Bright by Text is a free program for parents and caregivers that sends tips and resources promoting child development, targeted to a child's age from prenatal to 8 years old, right to their cell phone.

MESSAGES INCLUDE

- research based messages help parents and caregivers feel prepared, and local messages keep them informed

CONTENT SOURCES

- Bright by Three
- Delta Dental
- Sesame Street
- PBS parents
- Vrom
- Share Our Strength’s COOKING MATTERS
- Colorado Early Learning Development Guidelines
- Local libraries, museums, health organizations and other local partners
- PBS LearningMedia

LINKS TO MORE RESOURCES

Each text message has a link to a landing page with more information, including short modeling videos, related books, games and other resources.

SIGN UP

parents and caregivers

Idaho

KIDS CHANNEL
Does it have an impact?

A third party evaluation\(^1\) conducted using surveys and focus groups from parents and caregivers has determined that Bright by Three’s curriculum has positive effects on parent and caregiver attitudes and behaviors, as well as children’s academic performance.

**INCREASED CONFIDENCE**

\(^{92}\%\) of parents are more confident as a result of receiving Bright by Text messages.

Percent of families overwhelmed with parental responsibility compared to \(^{21}\%\) of families in the comparison group

\(^{9}\%\) of families signed up for Bright by Text

**HIGH RETENTION RATE**

Parents and caregivers love the age-appropriate, actionable content Bright by Text provides.

Bright by Text has a \(^{95}\%\) retention rate after 30 days.

**INCREASED DEVELOPMENT**

Bright by Text families have children who are on average 3 months ahead of a comparison group in language development.

\(^{95}\%\) of children whose caregiver subscribes to Bright by Text are developmentally on track or above average in their language development.

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\(^{1}\)completed by Marzano Research Laboratory in Sept. 2018.

Does your organization have something to share with parents? Email florina.ruvio@idahoptv.org

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\(^{1}\)completed by Marzano Research Laboratory in Sept. 2018.