

## PARENT CONNECT

### PARENT CONNECT Partners

Billings Clinic

Early Childhood Intervention

Family Support Network

The Family Tree Center



### PARENT CONNECT Partners

St. Vincent Healthcare

RiverStone Health

United Way of Yellowstone  
County

**Our goal: support parents of newborns**

### *Since January 1, 2019*

- 1,120 parents have filled out a New Baby Survey which helps us connect with them
- 800 “Welcome Baby” phone calls have been made to new parents

### *Starting in July, 2019*

- A “Welcome Baby” email is also being sent to parents
- 94 emails sent so far
- 49.5% open rate
- 10.8% click through rate

### *“Welcome Baby” information includes local resources:*

- How to find help for anything via one website Montana 211 – or one phone call to 211!
- How to find quality childcare
- Sign up for a local texting app that delivers weekly tips appropriate for the age of your child, and information about local events, groups, opportunities...

**Our belief: nothing matters more in the life of a child than MOM or DAD**

**Our hope: every parent has access to the support they need to be healthy themselves, to provide for their children, and to raise amazing human beings who will one day take care of us all**