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HELP ME GROW NATIONAL FORUM

BREAKOUT SESSION

APRIL 25, 2017

HELP ME GROW MN

Interagency initiative that connects children ages birth to 5 with developmental delays and disabilities and their families to local, free early intervention services.

AGENDA

- The WOW factor
- Challenges
- Solutions
- Lessons Learned
- Expansion of HMG to National Model

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WOW FACTOR

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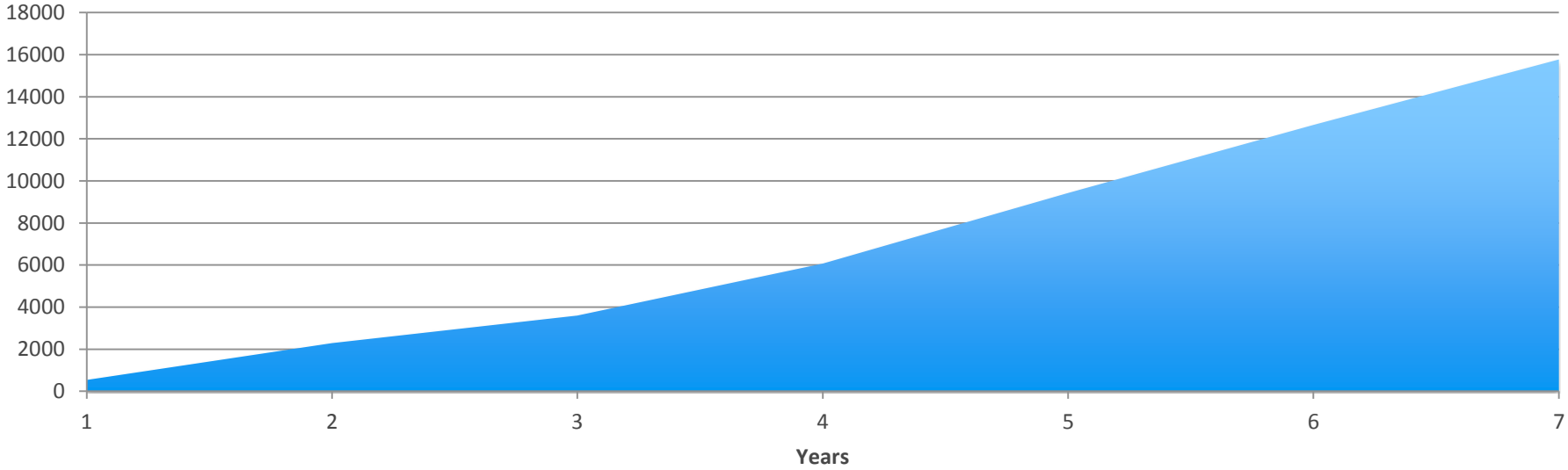
INCREASE IN HELP ME GROW ONLINE REFERRALS

FROM THE STATE OF MINNESOTA DEPARTMENT OF EDUCATION

3000% increase from 2010 to 2016



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Wow Factor

CHALLENGES

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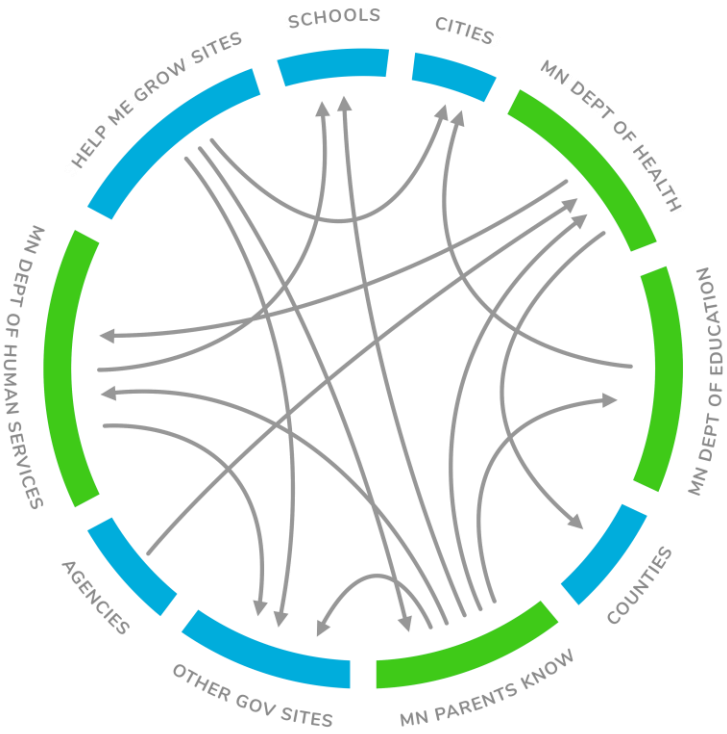
IDENTIFYING THE CHALLENGES

