

PARTNERS

Big Horn, Carbon, Yellowstone, Northern Cheyenne, Dawson County Best Beginnings Councils, and Montana PBS will partner with Bright By Three to bring the [Bright By Text](#) (BBT) platform to parents in our region. [Bright By Three](#) is the developer and owner of the platform. They have been providing evidence based services to families in Colorado since 1995.

TIMELINE

- Licensure, Training, Marketing Plan: Dec 2018 – Jan 2019.
- Launch: Anticipated in the spring of 2019.

WHAT IS BRIGHT BY TEXT?

Bright By Text delivers support to parents right on their phone. This project will allow us to reach **More parents...**Earlier**...and for a **Lower Cost** than ever before.**

Parents or Caregivers sign up for Bright By Text messaging. They receive two to four messages a week on their phone with developmentally appropriate tips for parenting, self-care, and local resources.

- Messaging is evidence-based, engaging and high quality.
- Trusted partners such as VROOM and PBS have helped develop the content.
- Information is bite-sized -- no overwhelming manual or multi-hour commitments required!
- Accessible when a parent has time! 1:00 AM anyone??!

THE RESEARCH

An [independent study](#) by Marzano Research evaluated the efficacy of Bright By Text by comparing data from three groups: 1) Subscribers to the BBT program between May 1, 2017 – May 1, 2018; 2) Recipients of Bright By Three home visits between May 1, 2017 and December 1, 2017; and 3) Caregivers of children ages birth through 5 not enrolled in BBT or the BB3 Home Visiting program.

Key Findings of this study:

- 92% of Bright By Text subscribers (currently 45,000) report feeling more confident as a parent as result of receiving the BBT texts
- Bright By Text Subscribers reported that their children were more on-target or advanced in language development compared to a comparison group, and were comparable in language development to the home-visit group.
- Low socioeconomic status children, were, on average, three months ahead in language development compared to their low-SES counterparts in a comparison group.

Parents Need Help

- 85% of a child's brain is developed by age 3, and 90% by age five.
- The parent is critical to this development.
- Yet the majority of our "systems" revolve around helping parents only when in crisis; child neglect has occurred, and a child's brain is "starving."
- As the effects of neglect accumulate, we doom children to repeat the cycles, and we invest more and more in the consequences of abuse and neglect, such as increased homelessness, increased criminality, increased adjudication...
- This project aims to get effective parenting tools in the hands of parents much earlier, on a much larger scale than is currently possible, and in a destigmatized manner.



WHY SELECTED

Best Beginnings Councils in our region selected this platform specifically for its fit with:

- Center for Disease Control evidence-based strategies to prevent child abuse
- The ability to send local messages by zip code which can connect parents to real resources in their own community.
- The promise for parents who are isolated from resources because of geography, mental illness, lack of transportation, work schedules, or other factors.

Bright By Text addresses these common barriers to getting parenting help:

- Lack of resources in rural communities – especially anything for prevention – what is available is more likely to be crisis driven
- Lack of resource capacity in urban areas (programs exist but can serve very few families, especially anything in the prevention, diversion, and intervention arenas)
- Geographic isolation
- Transportation limitations
- Lack of awareness of resources
- Community norms and stigma
- Poor mental or physical health



GOALS

Long term goals for our region:

- 1) Reverse the trend of increasing rates of child abuse and neglect.
- 2) Increase school readiness of children age 0-5.

IMPLEMENTATION BASICS

- United Way of Yellowstone County is the fiscal agent for this project, contracts with Bright By Three, and holds the Bright By Text license for the region.
- An Oversight Committee is composed of the Best Beginnings Council Chairs from each community. The committee makes policy decisions and coordinates enrollment, evaluation, and sustainability.
- Each council is responsible for the content of their own local messages, following policies developed by the Oversight Committee, and in line with the Bright By Three contract.
- Each council utilizes their own Parent Advisory group to advise and evaluate BBT messaging and marketing.



THANK YOU TO OUR FUNDERS

