _____ (Weeks Premature) _____

Questions? _____

Health Care Provider Referral

We would like to send a copy of your scored developmental questionnaire and subsequent referrals to your health care provider to keep him/her informed on your child's progress. If you would like this service, please mark "Yes."

Yes No

Provider's Name: _____

Clinic Name: _____

Sign here to enroll in Help Me Grow and begin monitoring your child's development.

Signature: _____

Date: _____

Dial **2-1-1**.
Ask for Help Me Grow.
helpmegrowutah.org

English Banners

HMG UT sets up a banner outlining the program to catch the eye of individuals passing by.

what is help me grow?

Help Me Grow links families to services that lead to the best outcomes for children by providing

- General child development/behavioral information
- Community resources
- Parenting techniques & education
- Activity ideas centered on child development
- Developmental screening questionnaire

Ask us how you can enroll today!

Together, we focus on your
child's development, so you can
focus on your child's future.



Find us online at helpmegrowutah.org.
Dial 2-1-1. Ask for **Help Me Grow**.

Proud affiliate of the national Help Me Grow Network



Spanish Marketing

HMG UT also provides most of its information in Spanish as a method to reach a wider range of families.

Español

Únase a La comunidad de HELP me grow online

¡Proteja su información! Coloque éste formulario en un sobre y mándelo a la dirección a continuación. Ud. también puede inscribirse por internet en helpmegrowutah.org.



Help Me Grow Utah
PO BOX 135
Provo, Utah 84603

- Siga nuestro **blog** para recibir información continua e ideas.
- Haga like en **Facebook** si tiene preguntas y comparta ideas o consejos con sus amigos.
- Conéctese a **Pinterest** para actividades divertidas y paginas de internet confiables.
- Encuéntrenos en **Instagram** para ver fotos y otros datos divertidos.
- Visítenos en la **pagina web** para llenar un cuestionario de desarrollo gratuito.

Encuentre más info: helpmegrowutah.org



orgullosos de estar afiliados con the
national HELP me grow network.



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Una línea de información **gratuita** para los padres que conecta a las familias con recursos en la comunidad para el desarrollo de los niños

Marque **2-1-1**.
Pregunte por Help Me Grow.
helpmegrowutah.org



¿QUÉ ES HELP ME GROW?

La niñez está llena de puntos críticos de desarrollo. Los primeros cinco años pueden ser la estructura del resto de la vida de su hijo. Lo bueno es usted conoce lo que su hijo necesita, y la comunidad tiene herramientas para ayudarlo. Help Me Grow es una de ellas.

Help Me Grow conecta a los padres con servicios que ayudan a obtener los mejores resultados para los niños. Usted conoce a sus niños. Nosotros contamos con muchos recursos.

Esta línea de información es **GRATUITA** y trabajamos con familias que tienen hijos desde recién nacidos hasta la edad de ocho años, y ofrecemos servicios en **Español e Inglés**.

"¡Esto es exactamente lo que necesitaba! A veces es difícil sentirse agobiada cuando se es mamá nueva; es tan bueno poder tener una guía"
-Jessica Gibson, HMG Madre

¿PORQUÉ USAR HELP ME GROW?

- Hable con un especialista de desarrollo de los niños quien le ayudará a encontrar los recursos en la comunidad más apropiados para su hijo.
- Aprenda más acerca de su hijo a través de los cuestionarios gratuitos y fáciles de usar.
- Aprenda cual es la mejor manera de hablar con el médico de su hijo y así concentrarse en las preguntas que son más importantes.
- Descubra actividades que puede hacer con sus hijos en casa.

Marque **2-1-1**.
Pregunte por Help Me Grow.
helpmegrowutah.org



¡Inscríbese ahora!

Padre o Guardián

Nombre: _____

Dirección: _____

Ciudad: _____ Código Postal: _____

Teléfono: (____) _____ - _____

Email: _____

Información de los niños:

(Nombre) _____	(Sexo) (F/DN) _____	(Semanas de prematuro) _____
(Nombre) _____	(Sexo) (F/DN) _____	(Semanas de prematuro) _____
(Nombre) _____	(Sexo) (F/DN) _____	(Semanas de prematuro) _____

¿Preguntas? _____

Referencia para su proveedor médico

Nos gustaría mandar una copia de su cuestionario así como su calificación a su médico, para mantenerlo informado de el progreso de su hijo (a). Si le gustaría este servicio por favor marque "SI."

