



# Parent Possible Conference

## April 5, 2017

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## mission

To provide a bright beginning for all Colorado children by helping families support their children's physical, emotional, and intellectual development in the critical first three years of life.

## vision

Every child will be healthy, valued, and ready to learn.

# Why by Three?



# What is Bright by Three?



## Support for Parents and Caregivers



Research-based materials delivered to parents and caregivers by volunteers and over 500 organizational partners around Colorado.



A free parent and caregiver messaging program that sends tips and resources promoting child development, targeted to a child's age from 0 to 5 years old.

Bright by Three has been delivering research-based content to families for over 20 years

Multiple evaluations have shown that the BB3 program has a positive effect on:

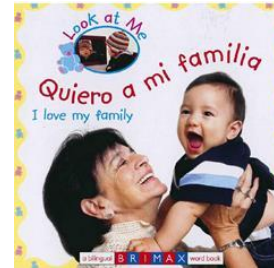
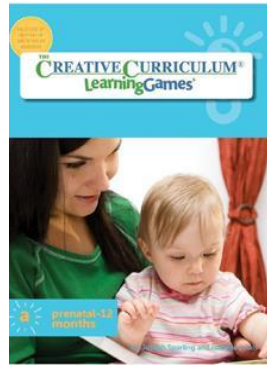
- parents and caregiver attitudes and behaviors
- children's academic performance into elementary school



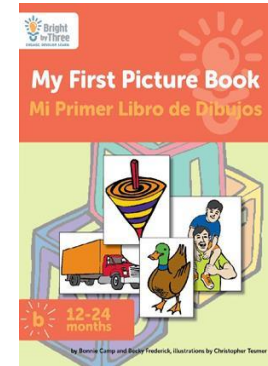
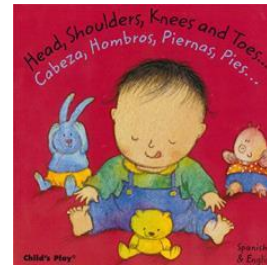
# program materials



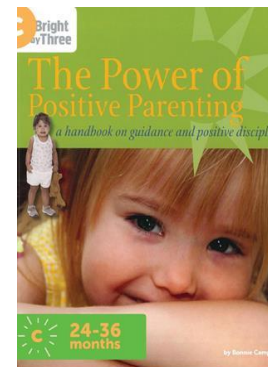
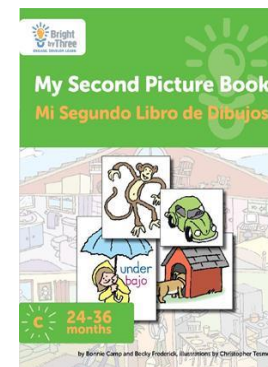
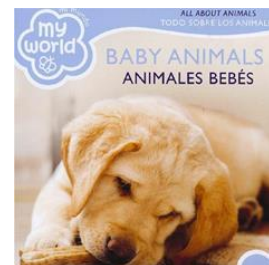
## a prenatal-12 months



