

Bright by Text

Bright by Text (BBT) is a text message-based platform that provides free tips, information, and resources to help all parents and caregivers give every child a bright beginning. BBT also allows organizations to share useful local information and resources with parents. For the remainder of 2020, BBT is waiving all fees for new community partners so they can easily communicate and respond to the needs of families as part of their COVID-19 response.

Overview

[Bright by Text](#) (BBT) is a text message-based platform that provides useful information to parents and caregivers about child development, health, and well-being. All content is specific to child's age (prenatal through age 8) and includes topics include but are not limited to developmental tips, learning games and materials, short modeling videos, and timely information about local resources and services provided by community-based organizations. BBT is designed to equip families with essential information to promote their child's healthy development through the most pivotal early stages of life, and seeks to enhance parent/caregiver confidence, competence, and connection. Key findings from evaluation efforts to date include: 95% of caregivers indicate that BBT helped them feel more confident and informed about their child's development and 77% of respondents feel that they have a community that provides programs for raising children.

Families receive 3-5 messages per week and the messages are available in English and Spanish. BBT will send 2-3 core content messages per week directed at the age and stage of their child. Community Partners, such as HMG affiliates, send 1-2 messages per week with free or low cost resources in the community. Community partners generally serve a specific geography, and will have the capacity to send directed messages to targeted age groups and by zip code, county, or state.

BBT shares information with families regarding child development from a curated resource library. Contributors to the resource library include but are not limited to Bright by Three, Parenting Minutes, Nature Nuggets, Vroom, PBS Kids Ready to Learn & PBS Learning Media, Delta Dental, Sesame Street in Communities, Institute for Learning and Brain Science, Cooking Matters, Behavioral Insights and Parenting Lab, and Nurse-Family Partnership. Bright by Text will share information with families regarding:

- Child health, safety, nutrition, physical activity, and oral care
- Pre-natal health and well-being
- Parent/caregiver mental health and child social-emotional development
- Child development and learning (gross motor, communication, fine motor, problem solving; reading, writing, math, STEM, etc.)
- Parenting advice and encouragement

Helping Families Navigate COVID-19

In an effort to enhance organizations' response to COVID-19 and allow them to easily communicate and share information with families, BBT is waiving license fees for *new community partners* for the remainder of 2020. Community partners are organizations, such as HMG affiliates, that leverage the platform to engage families and share information about local resources.

HMG affiliates can use BBT to share information with families on various topics, including but not limited to:

- Accurate and up-to-date information regarding COVID-19
- Local information and resources addressing basic needs
- Information about educational activities parents and caretakers can do at home
- Local information and resources regarding behavioral and mental health

Implementing Bright by Text

HMG affiliates seeking to implement should be prepared to do the following:

1. Identify at least one person to serve as the point person for BBT.
2. Participate in a 90-minute training focused on how to use the BBT platform and best practices to engage families.
3. Curate 1-2 messages per week regarding services and resources available to children and families and local updates regarding COVID-19.
4. Distribute messages via the BBT platform.

Getting Started

BBT is a text message-based platform, requiring families to have access to a mobile phone. Standard message rates apply. BBT currently has 57 community partners across the country. A full list of community partners can be accessed [here](#). If there is an HMG community partner leveraging BBT to engage the community, explore opportunities for collaboration.

Deploying Bright by Text – HMG affiliate has permission to communicate via text with families

1. HMG affiliate sends BBT a spreadsheet with each existing family's mobile number, DOB of all children, and zip code to be uploaded into the BBT system.
2. BBT will send an invitation text message to the families which they will need to accept.
3. HMG affiliate can also utilize the BBT marketing toolkit to bring more families onto the system.
4. New families and caregivers are able to sign up via webform link or by texting the keyword HMG to 274448 to register.

Deploying Bright by Text – HMG affiliate does NOT have permission to communicate via text families

1. Utilize the BBT marketing toolkit to get the message out to partners, families and caregivers and bring them onto the system.
2. Families and Caregivers are able to sign up via webform link or by texting the keyword HMG to 274448 to register.

Core Component Alignment

Bright by Text is intended to enhance affiliate's capacity to conduct community and family outreach.

For more information, please contact Katie Richardson, MD, Bright by Text Chief Medical Officer, katie@brightbytext.org