SI No

Nombre de su Médico: _____

Nombre de la Clínica: _____

Firme aquí para inscribirse en Help Me Grow y empezar a monitorear el desarrollo de su hijo.

Firma: _____

Fecha: _____

Spanish Marketing Cont'd

HMG UT also provides most of its information in Spanish as a method to reach a wider range of families.

¿Qué es help me grow?

Help Me Grow Conecta a las familias con servicios que pueden ayudarle a obtener los mejores resultados para sus hijos al proveer:

- Información general sobre el desarrollo/conducta de sus hijos.
- Recursos en la comunidad.
- Técnicas y educación para los padres.
- Actividades centradas en el desarrollo de sus hijos.
- Cuestionarios para monitorear el desarrollo.

¡Pregúntenos cómo puede inscribirse ahora!

Juntos, podemos enfocarnos en el
Desarrollo de sus hijos,
Para que usted pueda
enfocarse en el futuro de ellos.



Encuéntrenos en: helpmegrowutah.org.
Marque el 2-1-1. Pregunte por: **Help Me Grow**.

Orgullosos de estar afiliados con The National Help Me Grow Network.



Parent Information Sheets

HMG UT developed informational sheets featuring easy-to-replicate activities that support development. These sheets are also available in Spanish.

Playing with BALLS: Problem solving skills

CHILD DEVELOPMENT AND BALL PLAY:

Balls have dynamics all their own: they bounce, roll when pushed, soar when thrown, move unassisted down a ramp and come to a complete stop. The dynamics of moving balls will help your child learn principles of physics and cause and effect.

Activities and Ideas:

One-Handed, Blind-Folded Cotton Ball Transfer: Players blindfold themselves and using a spoon and only one hand, try to transfer the most cotton balls in 30 seconds from the bowl to the plate. Whichever player transfers the most cotton balls wins.

Playing Catch: Using a variety of balls, bouncy or cloth, try the following activities:

Drop the ball, let it bounce and then catch it.

Throw the ball into the air and catch it.

See how high you can throw the ball and still catch it.

Throw the ball into the air and see how many times you can clap your hands before you catch it.

Throw the ball against the wall and catch it.

Throw the ball back and forth with a friend.

Home Bowling: Home bowling games can be played with two, four or six children.

Divide the children into two teams and set up each group at a distance on either side of at least five empty two-liter soda bottles. Give each team at least three balls. Each team takes a turn trying to knock down the bottles by rolling the balls into them as quickly as possible. The team that knocks down all the bottles first wins. If you don't have empty soda bottles on hand, items such as milk cartons, empty oatmeal containers and empty cans also work.

PIG: Played with 3-6 children. Have them stand in a circle and throw the ball back and forth in no specific pattern between players. All players will need to be alert while playing because they will gain one letter of the word PIG every time they fail to catch the ball. When a child collects all three letters he is "out." The last player remaining wins. You may extend this game by using a longer word such as HORSE.

Monkey in the Middle: All players form a circle and choose someone (the "Monkey") to be in its center. The players forming the circle pass one ball among them while the person in the center tries to gain control of the ball. When this happens, the person in the circle who last touched the ball goes to the center.

Parent Information Sheets Cont'd

HMG UT developed informational sheets featuring easy-to-replicate activities that support development. These sheets are also available in Spanish.

Block Play: the foundation of science and math

Child Development and Block Play

Children build spatial understanding and math skills while engaged in block play. They learn about counting, equality, addition, subtraction, planning, patterns, volume, classification, area and measurement. When a parent engages with their child in block play it provides teaching moments for social skills, language and exploration.

Activities and Ideas

Make your own blocks: Using standard size boxes (milk cartons, capri sun, etc.) you can make blocks by covering them with sturdy wrapping paper or contact paper. Allow your child to guide the activity and discuss the sizes as you create the blocks.

Invest in a good set of unit blocks: Purchase a good set of unit blocks to keep forever. Have a designated shelf for blocks so your child can always know where they are and how to clean them up.

Create YOUR HOME: Have your child look at the neighborhood and your home. Help them build a structure like your home. Make sure you take pictures and show off your child's work whenever friends or family are around.

How many blocks high am I?

Put some blocks in a basket and stand up a doll or stuffed animal so children can see it. Ask them, "How many blocks tall is the doll (from her head to her toes)?"

Ask your child to remove from the basket the number of blocks he/she thinks the doll is tall. Lay the doll on the floor and lay the blocks next to it to check their guesses.

How close are the children's guesses? Ask the children to add or subtract blocks to get to the right count for the doll's height. You can do this same activity for the height of the child.

