



CUTTING THROUGH THE NOISE: Effectively Marketing HMG

Liliana Gonzalez & Wanda Davis
Help Me Grow Contra Costa County





Help Me Grow

Contra Costa

- 2011** Initiated Developmental Screening Efforts
- 2014** Granted Help Me Grow Contra Costa Affiliation
- 2015** Thomas J. Long Foundation Grant
- 2018** Joint-County Media Campaign



PHASE 1: SCREENING & SERVICES

Start Screening Today.

Developmental Screening helps you to:

- Learn more about how your child develops
- Identify problems or concerns as early as possible
- Find help your child needs

When you
Know
it helps
your
child
Learn
and
Grow

Ask your
pediatrician for
developmental screening
or visit a First 5 Center.



Are you concerned about your child's development?

Learn what
to do and
where to call.



School District Contact Information

Your child is younger than age 3 and has developmental concerns		
Your School District		Phone Number
Antioch Brentwood Byron John Swett	Knightsen Martinez Oakley Pittsburg	Contra Costa County Office of Education Early Start Program: (925) 625-6330 ext. 210
Canyon Orinda Moraga	Lafayette San Ramon Walnut Creek	San Ramon Valley Unified School District SITES Program: (925) 743-9710
Mt. Diablo Unified		Regional Center of the East Bay: (510) 618-6195
West Contra Costa Unified		Cameron School: (510) 233-1955

HELP ME GROW IN CONTRA COSTA

HELP ME GROW CONTRA COSTA **IMPROVES**
CHILDREN'S ACCESS TO DEVELOPMENTAL SCREENING BY:

Expanding screening and referral services in pediatric offices, preschools, and child care programs



Increasing use of online developmental screening tools

Implementing public awareness campaigns on the importance of screening and early childhood development

Creating a data collection system to identify successes, gaps, and delays in program service delivery

HELP ME GROW IN CONTRA COSTA

HELP ME GROW CONTRA COSTA CONNECTS FAMILIES TO SERVICES BY:



Expanding 211 services to include child developmental specialists and support

Creating a website with information about child development and local developmental services

Creating a new system of identification and services for children with mild-to-moderate delays who do not qualify for state-funded services, and who otherwise would not receive help

PHASE 2: ANNOUNCING HMG!

OUTREACH GOALS:

- Establish HMG Presence
- Clear Connection to HMG
- Resource Connection



LEVERAGE EXISTING RESOURCES

Your Child's Early Development is a Journey

Check off the milestones your child has reached and share your child's progress with the doctor at every visit.

6 MONTHS

- Copies sounds
- Begins to sit without support
- Likes to play with others, especially parents
- Responds to own name
- Strings vowels together when babbling ("ah," "eh," "oh")

12 MONTHS (1 YEAR)

- Uses simple gestures such as shaking head for "no" or waving "bye bye"
- Copies gestures
- Responds to simple spoken requests

All parents have questions

Does she cry too much?
Should she be talking more?
Where can I get help?

Help Me Grow has answers

Call for information, support, and referrals to early childhood resources.

Call 1-888-510-1211
Monday - Friday, 9am - 5pm.

FIRST5 ALABAMA COUNTY
Help Me Grow Alabama County

[f](#) [t](#)

MONTHS (1 1/2 YEARS)

- Knows what ordinary things are for; for example, telephone, brush, spoon
- Plays make-believe with dolls, animals and people
- Shows affection for friends without prompting
- Hops one foot for 2 seconds

Signs de Cereza / Indicadores de Desarrollo de Se

Track Your Child's Developmental Milestones

El desarrollo de los niños comienza en el útero de su madre y continúa a lo largo de sus primeros años de vida. Este libro de indicadores de desarrollo de los niños puede ayudarle a saber qué esperar de su hijo.

Your child's early development is a journey. Take this guide of indicators to know what to look for along the way.

Los padres de niños de 0 a 5 años.

Los padres de niños de 0 a 5 años.

