

**Project name**: **Little Moments Count – Internal Campaign**

**Contact(s)**:

**Date**:

SITUATION ANALYSIS

Talking, playing, reading and singing early on to children – especially from ages 0 to 3 – has been shown to benefit brain development when done frequently and consistently.

While many Minnesota and Wisconsin children are on a strong path for a successful future, that is not the case for all. Children that are not acquainted with talking, playing, reading and singing in their first months and years tend to start kindergarten behind their peers and often have a difficult time catching up on brain development milestones.

This strong link between health and well-being early in life, and health and well-being later in life is important to our organization. Together, with other corporate and community partners, we are championing an initiative called Little Moments Count, to come together to support the development of our youngest children.

There are many elements to this multi-faceted campaign. Below are more details on campaign goals, messaging and materials.

TARGET AUDIENCES

**Internal (sample)**

* Board of Directors
* Senior Strategy
* Senior Leaders
* Other Leaders
* All Colleagues

GOALS OF THIS PLAN

* Inform and engage colleagues on Little Moments Count, an initiative that encourages *talking, playing,* *reading and singing* to build brain development in young children.
* Encourage colleagues to participate in activities and utilize resources provided by Little Moments Count.

STRATEGIES

* Educate our colleagues about the importance of these practices.
* Encourage our colleagues to practice “little moments” with the children in their lives.
* Use multiple internal channels to engage and inform colleagues about Little Moments Count.
* Include colleagues’ stories and “little moments” in messages so they feel invested in the initiative.
* Be intentional in our work to represent the diversity of our population and the different approaches families can take when talking, playing, reading, and singing with children.

KEY MESSAGES

* Research shows that focusing on early brain development in children ages 0 to 3 has positive impact on their health and well-being throughout life.
* We want to spread the word about the importance of these little moments and the big difference they make in improving health.
* Get involved yourself! We’re asking each of our colleagues to commit to brain development with the children in your lives.

TIMELINE

**Phase I – Build the Foundation (add timeline)**

* Finalize internal engagement and messaging strategies
* Review materials provided by Little Moments Count and identify elements which fit best.

**Phase II – Initiate Employee Engagement (add timeline)**

* Email sent from leader(s) to all colleagues about our role in children’s health outcomes. Perhaps use a personal story of a child in his/her life. (see sample email message provided)

**Phase III – Launch campaign elements (add timeline)**

* Launch campaign – see elements below. If possible, provide a virtual space for colleagues to share their stories, photos and videos of their “little moments”.

**Phase IV – Institute leader meeting discussions (add timeline)**

* Keep the momentum going! See example leader meeting discussion prompts in Campaign Elements.

Campaign Considerations

**What we know about our audience**

* Parents love sharing photos/videos of their children.
* People want to feel like the best parents, but sometimes feel they aren’t meeting that goal because of unrealistic expectations.
* Parents are busy. They need tactics that can easily work into their hectic schedules.
* Parents hear a lot of messaging, some conflicting. They want the best and most concise advice from a trusted source.
* Parents are more likely to listen to other parents about information.
* Parents want to see results and feel a sense of accomplishment.

