



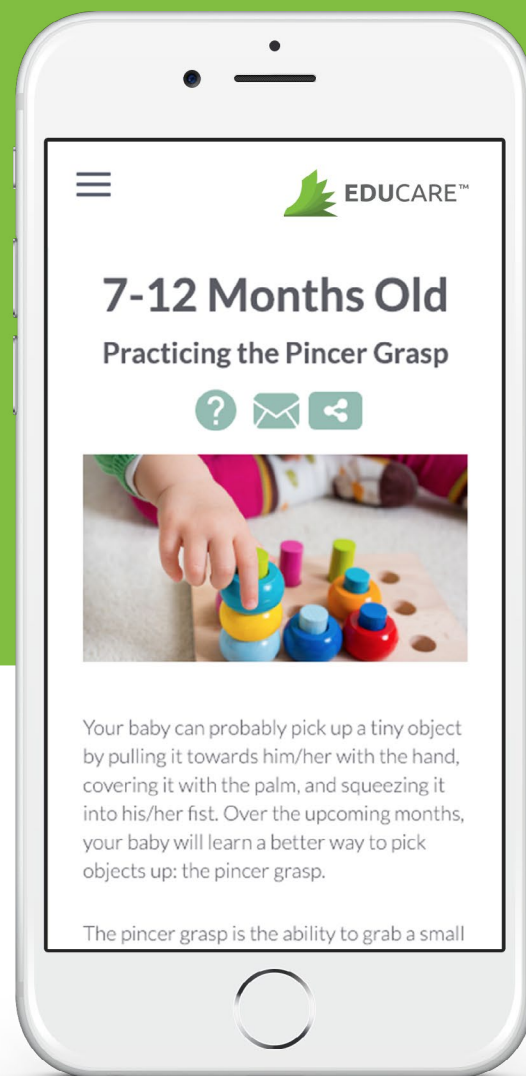
What is EduCare?

EduCare is an interactive program that delivers personalized guidance to women and caregivers throughout their pregnancy and baby's early childhood. With no app to download, EduCare uses text messaging and mobile web to act as a virtual coach for moms and families. EduCare provides age-specific guidance to care for baby and encourage physical and emotional health and wellness, and "Language Nutrition" to support nurturing of literacy and brain development.



Ready to Activate:

EduCare is a go-to-market ready program with content developed by expert health care providers, educators and behavioral scientists.



GET IN TOUCH

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info@gomohealth.com

Organization Name: _____

Primary Program Point of Contact: _____

Email Address: _____

Office Phone: _____ Mobile Phone: _____

The EduCare program includes interactive early childhood literacy, health and wellness content specifically geared to the timing of your pregnancy and your child's age.

Content Categories to Support Growth and Developmental Milestones:



Literacy (Vocabulary and Reading), Learning and Development:

- Collaborative reading/learning activities
- Creative learning environments & structures
- Literacy milestone checker



Health and Wellness:

- Physical
 - Healthy habits at home & school—eating, activities, hygiene
 - Growth & health milestone checker
 - Wellness appointment reminders
- Psychological
 - Emotional support for mental health
 - Calming and coping techniques
- Social
 - Peer engagement and communications
 - Transportation and safety
 - Group activities

Marketing Collateral Included:

- Program Brochure (for health care providers and program participants)
- Digital ad
- Social posts
- Press release



Participant Profile - please include content to support the following:

➤ Mom/Caregiver:

Prenatal care

Postpartum/Postnatal care (Check one):

0-15 Months

Age 0-3

Age 0-5

Age 0-8

➤ Languages (check all that apply):

English

Spanish



Do you want to include additional content related to?

Opioid Use Dependency (OUD)

Prenatal

Postnatal/(0-15 months)

Book programs in which you are currently participating: (Content to be developed to connect to books distributed at specific age milestones)*

Dolly Parton's Imagination Library

Family Reading Partnership

First Book

Other

*To be estimated separately.