FIRST5 ALABAMA COUNTY
Help Me Grow Alabama County

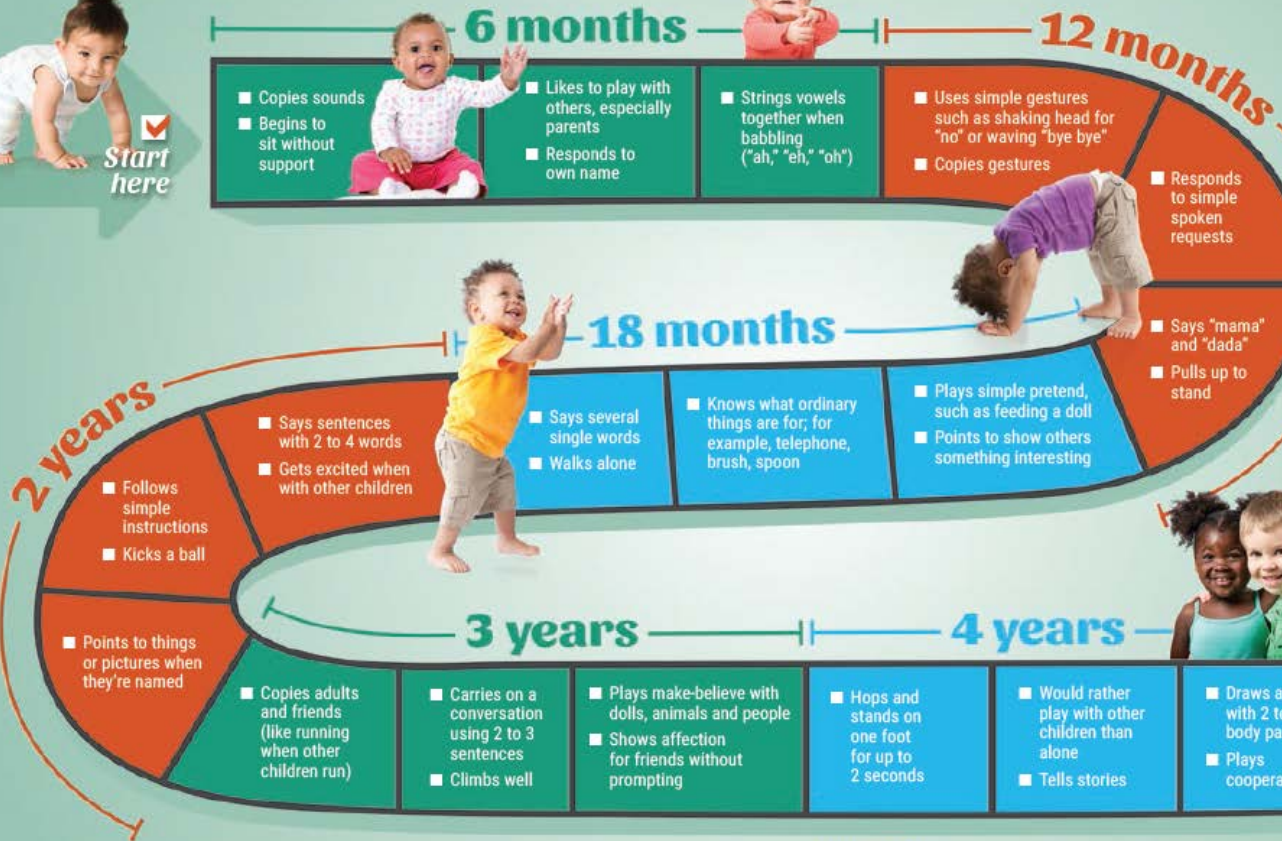
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PHASE 2: ANNOUNCING HMG!

Your child's development is a journey...



Check off the milestones your child has reached and share your child's progress with your doctor at every visit.



These are just a few of many important milestones to look for. For more information, call 211 and ask for a Help Me Grow specialist.