## b 12-24 months



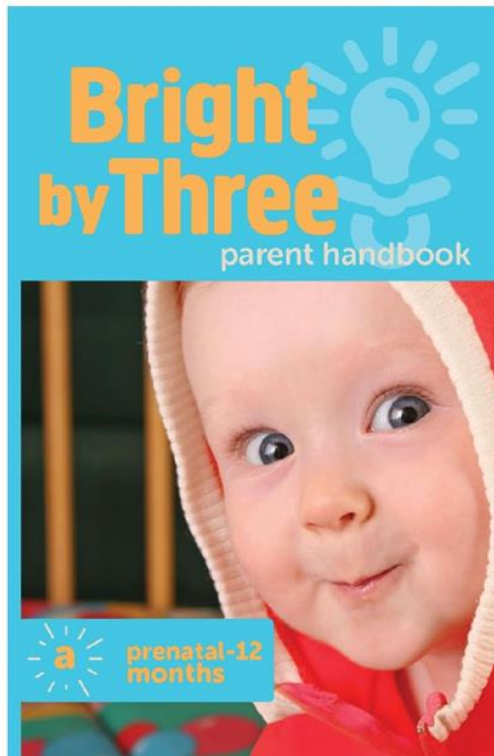
## c 24-36 months



# Parent Handbooks

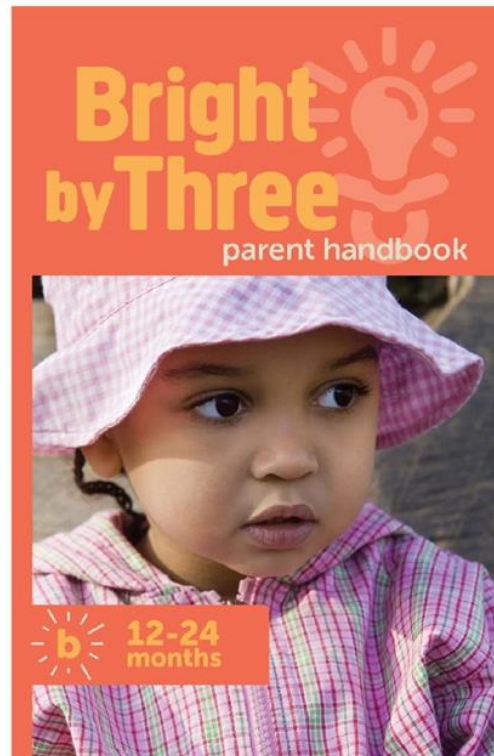
**a**

**0-12 months**



**b**

**12-24 months**



**c**

**24-36 months**

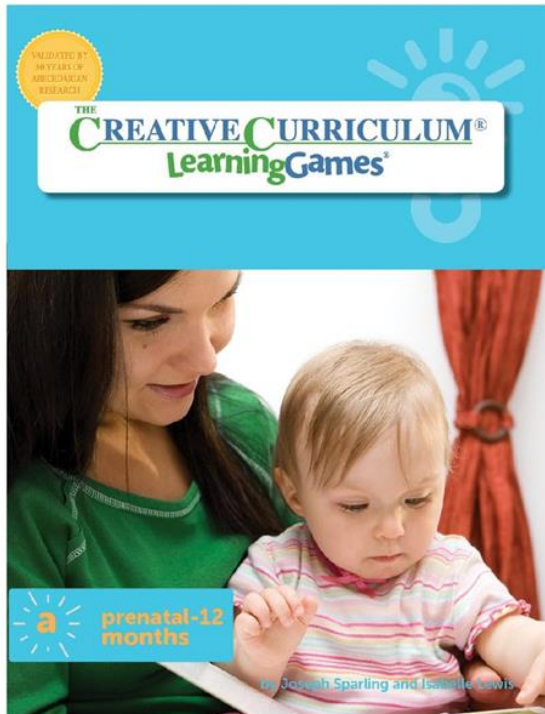