The Chain Reaction

With your children, set your blocks on end in line, one after the other. Have the blocks spaced so that a chain reaction happens when someone tips over the first block.

Once all the blocks are in a line, ask them to predict what will happen if the first block is pushed against the second one. After each child has made a prediction, ask one of the children to push over the first block. Were their predictions correct? What happened? Why?

Parent Information Sheets Cont'd

HMG UT developed informational sheets featuring easy-to-replicate activities that support development. These sheets are also available in Spanish.

Books: the key to Life Long Learning

Shared Reading:

Shared Reading involves either reading aloud to children or having older children read aloud to you and taking time to talk about the characters, plots and morals of the stories you have read. Jim Trelease, expert in child literacy said, "The single most important activity for building the knowledge required for eventual success in reading is reading aloud to children." [www.trelease-on-reading.com/read-aloud-brochure.pdf]

RHYMERS ARE READERS:

Research has shown that Nursery Rhymes are extremely important in a child's development. Experts in literacy and child development have seen that if children know eight nursery rhymes by heart by the time they're four years old, they're usually among the best readers by the time they're eight. [Fox, M. (2001). *Reading Magic*. San Diego, CA: Harcourt.] When children hear nursery rhymes, they hear the sounds that vowels and consonants make and learn how to put them together as well as practicing pitch, volume, voice inflection and rhythm of language. Since nursery rhymes are patterns, they help children learn easy recall and memorization. Children also develop their mouth and tongue muscles by using different sounds in rhymes.

Mother Goose Nursery Rhymes:

www.apples4theteacher.com/mother-goose-nursery-rhymes

www-personal.umich.edu/~pfa/dreamhouse/nursery/rhymes.html

Activities and Ideas:

Make Predictions. As you read a story, ask your child what he or she thinks is going to happen next. After the story is over, ask your child if he or she can think of a different way the book could have ended.

Go on a reading campout. Build a tent in your living room or backyard. Ask your child to bring his or her favorite books and stuffed animals. Grab some flashlights and read together.

Find a recipe online or in a cookbook. Read the recipe out loud together and follow the instructions to cook something delicious.

When you open a new board game, read the instructions with your child.

Social Media

HMG UT developed a strong online presence to give families multiple access points to our resources. HMG UT actively maintains five social media sites: Pinterest, YouTube, BlogSpot, Facebook and Instagram. Families can link to these various sites individually or through our website.

The following pages include screen shots of HMG UT social media sites alongside links to their profiles.

HMG UT Website

Through the website, families can access the Ages and Stages Questionnaire, search for resources and look for community events. The website is a starting point to HMG UT's online community.

www.helpmegrowutah.org

About Us Parents & Caregivers Health Care Providers Service Providers Events Donate Blog

help me grow utah
Linking families to resources

type your search...

