

What is **Bright by Text** ?

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



LINKS TO MORE RESOURCES

SIGN UP

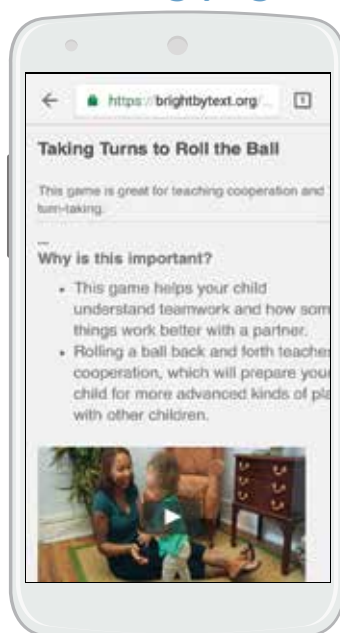
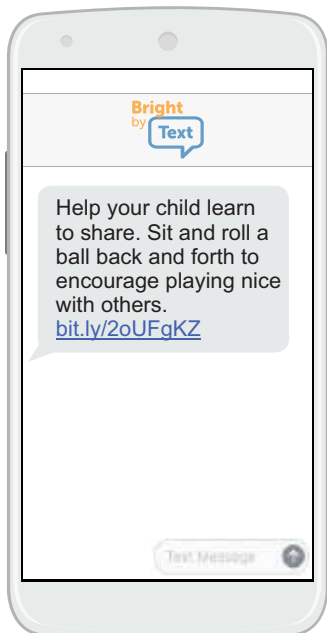
Each text message has a link to a landing page with more information, including short modeling videos, related books, games and other resources.

parents and caregivers

text message

landing page

linked content



Does it have an impact?

A third party evaluation¹ 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



of families signed up for Bright by Text

of families in the comparison group

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



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.



Does your organization have something to share with parents?

Email florina.ruvio@idahoptv.org

¹completed by Marzano Research Laboratory in Sept. 2018.