What is Bright by Text?

Bright by Text is a free program for parents and caregivers that sends tips and resources promoting child development, targeted to a child’s age from prenatal to 18 years old, right to their cell phone.

Messages Include

- Brain Development
- Developmental Milestones
- Language and Literacy
- Social-Emotional
- Prenatal
- Nutrition
- Oral Health
- STEM
- Caregiver Resilience
- Safety

Research based messages help parents and caregivers feel prepared, and local messages keep them informed.

Content Sources

- Bright by Three
- Delta Dental
- Sesame Street in Communities
- PBS Parents
- Vroom
- Share Our Strength’s COOKING MATTERS
- COOKING MATTERS NO KID HUNGRY
- Colorado Early Learning Development Guidelines
- Local libraries, museums, health organizations and other local partners
- PBS LearningMedia

Links to More Resources

Each text message has a link to a landing page with more information, including short modeling videos, related books, games and other resources.

Text Message

Help your child learn to share. Sit and roll a ball back and forth to encourage playing nice with others.

bit.ly/2oUFgKZ

Landing Page

Taking Turns to Roll the Ball

This game is great for teaching cooperation and turn-taking.

Why is this important?

- This game helps your child understand teamwork and how sometimes work better with a partner.
- Rolling a ball back and forth teaches cooperation, which will prepare your child for more advanced kinds of play with other children.

Linked Content

Sign up

To: 274448

Sign up now!

LPB

Link to landing page

Sign up today at lpb.org/bbt
Does it have an impact?

A third party evaluation\(^1\) conducted using surveys and focus groups from parents and caregivers has determined that Bright by Three’s curriculum has positive effects on parent and caregiver attitudes and behaviors, as well as children’s academic performance.

**INCREASED CONFIDENCE**

- 92% of parents are more confident as a result of receiving Bright by Text messages.
- Percent of families overwhelmed with parental responsibility compared to 21% of families in the comparison group.
- 9% of families signed up for Bright by Text.

**HIGH RETENTION RATE**

Parents and caregivers love the age-appropriate, actionable content Bright by Text provides.

**INCREASED DEVELOPMENT**

- Bright by Text has a 95% retention rate after 30 days.
- Bright by Text families have children who are on average ahead of a comparison group in language development.
- 95% of children whose caregiver subscribes to Bright by Text are developmentally on track or above average in their language development.

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\(^1\)completed by Marzano Research Laboratory in Sept. 2018.