



**BEST  
BEGINNINGS**

406Parents

**BRIGHT**

by text

Schedule messages that include free or reduced-cost local events—under \$5/person or a sliding fee scale.

**Follow these guidelines to determine if your event qualifies for Bright by Text promotion:**

**Healthy Child  
Development**

**Will the event or resource contribute to healthy child development: prenatal to age 8?**

**Protective  
Factors**

**Does the message fall within at least one of the five protective factors for strengthening families?**

1. Parental Resilience
2. Social Connections
3. Knowledge of parenting and child development
4. Concrete support in times of need
5. Social and emotional competence in children

**Event or  
Resource  
Promotion**

**Does the message promote an event or a series of events?**

Or

**Does it promote underutilized resources in the community?**

**AND**

**Is the event or resource FREE or LOW COST?**

**Audience**

**Which audience is most appropriate to receive the message?**

**Do you want to target a specific age group and/or location by zip code?**

**Message**

**Can the message be communicated in 140 characters or less?**

**AND**

**Is there a website or online pdf with up-to-date information that you can include? Does the link you are submitting work on a phone?**