# Learning Games

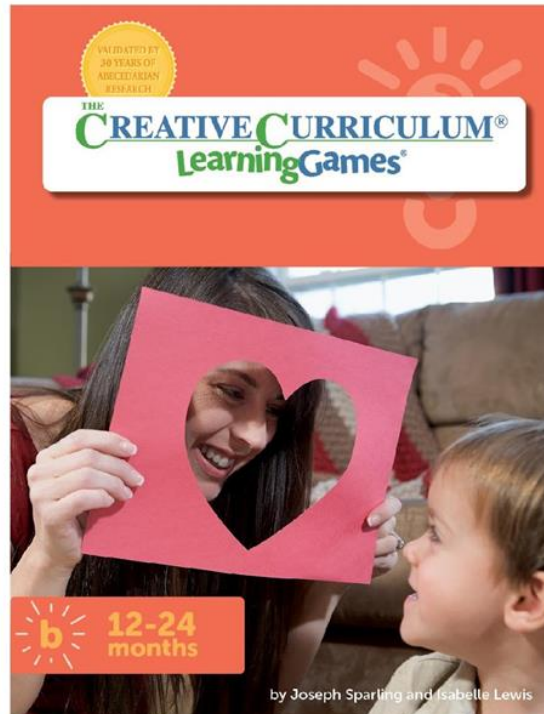
a

0-12 months



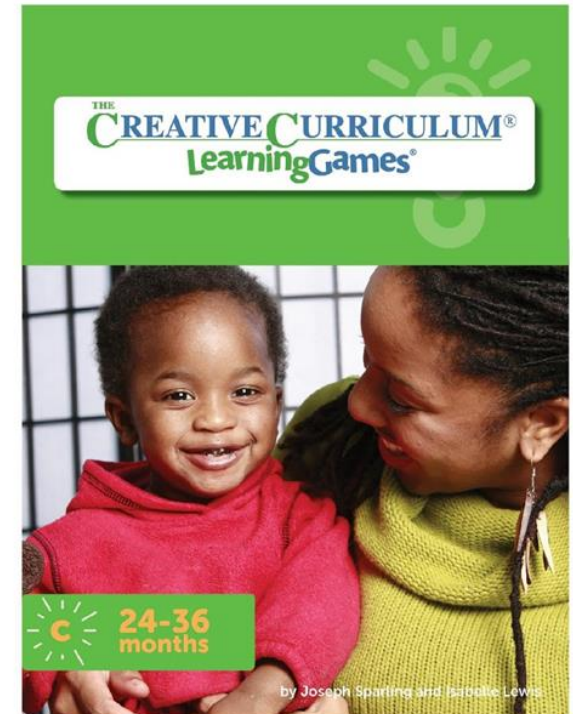
b

12-24 months



c

24-36 months





# Board Books

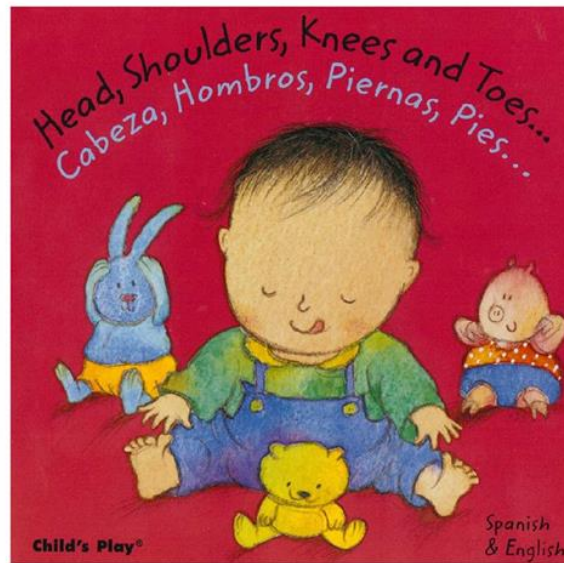
a

0-12 months



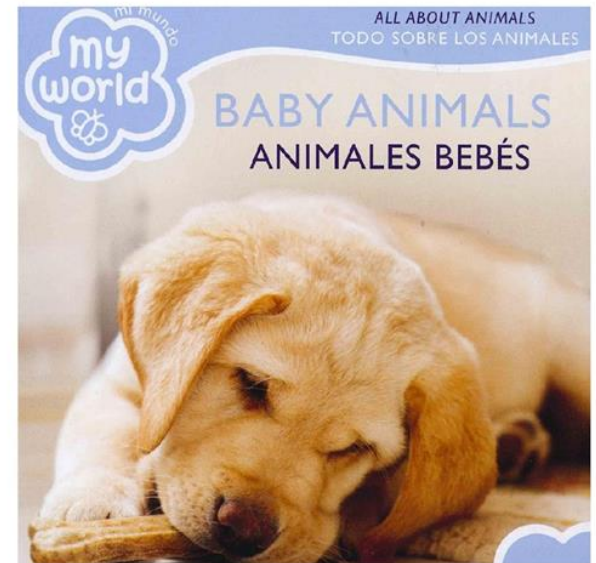
b