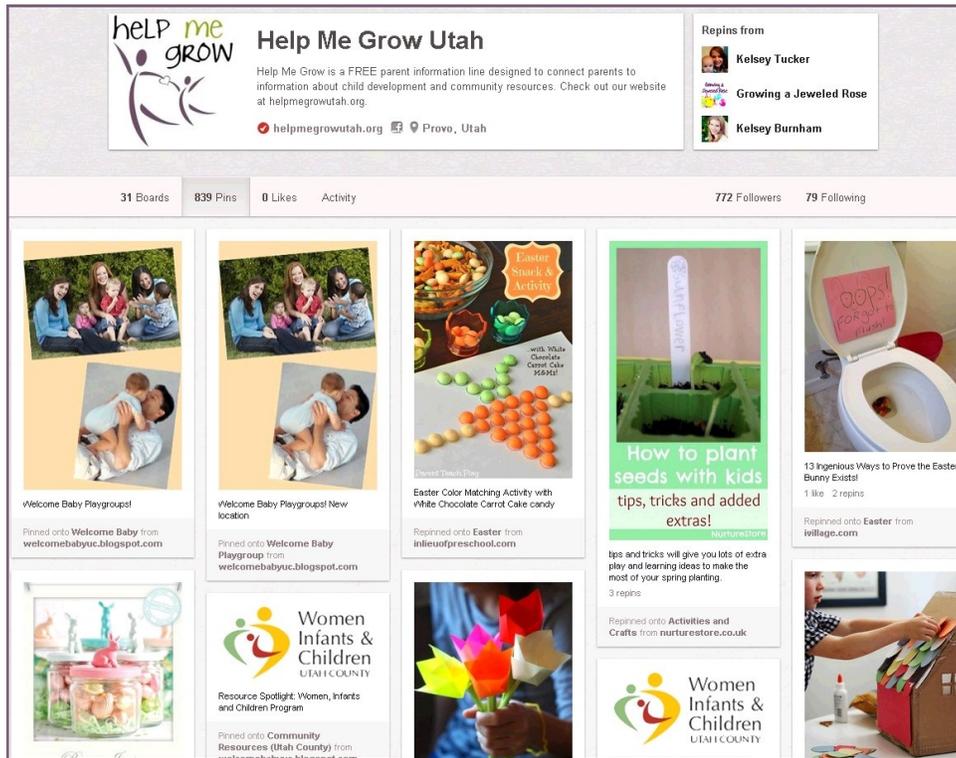
Link to community resources

For Health Care Providers For Service Providers For Volunteers

Pinterest

HMG UT spreads fun activities and reliable resources through its Pinterest account.

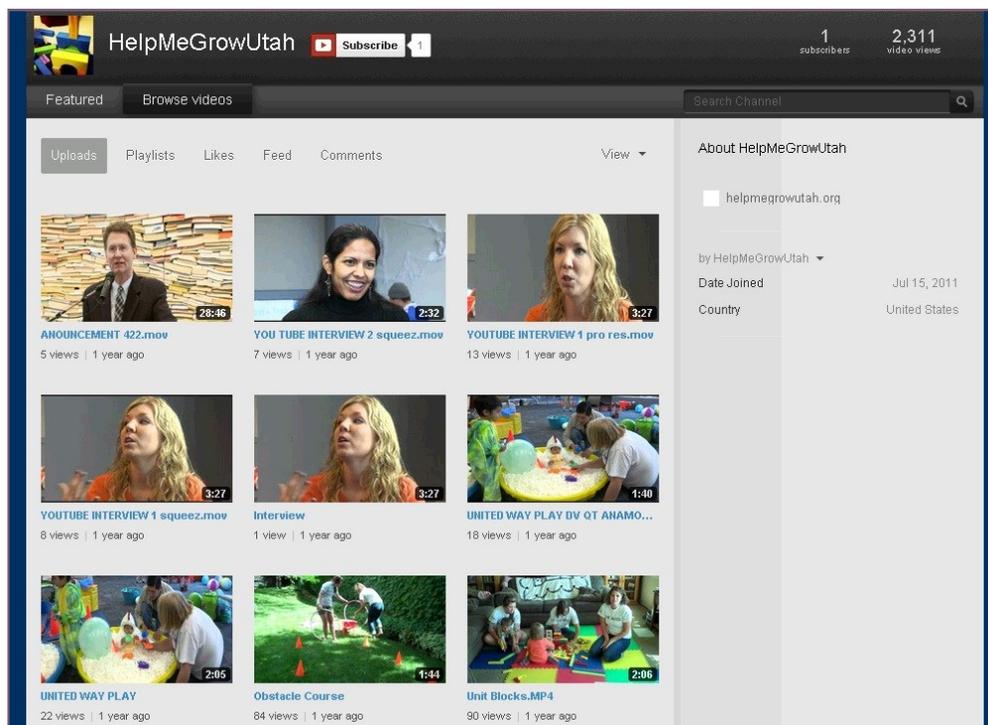
www.pinterest.com/helpmegrow/pins/



YouTube

HMG UT uses YouTube to demonstrate some of the activity ideas it highlights during family events. This helps families to replicate activities that interest them.

