EduCare

Program Overview

- Designed to encourage proper early childhood (age 0-3) health, wellness, language and literacy development
- Opt-in program available to parents and caregivers
- Age-appropriate resources based on baby’s birth date
- Educational text messages with links to resources that deliver deeper content and videos on reading and verbal interaction, parent/child engagement and play, child-rearing best practices, health and well care
Top 5 Guiding Principles

Program Overview

1. Engagement approach considers the parent/caregiver’s lifestyle.

2. Communications support the needs and desires of the participant to build trust, credibility and reciprocity.

3. Create predictive care models that correlate parent lifestyle activity to enhanced development of child’s language, literacy and overall health and wellness.

4. Apply behavioral and cognitive techniques that provide guidance and promote self-efficacy and joy in parenting.

5. Learn how to apply behavioral and cognitive principles to increase families and communities’ believability that early education and health is an important period of development that lays the foundation for future success for children.
Focus Areas

Program Overview

Literacy, Learning and Brain Development:
- Early shaping in brain development techniques
- Language and literacy milestones
- Reading / writing techniques & activities
- Incorporation of Vroom™ and Talk with Me Baby™

Health and Child-Rearing Best Practices:
- Early Post delivery support
- Breastfeeding
- Emotional health and support
- P-U-R-P-L-E
- General health & wellness
- Physical growth and health milestones
- Activities and lifestyle tips
Program Awareness
Features & Components

Program Promotion:
Direct-to-mom and caregiver

Collateral includes:
Brochures, posters, print and digital ads
Program Message Types

Features & Components

Some messages contain links that direct the participant to more information within the program and/or other external resources.
Program Reporting
Features & Components

- Program Enrollments
  Optins / Optouts

- User Engagement:
  Click-through-rate

- Concierge Care
  Initiated Feedback:
  Concierge pushes out periodic surveys to parents to obtain meaningful feedback.
EduCare Text Messaging Service

Experien the live demo!

Text EduCare to 52046

(This is a program sample, with messages sent one right after the other. Actual program content is spaced throughout delivery)

Text LEARN to 52046 to personally enroll.
Dropbox™ Link to 12 PSAs:
https://www.dropbox.com/sh/atlpjeeyf6cb700/AADNPqoCyM541MmGohhlfPkia?dl=0
FGLRC, in partnership with University of Florida Lastinger Center, will be developing the ‘Sound Beginnings’ infant/toddler early language development train-the-trainer program in 2019-20.

- National resources
- Best practices strategies
- English/Spanish parent handouts
- Integrate UF’s professional development framework
- Expand access to Early Learning Florida courses for Infant/Toddler practitioners
FGLRC, in collaboration with DCF, will be promoting the Supporting Literacy in School-Age Programs (SLSA), 5-hour online training module. (Available July 1, 2019)

This five-hour course is presented in six modules.

- Module 1: School-Age Literacy and the OST
- Module 2: Milestones in Literacy Development
- Module 3: Using Program Structure to Promote Literacy
- Module 4: Curriculum Guidelines
- Module 5: Addressing Literacy Delays in School-Age Children
- Module 6: Putting Your Knowledge into Practice
FGLRC encourages local campaigns to celebrate
Summer Learning Week, July 8-12, 2019.

https://www.summerlearning.org/summer-learning-week/family-toolkit/

https://www.summerlearning.org/summer-learning-week/summer-learning-toolkit-programs/

https://www.summerlearning.org/summer-learning-week/theme-days-and-resources/

https://www.summerlearning.org/knowledge-center/proclaim-summer-learning-week-in-your-community/

https://www.summerlearning.org/at-a-glance/
FGLRC is proudly presenting at:

  - July 17-19, Tampa

  - September 4-8, Orlando

- [https://floridaafterschool.org/meetinginfo.php](https://floridaafterschool.org/meetinginfo.php)
  - September 24-27, Orlando
20 unique communities with a shared vision for Florida’s children: reading on grade level by the end of third grade.

Summer meetings with interested communities in:

- Collier
- Lee
- Seminole
- Osceola
- Okeechobee
- Marion
- Lake
- NWFL/Panhandle Region

#FloridaGLR  FloridaGLR.net
November 5-7, 2019
Orlando, FL
50 Participants
Teams of 3-8/GLR Community

- Confirmations of team size: July
- Participant commitments: August
- Team Preparation: September/October
- Institute: November 5-7
- Follow-Up Team Webinars: December
• [https://www.jstart.org/read-for-the-record/](https://www.jstart.org/read-for-the-record/)

• November 7, 2019
2020 SAVE THE DATE!

- 2020 FGLRC Annual Meeting
- February 25
- Orlando, FL

- [https://beyondschoollhours.org/](https://beyondschoollhours.org/)
- February 26-29, 2020
- Orlando, FL
Community Sharing & Networking

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