12-24 months



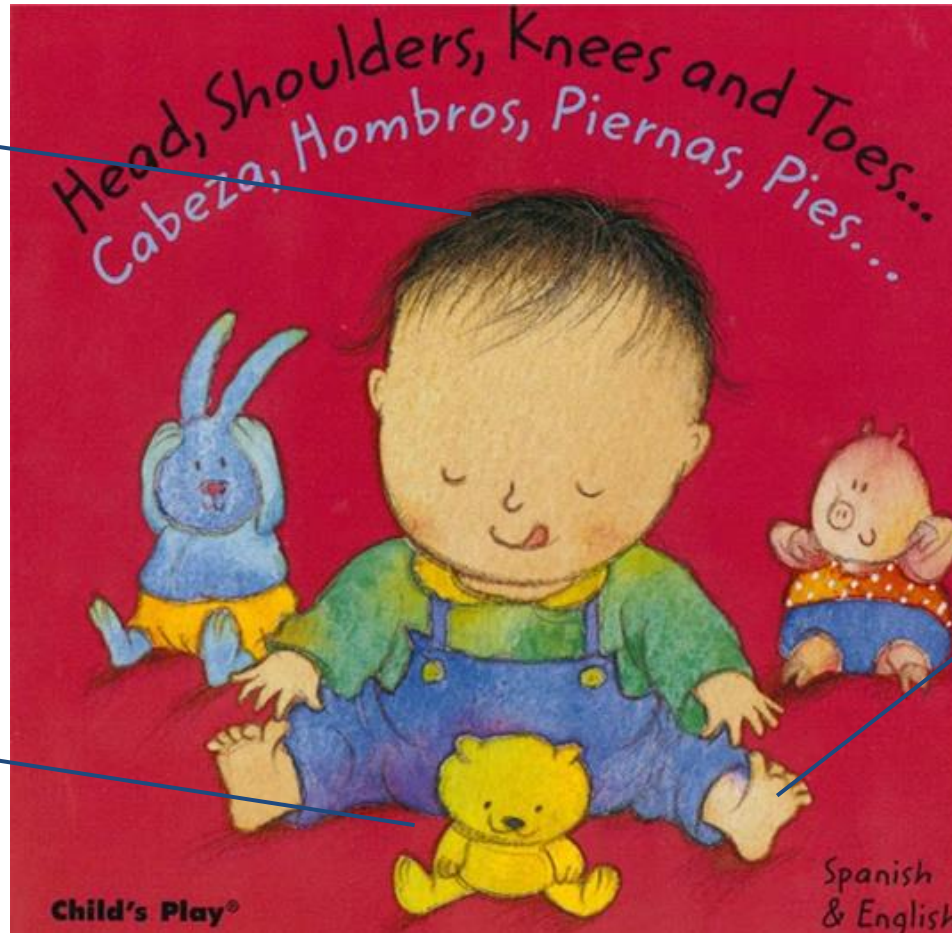
c

24-36 months



# Dialogic Reading

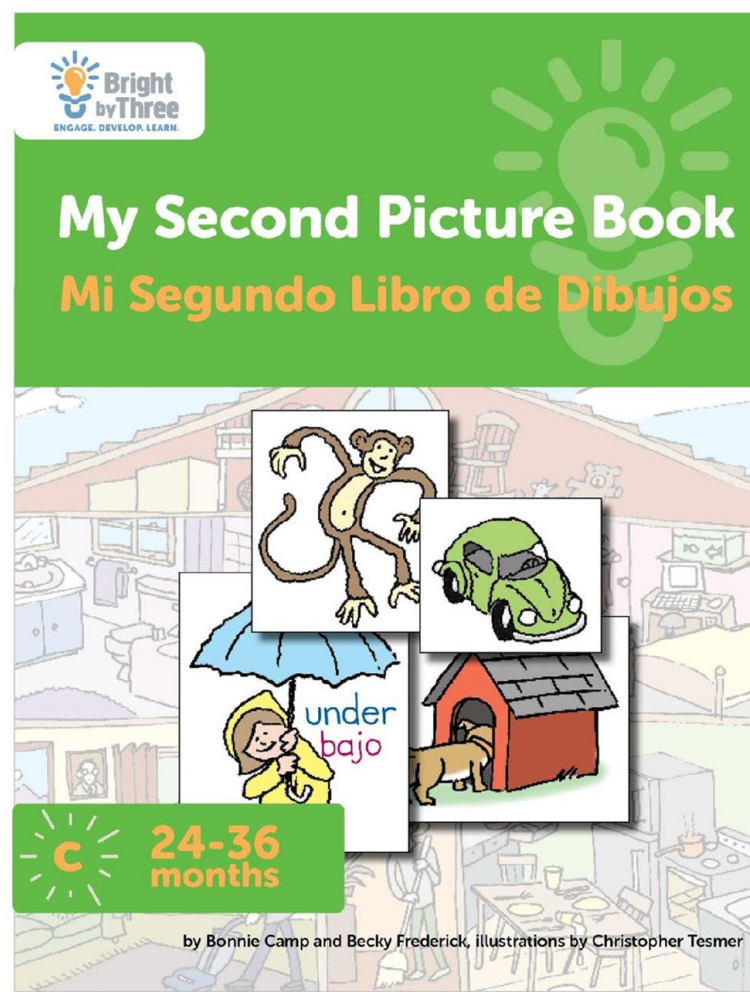
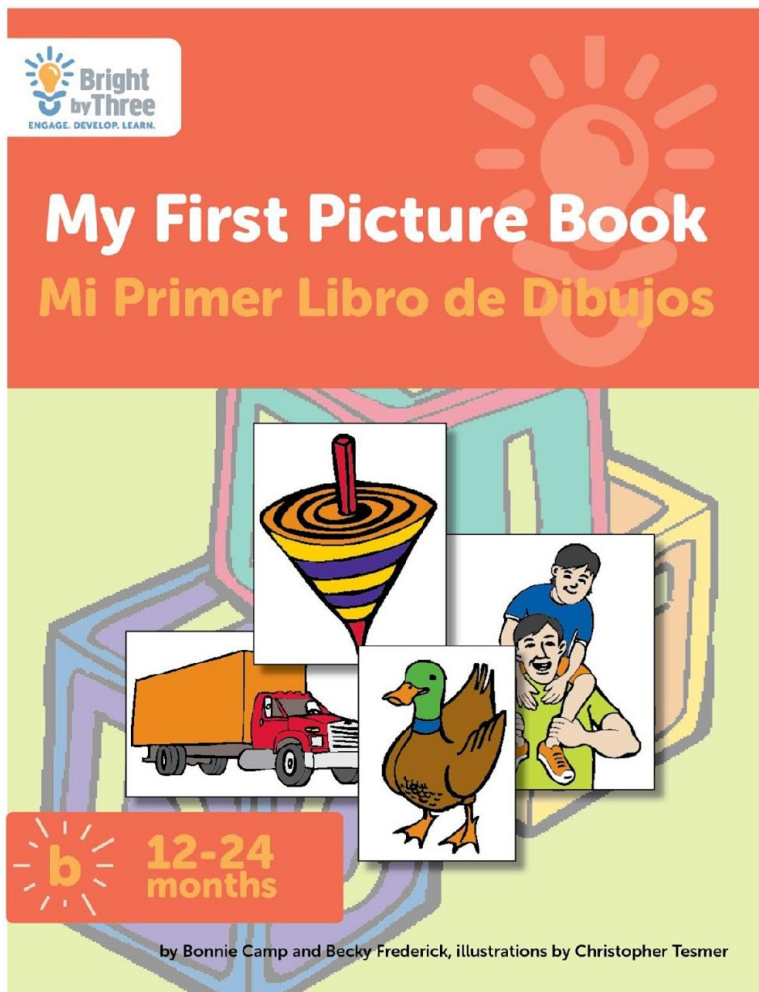
“What color  
is his hair?”



“Can you  
point to the  
baby's toes?  
Where are  
your toes?”

