

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 birth to five?



**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?

AND

Can you provide the message in both English and Spanish?

We can have the message translated for you.