Brochure and milestones chart adapted from the Centers for Disease Control and Prevention (CDC) "Learn the Signs Act Early" program.

all parents have questions

FREE information, support, and referrals for YOUR child birth through 5 years.



Help Me Grow
Contra Costa
has answers

PHASE 2: ANNOUNCING HMG!

all parents have questions

- When will my child:
- ... start walking?
- ... talk more?
- ... have fewer tantrums?
- ... follow instructions?
- ... begin making friends?



Help Me Grow
Contra Costa

**has
answers**

FREE information,
support, and referrals
for **YOUR** child
birth through 5 years.



Call 211 and ask to speak with a Help Me Grow specialist.

todos los padres tienen preguntas

- ¿Cuándo mi hijo(a):
- ... comenzará a caminar?
- ... hablará más?
- ... tendrá menos berrinches?
- ... seguirá instrucciones?
- ... comenzará a hacer amigos?

Información **GRATUITA**,
apoyo, y referencias
para **SU** niño(a)
desde el nacimiento
hasta los 5 años
de edad.



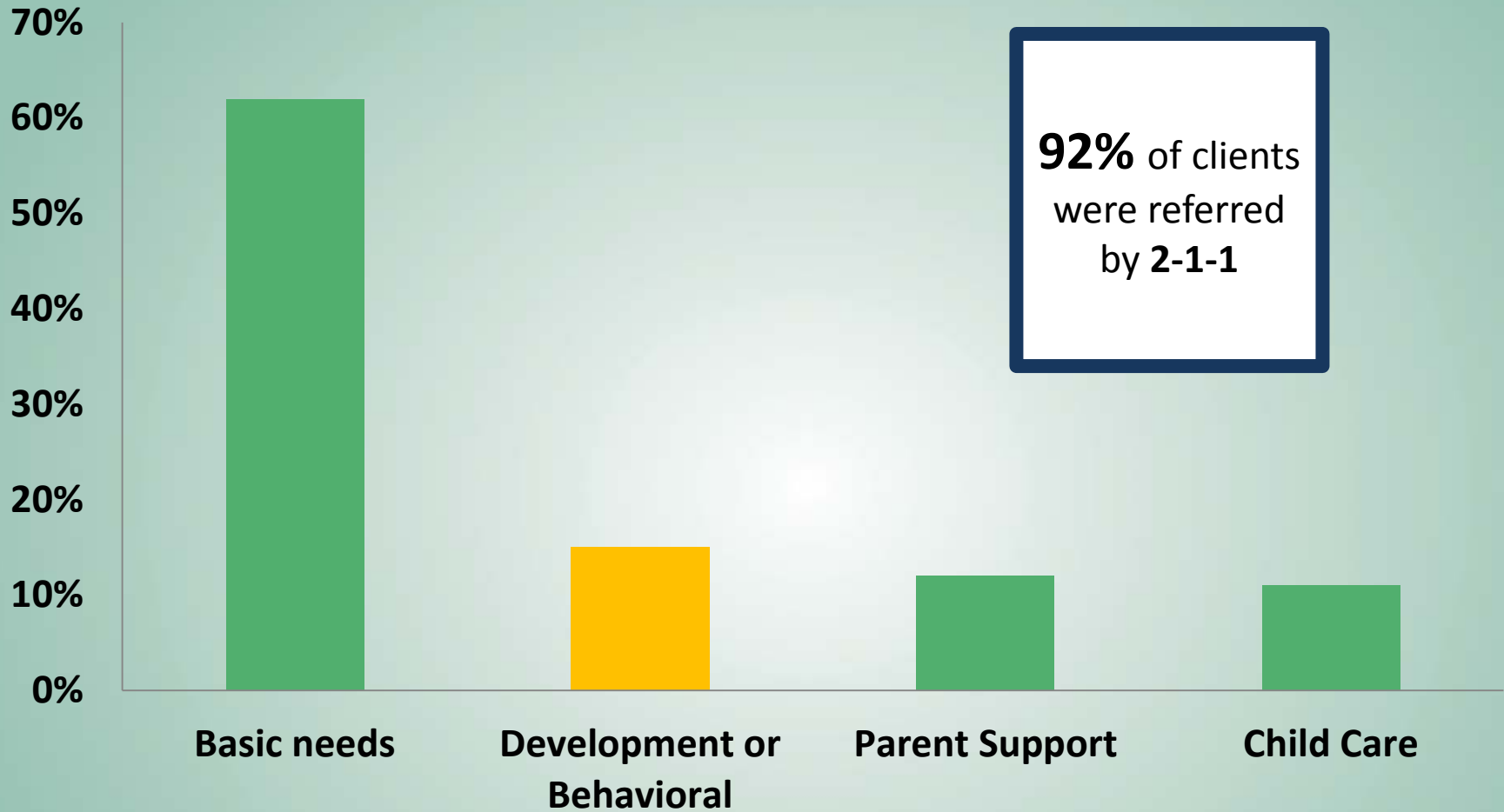
Help Me Grow
Contra Costa

**tiene
respuestas**



Llame al 211 y pida hablar con un especialista de Help Me Grow.

INITIAL CALLERS



92% of clients were referred by **2-1-1**

IT'S A MAJOR AWARD!

EAST BAY TIMES

News

First 5 Alameda, Contra Costa awarded \$5M grant

By BAY AREA NEWS GROUP |

PUBLISHED: June 11, 2015 at 10:08 pm | UPDATED: August 15, 2016 at 9:52 am

Thomas J. Long
FOUNDATION

PHASE 3: JOINT HMG CAMPAIGN

CAMPAIGN OBJECTIVE

Position Help Me Grow as a credible, trusted resource for parents

AUDIENCE

Underserved parents and caregivers, pediatricians

SCOPE

Develop a bilingual awareness campaign including message testing, advertising, website, collateral materials

BUDGET

\$100,000

THEORY OF CHANGE

EVERY CHILD
READY FOR
KINDERGARTEN

END GOAL

All parents with questions or concerns about development turn to HMG

All pediatricians routinely provide developmental screenings

All pediatricians refer to HMG

3RD STEP

Increased number of parents access HMG

Increased number of referrals by pediatricians