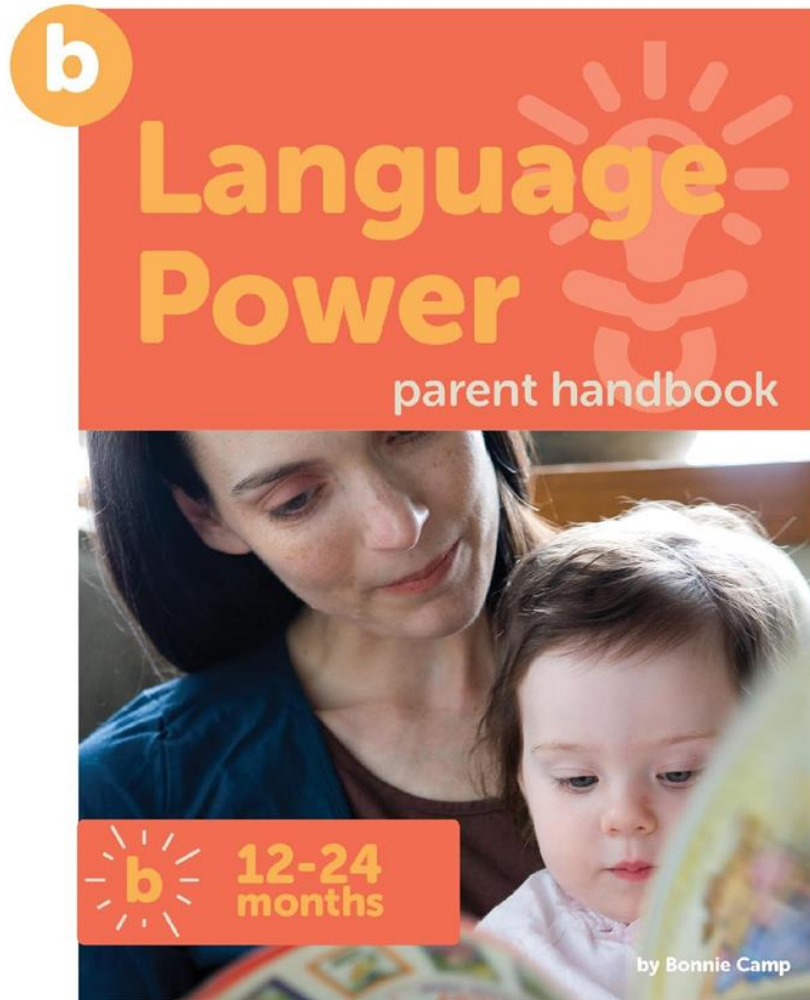
“Can you  
say teddy  
bear?”

# Picture Books

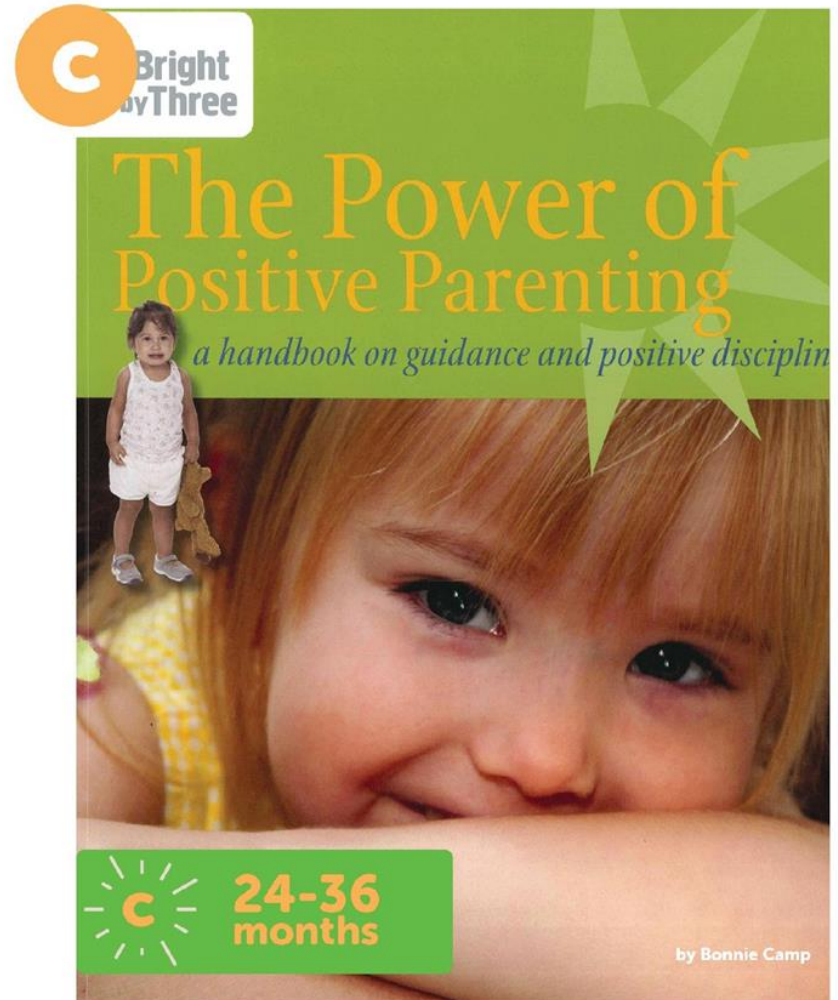




# Language Power



# Positive Parenting





# Bright by Three

## Enrollment Form

Complete one form per child




Parent/Caregiver First Name \_\_\_\_\_

Cell phone \_\_\_\_\_

Email \_\_\_\_\_

ZIP Code \_\_\_\_\_ Parent/Caregiver date of birth \_\_\_\_\_

 ☐ I want to sign up for Bright by Text to receive free tips and games to support my child's development. I understand I will receive 3 to 5 SMS messages a week after I complete registration for the service.