- Limited brand awareness for Help Me Grow
- Lack of coordinated messaging across state
- Difficulty in accessing information for making referrals
- Few outreach materials with no cohesive messages or branding and limited visual appeal

CONFUSING ONLINE PRESENCE

- Multiple websites
- Multiple listings
- No cohesive strategy



BRAND COHESIVENESS CHALLENGE

- Few outreach materials
- No cohesive messages or brand across state
- Limited visual appeal

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CHILDREN SERVED BELOW NATIONAL AVERAGES

- Historically, Minnesota was below the national averages for percentage of children served in early intervention given the state's eligibility criteria.
  - Low awareness across target audiences
  - Low numbers of qualified referrals for children ages birth through 2

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SOLUTIONS

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OUR STORY

» Steps to build results

Step 1: Understand the audience

Step 2: Define goals and strategies

Step 3: Implement foundational elements

Step 4: Evolve – ongoing implementations and evolution

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STEP 1: UNDERSTAND THE AUDIENCES

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MULTI-PRONGED APPROACH

Parents

- Parents of children ages 0 to 5
- Culturally diverse
- Family Network

Influencers
Providers

- Health Care
- Early Education
- Social Services
- Child Care
- Libraries
- Other

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Step 1: Understand the audiences

AUDIENCE INSIGHTS

- Hard to understand what/who Help Me Grow MN is
- Hard to find referral form
- Understand influencers and families in cultures and communities
- Understand media consumption patterns –
  - Digital vs. print, written vs. audio/video, how are audiences interacting online, how do they obtain information, etc.

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STEP 2: DEFINE GOALS AND STRATEGIES

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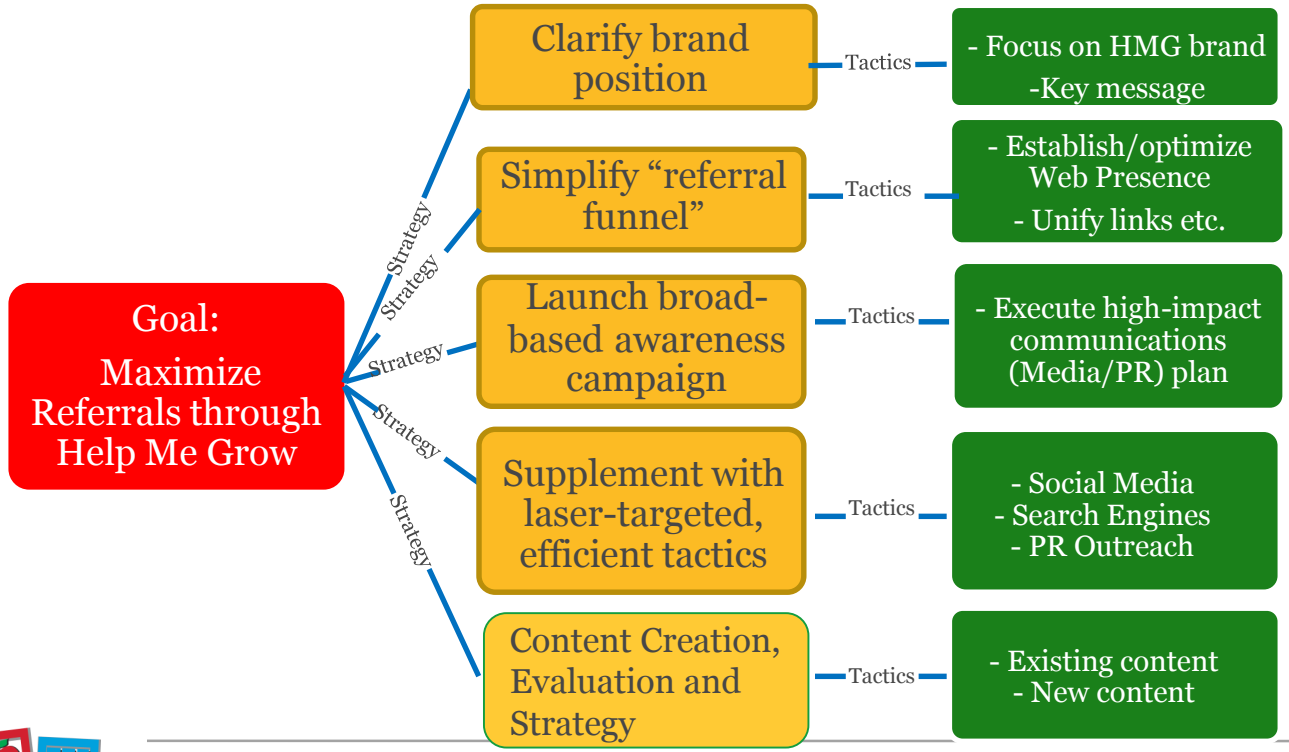
FOUNDATIONAL PLAN