Increase number of screenings by pediatricians

2ND STEP

Launch paid media campaign

Messengers deliver materials & msgs to parents

More mtgs with pediatricians & providers where materials are shared

1ST STEP

Joint campaign with Alameda and Contra Costa

Develop materials to reach parents, equip messengers with info, and reinforce HMG as trusted resource

WHERE YOU ARE NOW

Some knowledge of HMG

Respected & valued by people who know us

CAMPAIGN →

CAMPAIGN CONSIDERATIONS

- Help Me Grow is highly valued among those who know us.
- The phone call is a key part of your programming.
- Establishing trust is paramount.
- We want to be the place where all parents can find answers.

THE GAME PLAN

Goals

Audience

Message

Engagement Strategies



***Start
here!***



GOALS & AUDIENCE

GOALS

Why are you reaching out?

1. Increase the number of parents and caregivers accessing HMG
2. Build credibility among trusted messengers who will refer to HMG

AUDIENCE

Who are you trying to reach?

1. Parents and primary caregivers
2. Trusted messengers

TRUSTED MESSENGERS

Reach families through people they trust

- County Health Clinics
- Public Libraries
- WIC Sites
- First 5 Centers



TAILORING MESSAGES

Values at stake – what deeply held values can you tap into?
Why should your audience care?

Problem – what is the problem you're trying to solve?

Solution – what can be done to solve the problem?

Action – what can your audience concretely do? The more specific, the better.

MESSAGE



From the day they are born, babies are constantly changing. It's exciting, and it can also be challenging for families to figure out what their baby or toddler needs now. Parents raise children, and parenting raises questions. Help Me Grow has answers. No matter how big or how small, we answer parents' everyday questions about their children from birth to age 5. And we provide tips, support, and information about local services. We're here to help babies, toddlers, and the people who love them. Call us.