### Parent/Caregiver's Information:

<b>Gender</b> <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Other	<b>Relationship to child</b> <input type="checkbox"/> Mother <input type="checkbox"/> Father <input type="checkbox"/> Grandparent <input type="checkbox"/> Other family <input type="checkbox"/> Friend/Neighbor <input type="checkbox"/> Child Care Provider <input type="checkbox"/> Babysitter/Nanny	<b>Languages spoken in the home</b> (Check all that apply): <input type="checkbox"/> English <input type="checkbox"/> Spanish <input type="checkbox"/> Other _____	<b>Relationship status</b> <input type="checkbox"/> Single <input type="checkbox"/> Married <input type="checkbox"/> Divorced <input type="checkbox"/> Living with partner <input type="checkbox"/> In a relationship (not living with a partner)	<b>Education</b> <input type="checkbox"/> No HS <input type="checkbox"/> Some HS <input type="checkbox"/> HS Diploma/GED <input type="checkbox"/> Some College <input type="checkbox"/> College Degree <input type="checkbox"/> Post-College	<b>Race/Ethnicity</b> (Check all that apply) <input type="checkbox"/> Am Indian/Alaska Native <input type="checkbox"/> Asian <input type="checkbox"/> Black/African American <input type="checkbox"/> Hispanic/Latino <input type="checkbox"/> Pacific Islander <input type="checkbox"/> White <input type="checkbox"/> Other _____
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### Child's Information:

<b>Date of birth/ Due Date</b> (MM/DD/YY)	<b>Gender</b> <input type="checkbox"/> Male <input type="checkbox"/> Female	<b>Child's Race/Ethnicity</b> (Check all that apply) <input type="checkbox"/> Am Indian/Alaska Native <input type="checkbox"/> Asian <input type="checkbox"/> Black/African American <input type="checkbox"/> Hispanic/Latino <input type="checkbox"/> Pacific Islander <input type="checkbox"/> White <input type="checkbox"/> Other _____	<b>Child's health insurance</b> <input type="checkbox"/> Private (through parent/caregiver) <input type="checkbox"/> Medicaid <input type="checkbox"/> CHP+ <input type="checkbox"/> None <input type="checkbox"/> Don't know	<b>Beside parent/caregiver, child receives care at least 4 hours per week from</b> (Check all that apply) <input type="checkbox"/> Family <input type="checkbox"/> Child Care Facility (Daycare/Preschool) <input type="checkbox"/> Friend/neighbor <input type="checkbox"/> None
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Bright by Three will not share your personal information with anyone. The purpose of our program is to support you in promoting your child's language and social emotional development before age three. Our goal is to help you improve your child's school readiness. Using the contact information you provide, we will share important messages related to your child's current developmental stage. Additionally, we may invite you to local events, share early childhood resources, and seek your feedback regarding the value of our materials to you and the children in your care.

### TO BE FILLED OUT BY VISITOR/PARTNER ORGANIZATION

Visitor: \_\_\_\_\_ Visitor Phone or Email: \_\_\_\_\_

Organization: \_\_\_\_\_ Program: \_\_\_\_\_ Enrollment date: \_\_\_\_\_

#### Kit Received:

English: ☐ A ☐ B ☐ C

Spanish: ☐ A ☐ B ☐ C

Visit type: ☐ Home ☐ Office/Individual ☐ Group, location: \_\_\_\_\_

Total number of caregivers for this child who will use these Bright by Three materials: \_\_\_\_\_

Please make sure to fill in completely!

name of person who gives materials to family

Fill in this now!

Send in completed form within one week of the visit with a family

Please return completed Enrollment Form within one week to:  
 Fax: 303-302-1691 • 3605 Martin Luther King Blvd, Denver CO 80205  
 Email: forms@bb3.org • Phone: 303-433-6200 • BrightbyThree.org

# Ordering Program Materials



Website:

[www.brightbythree.org/order](http://www.brightbythree.org/order)

## Program Order Form

- Allow 2-3 weeks for delivery - if order is urgent, please indicate so in the notes and we will do what we can.
- Orders of more than 20 cases require a loading dock or special arrangements.

### Pre-assembled Kits

Part A English (10 kits/case)

 Cases

Part A Spanish (10 kits/case)

 Cases

Part B English (10 kits/case)

 Cases

Part B Spanish (10 kits/case)

 Cases

Part C English (10 kits/case)

 Cases

Part C Spanish (10 kits/case)

 Cases

**TOTAL CASES:** 0

**TOTAL KITS:** 0

To place a smaller order, email [ashleigh@bb3.org](mailto:ashleigh@bb3.org) and indicate:

- 1) Kit Type: A, B, C
- 2) Language: English, Spanish
- 3) Quantity



bright by text



text

**BRIGHT**

to 444999

You can get weekly tips and resources  
specific to the age of a child under  
three delivered right to your phone!

Bright by Text is a free program of Bright by Three.

# SIGN UP PROCESS:

1.

text

**BRIGHT**  
to 444999



2.

Please text us the zip code of your primary home address. You opted-in to msgs from Bright by Three.