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STEP 3: IMPLEMENT FOUNDATIONAL ELEMENTS

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CLARIFY POSITIONING

» For children with a broad range of developmental issues, Help Me Grow facilitates connection to early intervention services that maximize each child's potential to live a full life.

SIMPLIFY REFERRAL FUNNEL

BROAD AWARENESS

- Ad Campaigns
  - Billboards
  - Websites
  - Google
- Facebook

BROAD AWARENESS:
COORDINATED COMMUNITY OUTREACH

Risdall

- Evaluate content and create content strategy
- Create resources in new brand and messaging
- Reach out to media and influencers
- Create Facebook editorial calendar
- Create infographic

Help Me Grow MN

- Engage with Facebook audience
- Establish partnerships
- Provide resources and present to influencers
- Send direct mail campaigns to influencers
- Create content for new materials/resources for parents
- Display at community events, workshops, and conferences
- Develop and share parent stories

CONTENT CREATION, EVALUATION AND STRATEGY

- Applied new brand across existing materials
- Evaluated newly branded and existing content by audience
- Identified opportunities for creation of content to meet goals

LASER TARGETED TACTICS:
COORDINATED COMMUNITY OUTREACH

Risdall

- Research and develop list of community agency leaders and resources
- Develop resource packet
- Mail packets and request introductory meetings/overview sessions
- Create and disseminate articles for child care providers

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- Follow up with community agency leaders and schedule introductory meetings/overview sessions
- Attend community outreach events
- Provide resource materials to community agencies for distribution to parents
- Identify, train and work with cross-cultural outreach liaisons
- Develop and share parent stories

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STEP 4: EVOLVE – ONGOING IMPLEMENTATIONS

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EVALUATION AND EVOLUTION TO TODAY

- Goals:
  - Brand Awareness
  - Trusted Resource in Early Childhood
- Strategies:
  - Integrated Marketing Driven by Content
  - Consistent Messaging Across All Communications
  - Meeting Audiences Where They Are

TACTICS

- Website Creation and Launch
- Content Development
- Influencer Outreach
- Social Media
- Billboard/Bus/Digital Advertising
- Maintain Partnerships

FOCUS CONTENT ON AUDIENCES

- Parents –
  - Info on developmental milestones
  - Strategies for supporting healthy development
  - Why, when and how to refer a child
  - What happens after a referral is made
  - Availability of services
- Influencers –
  - What is HMG
  - Availability of services
  - How and when to refer a child
  - What happens after a referral is made
  - How to access free print resources for parents

WEBSITE CREATION AND LAUNCH

FOCUS CONTENT ON AUDIENCES

- Information in multiple formats
- Simple access for referral
- Reading level
- ADA compliant
- Search engine optimized
- Mobile friendly
- http://www.helpmegrowmn.org