SINGLE ESSENTIAL MESSAGE

“

No matter how big or how small,
Help Me Grow can answer the
questions I have about my baby.

”



CONCEPT A



**Beautiful.
Wonderful.
CHALLENGING.**

We have answers
to your baby questions.

Always free. Always here.
HelpMeGrowEastBay.org • 510-555-1234



**Gorgeous.
Amazing.
DIFFICULT.**

We have answers
to your baby questions.

Always free. Always here.
HelpMeGrowEastBay.org • 510-555-1234



**Adorable.
Exciting.
DEMANDING.**

We have answers
to your baby questions.

Always free. Always here.
HelpMeGrowEastBay.org • 510-555-1234



CONCEPT B



WHAT DOES THIS FACE MEAN?

No question too small or too big.

We're here with baby help: HelpMeGrowEastBay.org • 510-555-1234



WHAT DOES THIS FACE MEAN?

We're here with baby help: HelpMeGrowEastBay.org • 510-555-1234



WHAT DOES THIS FACE MEAN?

No question too small or too big.

We're here with baby help: HelpMeGrowEastBay.org • 510-555-1234

CONCEPT C



**From tantrums
to tickles**

Where to go when you have baby questions.

Always free. Always here. 510-555-1234 | HelpMeGrowEastBay.org



**From weening
to walking**

Where to go when you have baby questions.

Always free. Always here. 510-555-1234 | HelpMeGrowEastBay.org



**From teething
to talking**

Where to go when you have baby questions.

Always free. Always here. 510-555-1234 | HelpMeGrowEastBay.org

LISTEN TO YOUR AUDIENCE



I don't like the ones with just the faces, because I think there's too many different concepts, there's nothing concrete about it. They could be crying. They could be laughing. They might be in pain. They might want something. It could be anything that makes them laugh or makes them cry.



PARENT FEEDBACK

A feeling of warmth...

- Cute faces
- Positive interactions
- Acknowledgment of father

A clear message...

- Use of everyday language
- Clarity of why you should call HMG

A feeling of hope...

- Vision of hope – not ‘challenges’
- African American babies
- Images that are current



From Crying to Cuddling

No questions too big
or too small.

We answer the questions parents have
about their kids ages 0 to 5.

Always free. Always confidential.

Just call 211 or
text "hmgcoco" to 898211

helpmegrowcoco.org



From Tantrums to Talking



From Whining to Walking

No questions too big
or too small.

We answer the questions parents have
about their kids ages 0 to 5.

Always free. Always confidential.
Just call 211 or
text "hmgcoco" to 898211
helpmegrowcoco.org

ENGAGEMENT STRATEGIES & TACTICS

Lines 110 118



**From Whining
to Walking**

No questions too big or too small.
We answer the questions parents have
about their kids ages 0 to 5.

Always free. Always confidential.
Just call 211 or text "hmgcoco" to 898211
helpmegrowcoco.org

 Help Me Grow
Contra Costa 

- Paid Media Campaign
- New Collateral
- New Website
- Giveaways
- Social Media
- New Phone app

BROCHURE

No-cost information and referral helpline for the babies you love.

We can help you find a playgroup, find out when your baby will start walking (or stop crying!) or help you prepare your child for school. We can either answer your questions or point you to a professional who can.

Help Me Grow Contra Costa can answer parents' everyday questions about development from age 0 to 5.

**Just call 211 or
text "hmgcoco" to 898211**



Check off the milestones your child has reached and share your child's progress with your doctor at every visit.



