

January - Prenatal Content Added to Bright by Text Newsletter Article and Social Post



Being pregnant can be overwhelming.

Good news!

Bright by Text now includes prenatal information that's easy to use, and prepares you for baby's arrival.

Bright by Text
Text BRIGHT to 274448
Standard message and data rates apply. Text STOP to 274448 to stop. Text HELP to 274448 for help.

Newsletter Content

Prenatal Content Added to Bright by Text

Bright by Text currently delivers free learning games, parenting tips, and resources to nearly 10,000 Colorado parents and caregivers of children under 5, and will now reach expectant parents as well!

Bright by Three partnered with Denver Health, the Colorado Department of Public Health and Environment, The Mamahood, and Tri-County Health to add 18 new messages to Bright by Text for expectant families.

The prenatal messages provide tips, information, and resources about mental and physical health during pregnancy, helping baby develop, preparing for baby, labor and delivery, and more. Just like with the rest of the Bright by Text messages, each message directs to a landing page with additional information and further resources.

“There is a lot of information out there for expectant mothers, but it can be hard to know which sources to trust,” said Bright by Three President and CEO Jean McSpadden. “We want parents to have the best research based information right at their fingertips.”

Bright by Text delivers weekly text messages with free games and activities, parenting and child development tips, and resources to parents and caregivers of children prenatal to 5 across

Colorado. The messages are targeted to the age and developmental stage of the child. Research has demonstrated the program is effective at building nurturing caregiver-child relationships, positively impacting a child's healthy development and school readiness.

In addition to expert content, Bright by Text includes messages about events and resources specific to your community, like museum free days, preschool open enrollment information, local health fairs and more.

"It's really exciting to have a service like this as a first time parent! There is a ton of information out there, but Bright by Text gives you simple, easy to use, and helpful information that has scientific backing. They've done the information sorting for you, and it's a huge relief for expectant parents," said Derek, an expectant father and subscriber of Bright by Text.

Sign up by texting the word "BRIGHT" to 274448*. You will then be asked for your child's due date and zip code where you live so that you can be sent the appropriate messages.

*Message and data rates may apply. Text STOP to 274448 to stop. Text HELP to 274448 for help.

Social: Facebook, Twitter

Our partner, @Bright by Three added prenatal messages to Bright by Text! Share Bright by Text with the expectant parents and grandparents you know!



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