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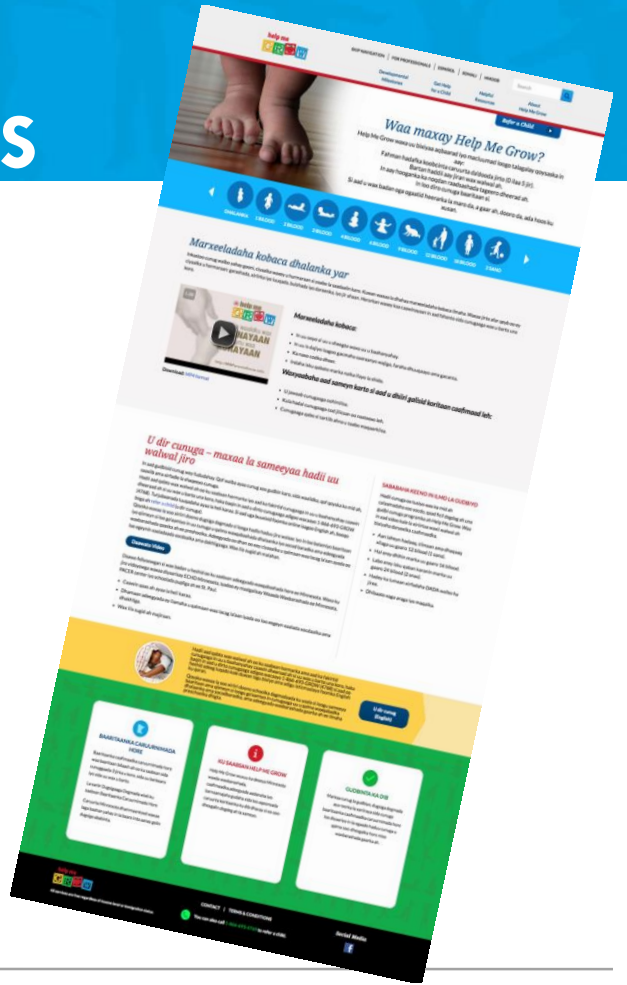
WEBSITE CREATION AND LAUNCH

FOCUS CONTENT ON AUDIENCES

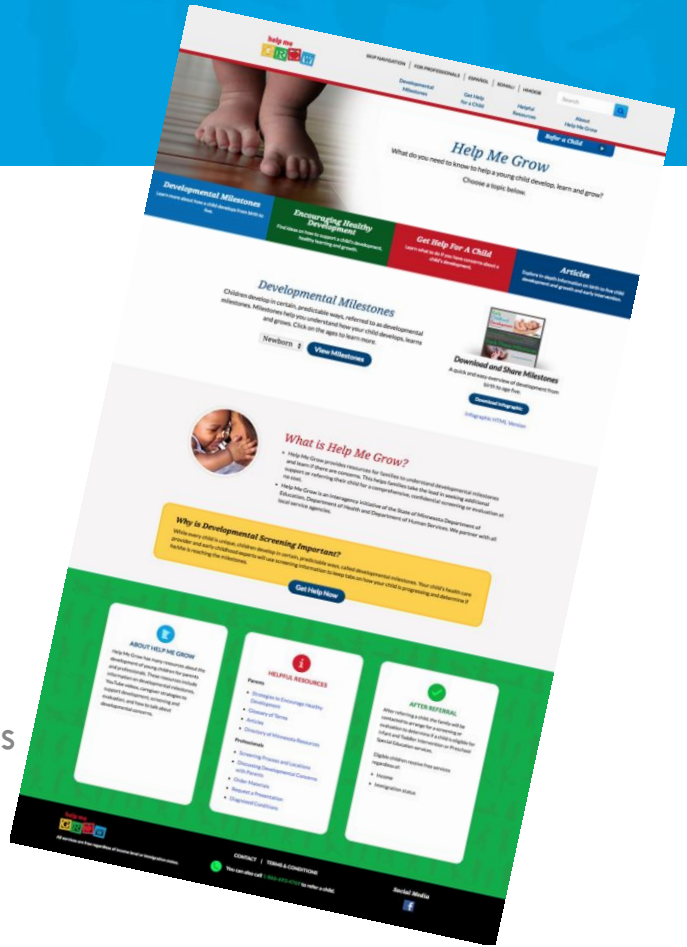
- Cultural pages
- Information delivered through audio, graphics, video and text
- Call to action to refer a child

http://helpmegrowmn.org/HMG/Hmoob/index.html



WEBSITE CREATION AND LAUNCH
PROMOTION

- Sponsored search
  - Results – Q2, 2016 vs. Q1, 2016:
    - Traffic to the site increased by 180%
    - Goal completions increased by 540%
- Media outreach
  - Results:
    - Gained media coverage in key publications
    - Shared parent stories



CONTENT DEVELOPMENT

Types

- Outreach Materials
- Articles
- Infographics
- Podcasts

Uses

- Statewide dissemination to influencers
- HelpMeGrowMN.org
- Other websites
- Social Media
- Events