6
Months

- Copies sounds
- Begins to sit without support
- Likes to play with others, especially parents
- Responds to own name
- Strings vowels together when babbling ("ah," "eh," "oh")



2
Years

- Says sentences with 2 to 4 words
- Gets excited when with other children
- Follows simple instructions
- Kicks a ball
- Points to things or pictures when they're named



12
Months

- Uses simple gestures such as shaking head for "no" or waving "bye bye"
- Copies gestures
- Responds to simple spoken requests
- Says "mama" and "dada"
- Pulls up to stand



3
Years

- Copies adults and friends (like running when other children run)
- Carries on a conversation using 2 to 3 sentences
- Climbs well
- Plays make-believe with dolls, animals and people
- Shows affection for friends without prompting



18
Months

- Says several single words
- Walks alone
- Knows what ordinary things are for; for example, telephone, brush, spoon
- Plays simple pretend, such as feeding a doll
- Points to show others something interesting



4
Years

- Hops and stands on one foot for up to 2 seconds
- Would rather play with other children than alone
- Tells stories
- Draws a person with 2 to 4 body parts
- Plays cooperatively

These are just a few of many important milestones to look for. For more information, call 211 or text "hmgcoco" to 898211 and ask for a Help Me Grow specialist.

POSTCARD

No-cost information and referral helpline for the babies you love.

We're a free program focused on babies, young children, and the people who love them.

No matter how big or how small, Help Me Grow Contra Costa can answer parents' everyday questions about their children from age 0 to 5.

WE CAN HELP YOU

- Find a playgroup
- Find out when your baby will start walking (or stop crying!)
- Help you prepare your child for school

We offer free developmental screening for all children under age 5 to check how they are growing and developing.

Always free. Always confidential. Just call 211 or text "hmgcoco" to 898211

helpmegrowcoco.org



BILINGUAL WEBSITE



ENGLISH | ESPAÑOL

[What we do](#)

[How we help](#)

[Your child's development](#)

[Free Support](#)



From Crying to Cuddling

No questions too small or too big.

Help Me Grow is always free, always here. Just call 211.

We answer parents' everyday questions for kids ages 0-5.

All parents have questions. Help Me Grow Contra Costa has answers. Whether you're looking for a playgroup, wondering when your baby will start walking (or stop crying!), or looking for information on how to prepare your child for school, we can help.

BILINGUAL WEBSITE

Your Child's Development

CHILD'S AGE

2 months

Submit

Family Events

Care for a young child? Check out the activities and events going on near you.