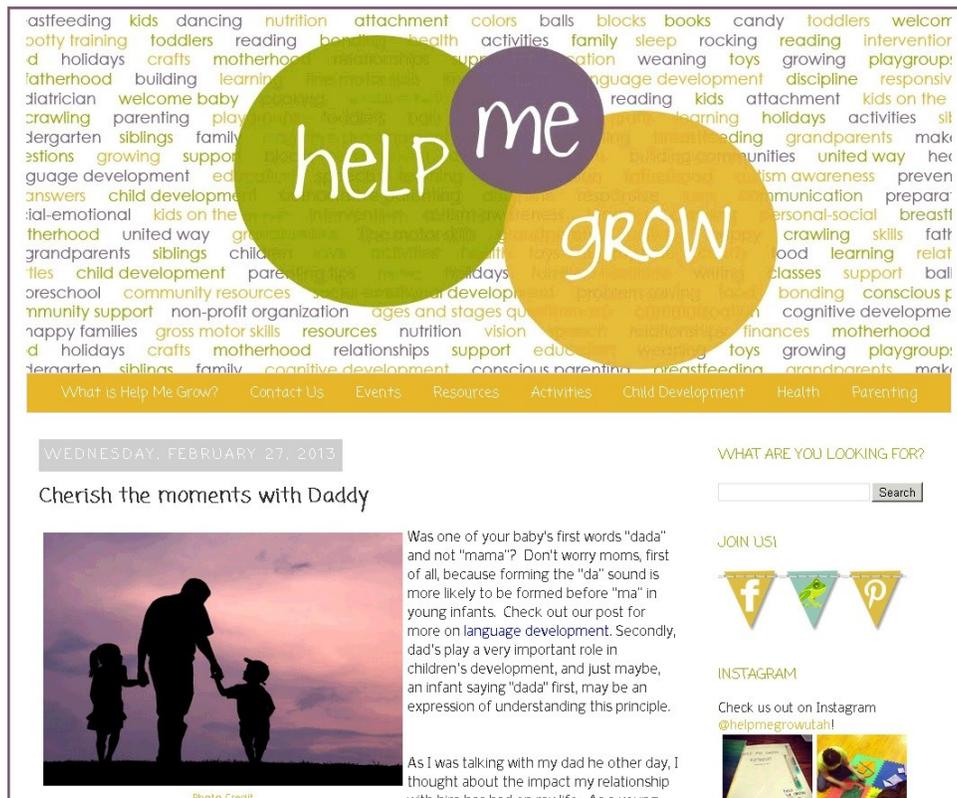
www.youtube.com/user/HelpMeGrowUtah?feature=CAoQwRs



BlogSpot

HMG UT gives readers continuous information and ideas through its blog posts.

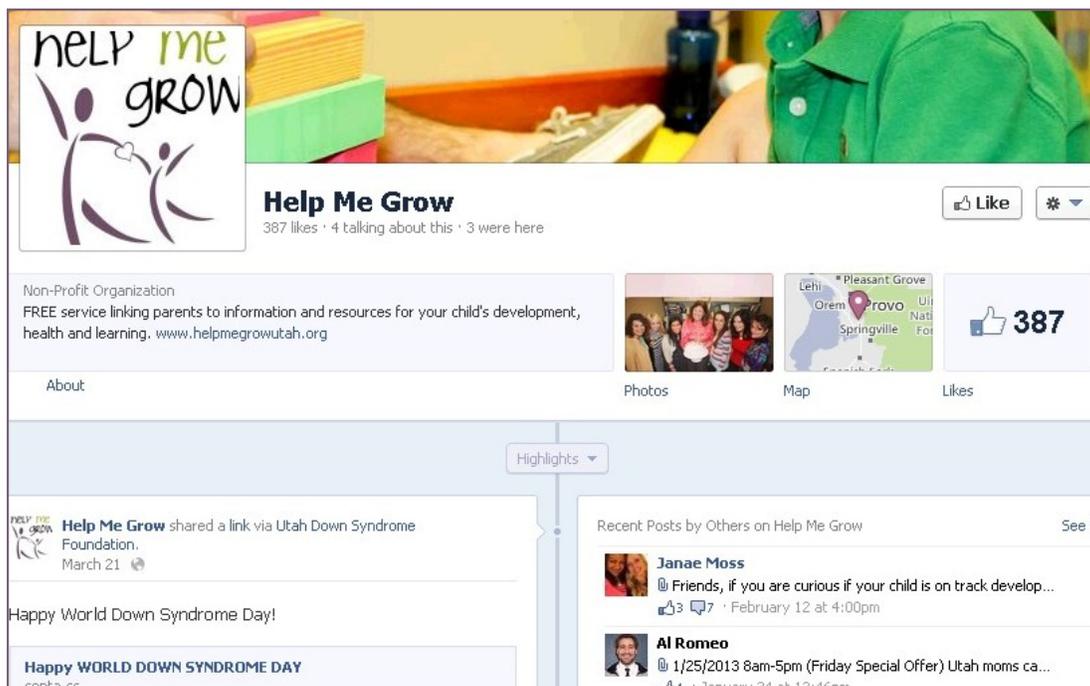
www.helpmegrowutah.blogspot.com/



Facebook

HMG UT uses Facebook to give readers a forum to ask questions and share tips with their friends.

www.facebook.com/helpmegrowutah



Instagram

HMG UT gives followers cute pictures and fun facts through its presence on Instagram.

www.instagram.com/helpmegrowutah

