

Think Small ParentPowered Texts

Why Texts?

As inexpensive intervention, text messages have shown promise in affecting behavior change.

Think Small Pilot

- Reviewed 15 texting programs and reminder apps
- Chose 3 for pilot with 150 parents: Ready Rosie (text messages & videos), Vroom (smart phone app), and Ready4K (text messages)
- Parents liked all three, but when asked to choose one, they preferred Ready4K

Ready4K/ParentPowered

Originated from research at Stanford University

ONE STEP AT A TIME:
THE EFFECTS OF AN EARLY LITERACY TEXT MESSAGING PROGRAM FOR PARENTS OF PRESCHOOLERS

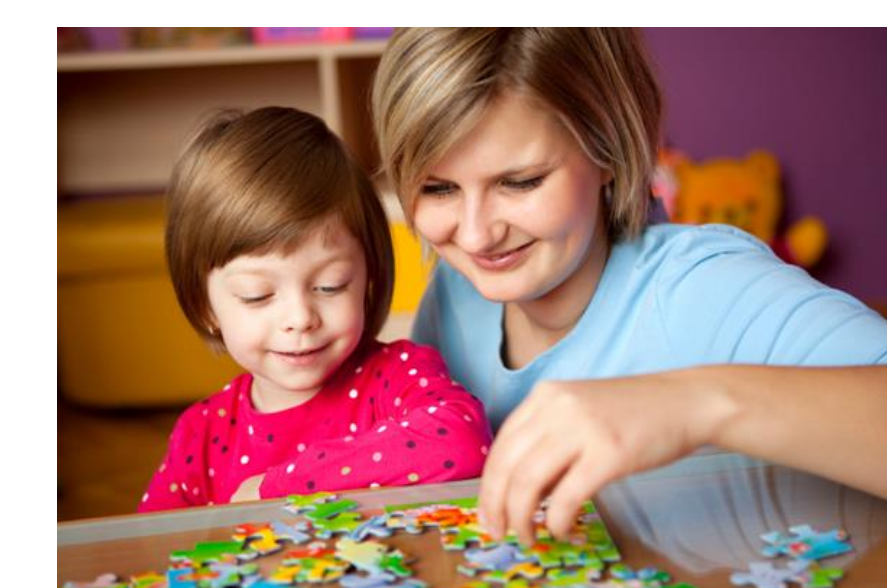
Benjamin N. York
Susanna Loeb

Sponsored Adaptations

- Added content areas
 - Social-emotional
 - Health
- Added content for parents of 0, 1, & 2 year-olds
- Texts being translated and adapted for Somali parents (adding to English and Spanish)
- Other languages being considered

Results

Parents more involved in home literacy activities



Parents worked more with teachers



Children had higher literacy scores entering kindergarten

Sample Texts

Fact Monday	Tip Wednesday	Growth Friday
Words open up a world of learning. They help children communicate with others, discover new things, and learn all about the world around them.	At bedtime, introduce words that name objects. Get silly and say goodnight to things in your child's room: Goodnight comforter, goodnight lampshade.	Keep naming objects to prepare 4K! Now add descriptive words as you say a silly good morning to things in your child's room: Good morning SHAGGY carpet!

Enrollment Options

Text in generic or district/organization-specific code



Use individual or group paper enrollment forms

Include opt-in within existing program forms (paper or electronic)



Community Partners

- Childcare Providers
- Public School Districts
- Libraries
- Health Organizations
- Community Organizations

Participation Options

Share independently or as program/district

Think Small Support

- For larger districts/organizations – tracking of enrollments
- Materials and meetings to share with other staff members
- Additional social media exposure if you tag Think Small
- Customized materials