Campaign Elements

|  |  |  |
| --- | --- | --- |
| **No** | **Item** | **Description** |
| **1** | **“Surprise and delight” posters** | Posters available in two sizes (8-1/2” x 11” and 11” x 17”) to be used in different areas of your building, where collateral normally isn’t seen.  **Stair well – Counting**  When your child is learning to walk up and down stairs, hold hands, and count each step you take together. This will help your child become familiar with numbers and think it's a fun game at the same time! By making connections that numbers aren’t just words to memorize, your child is beginning to learn math.  **Bathroom – Water**  Hand-washing or bath time. Say to your child, *“This is the HOT water (point to the faucet); this is the COLD water. Together they make warm water! This is the soap. Soap and water make BUBBLES that clean our hands.”* Through sharing the science of how things work, you’re helping your child also learn a routine to stay healthy!  **Food rhymes – Cafeteria**  During a meal or snack, create a rhyme or a rap about what your child is eating: *“No slice, no dice, we eat rice!” or “(Your child's name) is no rookie, eating her cookie.”* Listening to rhymes—and making up their own—makes mealtime fun while helping your child develop communication skills.  **Car Colors Game – Parking Ramp/lot​**  Children who are starting to learn colors can learn even more when you associate it with another item of the same color. *“Grass is green just like that car. Roses are red just like this other one.”*  **All the things - Meeting rooms**  *“A, B, C….Can you find something that starts with every letter in the room? What letters are you missing?”* This game helps kids engage with their surroundings, learn letter sounds and new words.  **Counting - Elevators**  Watch the numbers go up and down. Which one comes next? This also provides a visual and tactile board to work on simple math problems. *“We're on floor number 3, we need to go up 2 floors - what number should we press to get there?”* |
| **2** | **Activity Booklet** | Talking, playing, reading and singing are the key moments for building brains. This booklet provides short, simple and fun activities for a parent or caregiver to use for each of these categories. Each page also provides information on the important benefits of talking, playing, reading and singing with a child. |
| **3** | **Activity Passport** | Challenge your colleagues to complete all the activities in this passport; then submit it for recognition or maybe even a reward! |
| **4** | **Screensavers** | Four fun and informative screensavers for your colleagues to use as is or customize with a photo of their own. Choose from TALK, PLAY, READ or SING focus. |
| **5**  **6**  **7** | **Social Posts**  **Emails**  **Leader Discussions** | A series of fully produced social posts for your organization to use in support of Little Moments Count.  A series of fully produced emails for your organization to use in support of Little Moments Count.  Another great way to help team members get involved with Little Moments Count and learn is by discussing favorite “little moments.” Below are a few discussion prompts to choose from. Select 1-2 and use with team members as a fun way to learn from one another and share sweet, endearing parent/caregiver-to-child moments that help children’s brains develop.  Example leader meeting discussion prompts:   * What was/is your favorite book to share with your child (or a child in your life)? * What was/is your favorite song to sing (or dance to) with your child (or a child in your life)? * What was/is a favorite game to play (make-believe games count too) with your child (or a child in your life)? * Do or your child have favorite stories they ask to tell/hear over and over again?   Example talking points to share that help support the importance of “little moments”:   * Brain building: the building of a child’s brain begins before birth and continues into adulthood. The process sets the foundation for all the health, learning, and behavior that follow. It’s truly amazing and the impact little moments have on a child’s brain is powerful. * Brain strength: our brain’s ability to change is the strongest in the first few years after birth, making it easier to form strong neural connections than later in life. * Neural connections: brain architecture is shaped by experiences and develops in the context of relationships. When parents and caregivers do “serve and return” activities with a child, their brains form strong neural connections. * Serve and return: back and forth activities with a child create secure relationships that protect the brain from stress. [5 Steps for Brain-Building Serve and Return](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdevelopingchild.harvard.edu%2Fresources%2F5-steps-for-brain-building-serve-and-return%2F&data=04%7C01%7CCynthia.L.Dilliard%40HealthPartners.com%7C6b21bf82725d48de088b08d95d063d67%7C9539230a521345429ca6b0ec58c41a4d%7C0%7C0%7C637643103651860240%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=o%2BebTJZAlO5nQ6V8oWxkCa7m7mmkv9xChPZEv7We%2BsE%3D&reserved=0), Harvard Center on Developing Child is a great video that can be showed, if time allows. * Skill development: simple skills like saying a word or recognizing a color support later developing skills like reading and writing. A weak early foundation affects everything that comes after. * Take advantage of Think Small’s ParentPowered text program for parents and grandparents. You’ll receive three text messages a week offering fun facts and at-home learning activities appropriate for your child’s age. Text LMC to 70138 for messages in English; text LMC ESP for messages in Spanish; or LMC SOM for Somali. * Recommend team members follow Little Moments Count on Facebook and Instagram for more helpful information. * Invite your team members to check out [www.littlemomentscount.org](https://nam02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.littlemomentscount.org%2F&data=04%7C01%7CCynthia.L.Dilliard%40HealthPartners.com%7C6b21bf82725d48de088b08d95d063d67%7C9539230a521345429ca6b0ec58c41a4d%7C0%7C0%7C637643103651860240%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=%2F6cVV%2Buf1gtqkLVZV1EZmfyhJHFslPc%2F4C7o26fLGr4%3D&reserved=0) for even more information and resources. |