INFLUENCER OUTREACH

Who

- Health Care
- Community
- Social Services
- Child Care Providers and Associations
- Libraries
- Education Programs

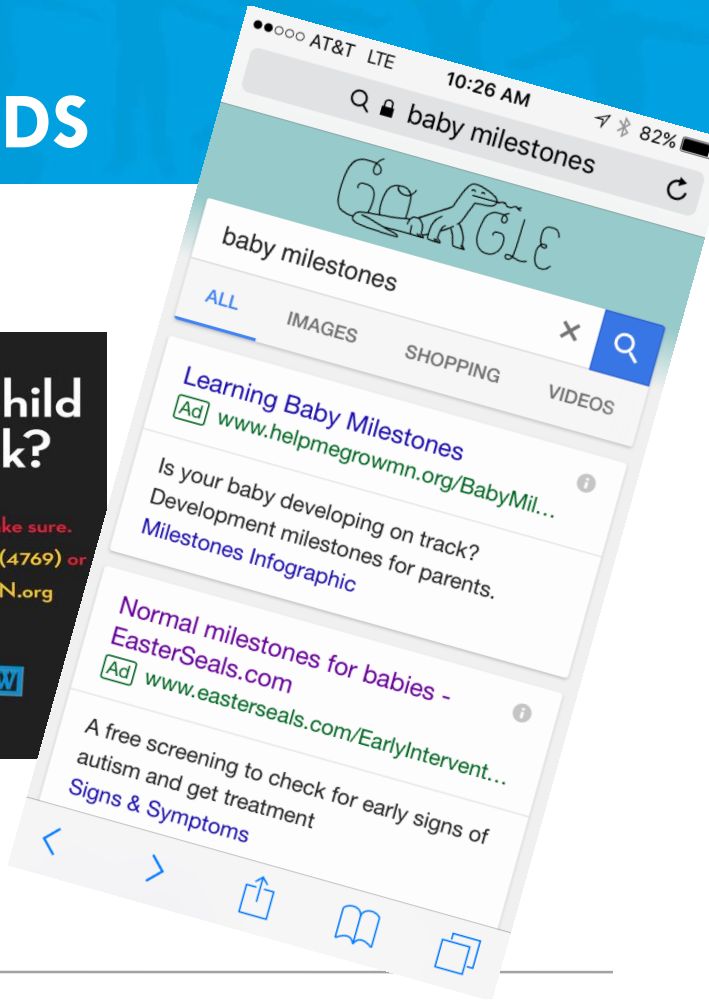
What

- Mailings
- Presentations
- Syndicated content
- Follow up and promotions
- Availability to order resources

SOCIAL MEDIA

- Engaging young parents with high interest topics and photos
- Highlighting fathers to engage more males
- Facebook, Pinterest and Instagram

BILLBOARD, BUS AND DIGITAL ADS



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PARTNERSHIPS

MINNESOTA

mom enough®

The moms our children need, the women we want to be.

Minnesota ACT EARLY

MINNESOTA Parent

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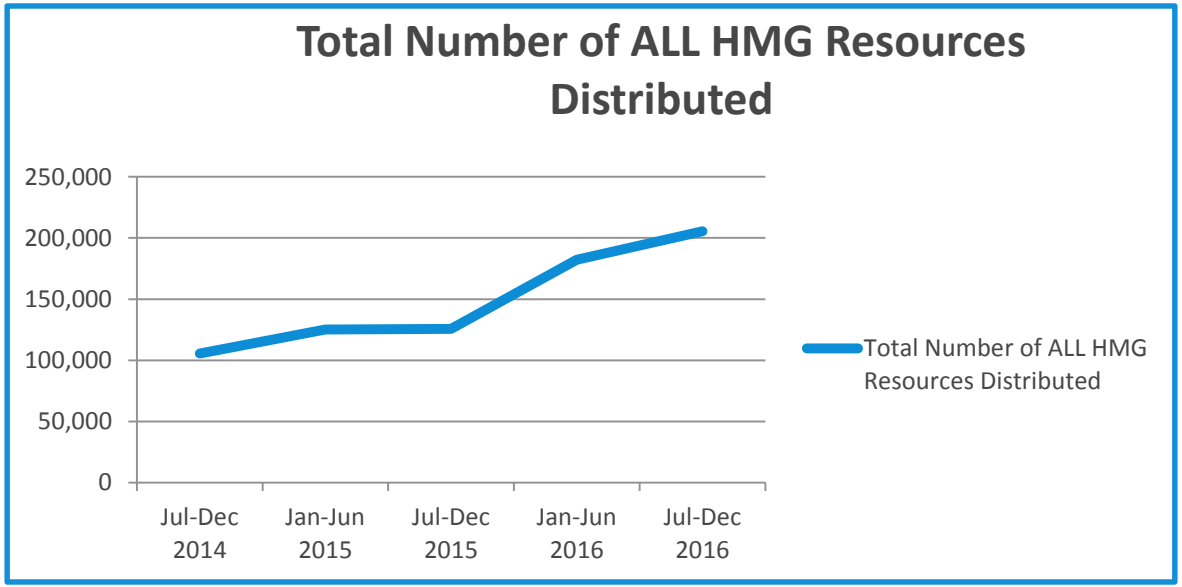
RESULTS TO DATE – 2014 TO 2016