< **OCTOBER** >

S	M	T	W	T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24

WEDNESDAY, AUGUST 30, 2017

Toddler Storytime | Oakland

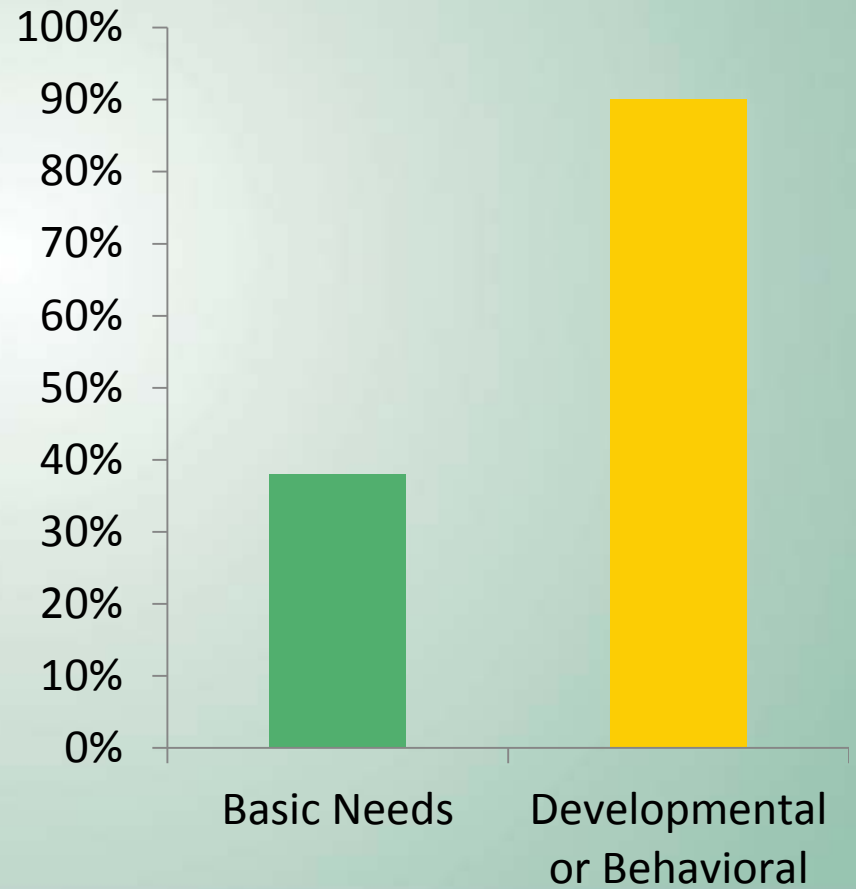
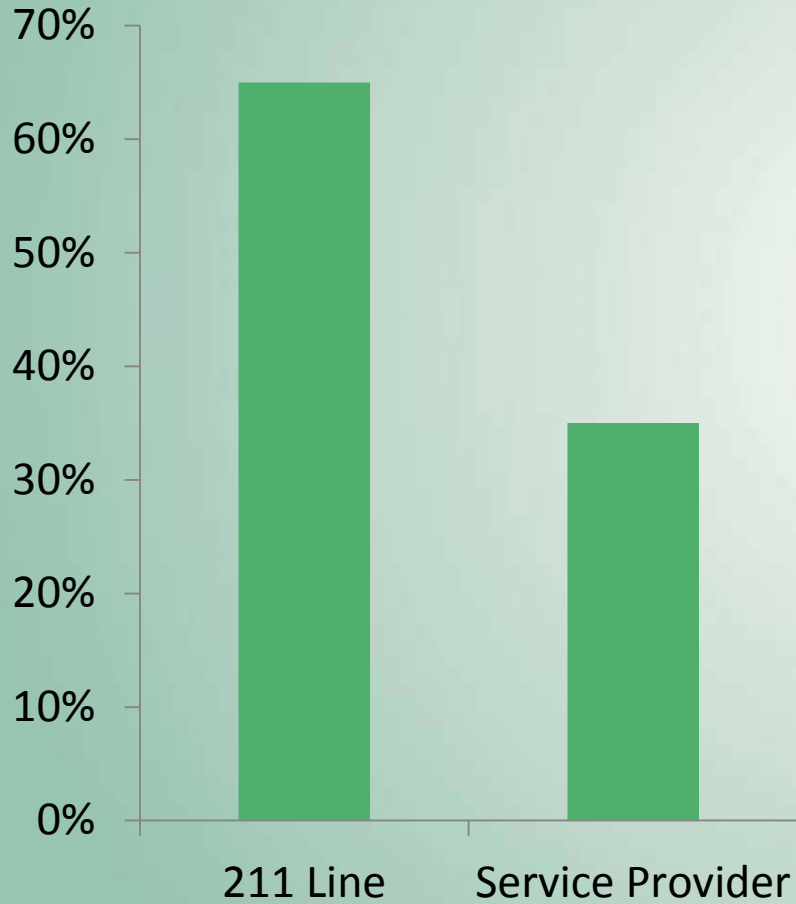
Join other families and members of the Oakland Public Library for songs, active rhymes and stories... [READ MORE](#)

WEDNESDAY, AUGUST 30, 2017

Toddler Storytime | Oakland

Join other families and members of the Oakland Public Library for songs, active rhymes and stories... [READ MORE](#)

New Data



MEASURING OUR SUCCESS

- Number of self-referrals
- Type of need/concern
- Demographics
- Number of HMG Website visits
- Number of material downloads
- Number of App downloads
- Number of new partners



LESSONS LEARNED



1. Nurture relationships with trusted messengers
2. Leverage existing resources
3. Listen to your target audience
4. Craft empowering and hopeful messages
5. Evaluate outreach materials and strategies



Please complete a brief
survey!

