



## Tips by text for parents and caregivers of children 0-36 months.

### The Basics

- Messages are timed to a child's age and developmental stage
- Users receive 1-3 messages per week
- Each message is 133 characters and links to a mobile-friendly "landing page" with more information, images and videos, and links to resources

### The Content

Bright by Text content is adapted from Bright by Three's research-based parenting information developed by experts and pediatricians. Currently, there are a total of 290 messages in the system, with additional messaging campaigns planned. The breakdown of the message content is as follows:

#### Learning Games

- At-home activities that support the healthy cognitive, physical and social-emotional development of young children
- 100 total messages delivered over 36 months
- Short modeling videos are planned for the Learning Games landing pages

#### Health, Safety & Development

- Detailed developmental information, as well as material on health, nutrition, wellness and child safety
- 98 total messages delivered over 36 months

#### Early Oral Health

- Information on the importance and care of baby teeth, prevention of tooth decay
- 40 total messages delivered over 36 months

#### Positive Parenting

- Effective discipline strategies and providing positive guidance
- 28 total messages delivered between 24-36 months

#### Language Power

- Early literacy and language development information, activities and games
- 24 total messages delivered between 12-24 months

### The Process

It's free and easy to sign up. Just text the word "BRIGHT" to 444-999. For Spanish-language messages, text "BRILLANTE" to 444-999. (Standard text and data fees may apply.)

### The Organization

Bright by Text is a program of Bright by Three, a Colorado-based statewide nonprofit organization that helps parents and caregivers of children age 0-3 support healthy development and lay a foundation for lifelong learning and success. Learn more at [brightbythree.org/bright-by-text](https://brightbythree.org/bright-by-text).