» 95% increase in HMG branded material distribution



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RESULTS TO DATE

- Awards: Governor's Award, National, and International Awards for the website
- Facebook: 23,700 followers, reaches 36,000 – 55,000 per week

LESSONS LEARNED

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WHAT CAN OUR EXPERIENCE TEACH YOU?

- Identify your goals, and revisit them
- Have a cohesive message
- Know your audiences, and define messaging for each
- Meet them where they are - channels, how they consume information
- Face-to-face outreach makes strong connections and partnerships

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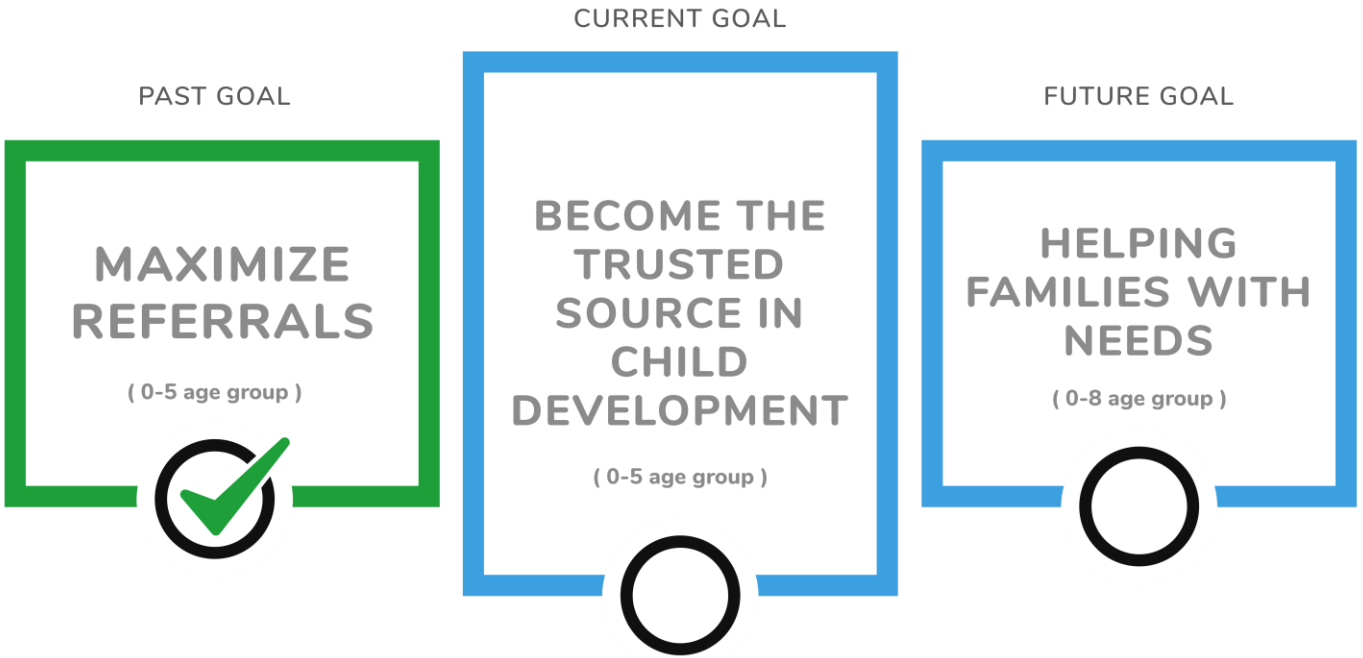
NEXT STEPS



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THANK YOU!

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