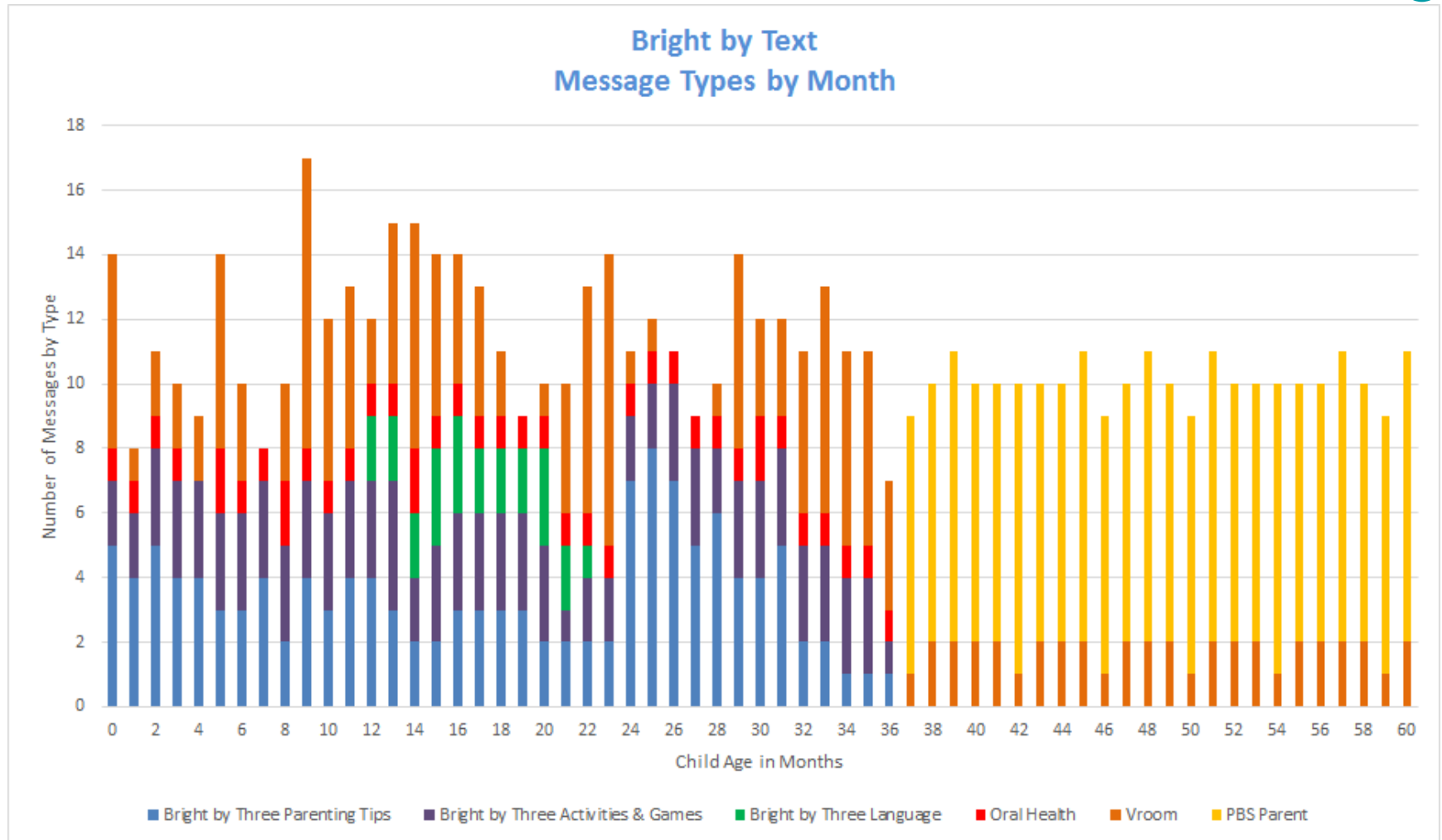
3.

Welcome to BrightByText from Bright by Three! We exist to support you and other parents and caregivers of children under 3. Learn more: <http://bb3.org/0>

Thank you, please text us your child's birthdate in the form of MMDDYY so we only send you material and resources appropriate to your child's age



# Bright by Text Library of Expert Content

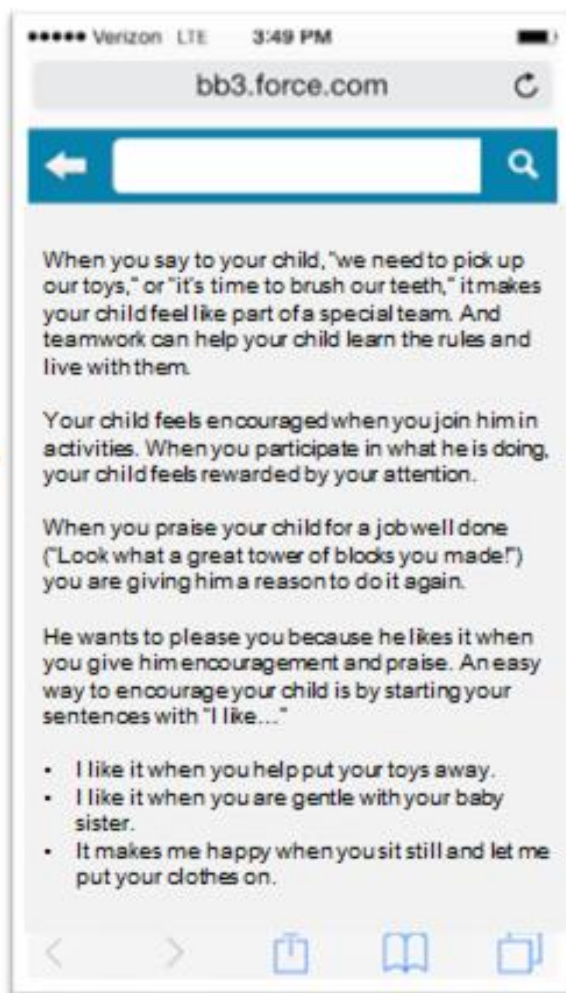




## Landing Page

### Text

Using the word "we" is a magic tip for raising toddlers. Learn how to use "we" to help your child learn the rules and live with them. <https://bb3.org/1>



