

Case Study



Early Care Childhood Education Program

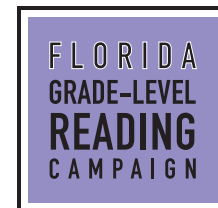
PROGRAM DESCRIPTION:

The *Early Care* child education program empowers families, educators, and communities with practical tools, trusted resources, and evidence-based guidance to support early language and literacy development, milestone tracking, and overall health and wellness.

By fostering strong parent-child bonds and engaging community partners, the program builds a strong foundation for children to learn, grow, and thrive from birth through school readiness.

PROGRAM AUDIENCE:

Parents and caregivers of newborns up to age 8



PROGRAM OBJECTIVES:	PROGRAM OUTCOMES:
<ul style="list-style-type: none"> ➤ Enhance child development through more comprehensive physical and emotional healthcare. ➤ Increase parent-baby/child engagement through interactive activities. 	<p>97% would recommend the program to a friend</p> <p>89% of survey respondents said the brain health content helped them in their motherhood journey</p> <p>78% of survey respondents said the program has made a positive impact in their lives</p>
<ul style="list-style-type: none"> ➤ Enhance child literacy including vocabulary and reading skills. ➤ Jumpstart child development through multi-sensory engagement and activities. 	<p>84% of participants said the messages helped them better support their children</p> <p>77% said the messages have helped them better support their child's learning and development</p>

“These texts give me the support that I need without having to talk. The stories that are sent to my phone, let me know I’m not alone, and that others have gone through what I have.”

- Program Participant

Program Components:



Care Communications:

Upon enrollment, participants receive text messages that engage, nurture, and support caregivers and families through early childhood development of their dependents. Some messages contain links to online pages with additional educational information in the form of interactive surveys, videos and music tracks (see Care Companion). Topics include language and literacy, learning and brain development, postpartum, breastfeeding, emotional health support, general health, and growth milestones.



Care Companion:

This cloud-based learning management system (LMS) provides vetted educational content that is personalized by participants' self-expressed priorities and interests, structured into easy-to-follow sections to promote independent education, learning and self-care management.



GoMo Chat:

Much like a typical text conversation, GoMo (secure) Chat allows live messaging between participants and their care team, enabling in-the-moment, on demand conversations.



Secure Data Collection and Reporting:

Engagement and experience data is deidentified, analyzed, and reported back to the team for ongoing experience improvement.