### Related Resources

#### Tips on managing toddler behavior

<http://www.mayoclinic.org/healthy-living/infant-and-toddler-health/in-depth/parenting-tips-for-toddlers/art-20044684>

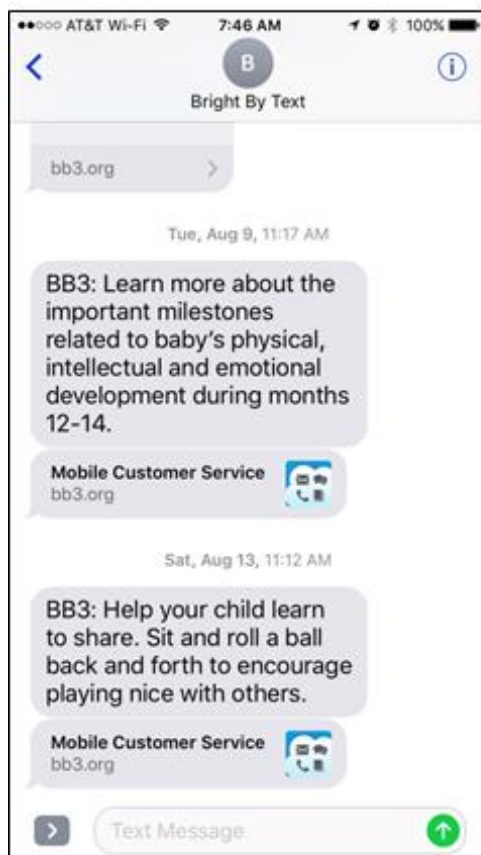
#### Learn more about aggressive behavior in toddlers

<http://www.zerotothree.org/child-development/challenging-behavior/aggressive-behavior.html>

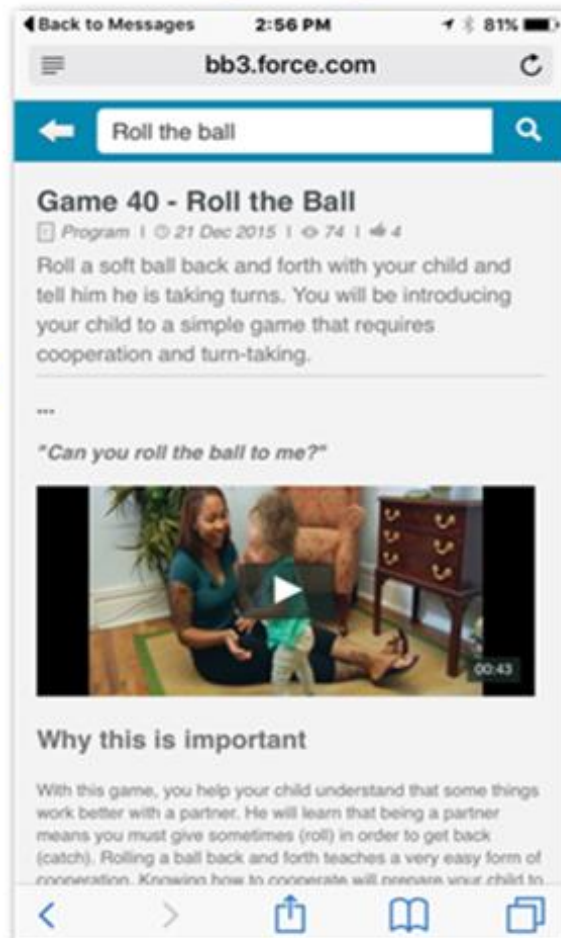


# Learning Games

## Text



## Landing Page



## Related Resources

**Tips to teach toddler how to share and play nice with others:**  
<http://www.pbs.org/parents/parenthelpers/stopsquables.html>

**Books that help children learn about sharing:**  
<http://childrensbooksguide.com/manners/sharing>

# Bright by Text

## Localized Message Examples



**Bring your toddler to Storytime at Park Hill Library 4705 E Montview tomorrow at 10:30 am**

**Bring your child for FREE health screenings at the 9News Health Fair on 4/24 10:30am-3:00pm at CO Convention Center**

**Free flu shots in Aurora at the Helena Clinic 15501 E. 13th Ave, this Saturday from 12-4pm.**



# Bright by Text Modeling Video



contact us!

**Ashleigh Kirk**

Colorado Outreach Director

[ashleigh@bb3.org](mailto:ashleigh@bb3.org)

303-578-2437

[brightbythree.org](http://brightbythree.org)

thank you!

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