



**ECPAC**  
EARLY CHILDHOOD  
PARTNERSHIP  
OF ADAMS COUNTY

# NEW FAMILY TOOLKIT

COMMUNICATION  
RESOURCES FOR  
ECPAC PARTNERS





# WHY A TOOLKIT?

Based on positive social norming research, **people are more likely to engage in a behavior or have a similar perspective to the majority of those in their peer community.** This toolkit is a collection of ready-to-use materials to help our community and partner organizations promote our new family success campaign through encouraging positive social norming behaviors, with consistent messaging and visuals. Included are posters and postcards that can be used in newsletter communications, along with social media graphics for Facebook and Instagram. Materials are provided in English and Spanish. Arabic is available for only some of the pieces and ECPAC is working to add more - so please keep checking back.

Please use these materials to support our mission of **building a community where all young children, their families and early childhood professionals can reach their full potential.**

**The Early Childhood Partnership of Adams County (ECPAC)** is made up of over 80 Adams County organizations and family partners building a system of early childhood education, health, mental health and family support so every child is ready for school and can read well by 3rd grade. ECPAC exists because no single agency alone can ensure that young children’s learning is supported in the community and in the home so every child is ready to succeed in school and life.

Cultivating an effective early childhood ecosystem requires whole community collaborative impact. Therefore we collaborate with those who have an impact in young children’s lives including those who care for children, support children, teach children and invest in children.



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# HELP-SEEKING FOR NEW & EXPECTING FAMILIES

## Why:

Based on social norms research more than 70% of people in Adams County agree that it is important to ask for support. Sharing these messages can increase help-seeking behaviors.

## Purpose of Messages:

Families often do not want to ask for help due to the stigma associated with help-seeking. Becoming a new parent is not easy and all families need support from both formal and informal sources.

# COMMUNICATION TOOLS

Share the “why” ....

Click here to access available messages (link to printed materials for that message)



Flyer



Postcard

# SOCIAL MEDIA TOOLS

Click here to access available messages for social media or newsletters (link to social media/newsletter pictures for that message).



Use the message below for both **Facebook** and **Instagram** posts. For Instagram, you can remove the link and add additional examples, or leave the bit.ly shortened link included.

**English:** 1) NEW PARENTS - HELP IS AVAILABLE. It's ok to ask for a break or for help making dinner. More than 70% of people in Adams County agree it's important to ask for support. For information on local resources visit: <http://bit.ly/4hxWDdw>

2) Let others know how they can help - It's ok to ask for a ride or for help with the baby.

**Spanish:** 1) NUEVOS PADRES, EXISTE AYUDA DISPONIBLE - Está bien pedir un descanso o que te ayuden a preparar la cena. Más de 70% de los que viven en el Condado de Adams opinan que es importante pedirles ayuda a los demás. Para obtener información sobre recursos locales, visite: <http://bit.ly/4hXLV2I>

2) Informe a los demás cómo pueden ayudar: está bien pedir que lo lleven en coche o que le ayuden con el bebé.

**Arabic:** Coming soon.



# HELP-OFFERING FOR COMMUNITY

## Why:

Based on social norms research, the majority (63%) of people in Adams County agree it is important to offer help to a new family. Sharing these messages can help increase help-offering behaviors.

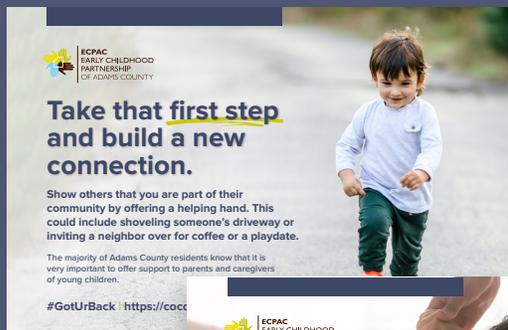
## Purpose of Messages:

It often takes a community to support new families. We want to increase community responsibility for supporting our youngest citizens. Helping the general community know how to support new families can lead to more offers for help, taking the burden of requesting help off of a family.

# COMMUNICATION TOOLS

Share the “why” ....

Click here to access available messages (link to printed materials for that message)



Postcard 1



Postcard 2

# SOCIAL MEDIA MESSAGE

Click here to access available messages for social media or newsletters (link to social media/newsletter pictures for that message).



Use the message below for both **Facebook** and **Instagram** posts. For Instagram, you can add additional examples.

**English:** All families need support to raise happy, healthy kids. Here are some ways you can help.

**Spanish:** Todas las familias necesitan apoyo para criar niños felices saludables. Aquí hay algunas maneras en que puedes ayudar.

**Arabic:** Coming soon.



# HELP-OFFERING FOR FAMILY & FRIENDS

## Why:

Based on social norms research, 3/4 (75%) of people in Adams County agree it is important to offer help to a new family. Sharing these messages can help increase help-offering behaviors.

## Purpose of Messages:

As a society, friends and family members often want to support those who are expecting or have just had a baby. It is easy to say “let me know how I can help” - placing the burden on the expecting or new family. Instead we want people to consider offering specific help that is easier to accept.

# COMMUNICATION TOOLS

Share the “why” ....

Click here to access available messages (link to printed materials for that message)



Postcard

# SOCIAL MEDIA MESSAGE

Click here to access available messages for social media or newsletters (*link to social media/newsletter pictures for that message*).



Use the message below for both **Facebook** and **Instagram** posts. For Instagram, you can add additional examples.

**English:** It can be hard to ask for help - if you know someone with a new baby, try offering support by asking: “is this a good week for me to drop off dinner?” or “would you like to come over for coffee next week?”

**Spanish:** Puede ser difícil pedir ayuda. Si conoces a alguien que haya tenido un bebé recién nacido, intenta ofrecerle apoyo preguntando: “¿Esta semana es una buena semana para que le lleve la cena?” o “¿Te gustaría venir a tomar un café la semana que viene?”

**Arabic:** Coming soon.



# SAFE SLEEP

## Why:

Every year, thousands of infants die unexpectedly during sleep from causes like SIDS, accidental suffocation, or unknown reasons. Many of these deaths can be prevented by following safe sleep guidelines. Often other caregivers may not be aware of updated sleep guidelines.

## Purpose of Messages:

Safe sleep isn't always simple, and every family's situation looks different with cultural considerations. By sharing resources, learning more, and having open conversations, we can create communities that empower families to make informed choices that work best for them.

# COMMUNICATION TOOLS

Share the "why" ....

Click here to access available messages (link to printed materials for that message)

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### INFANT SAFE SLEEP CONSIDERATIONS

Understanding and following recommended sleep practices helps ensure your baby sleeps safely and soundly and gives you some peace of mind. Following these tips helps reduce the risk of accidental suffocation or even death.

While the greatest risk is during the first 4 months of life, following these tips are important until your baby's first birthday.

**AMERICAN ACADEMY OF PEDIATRICS GUIDANCE**

- Infants should always be placed on their backs to sleep.
- Keep your baby warm with a sleep sack or extra layers of clothing instead of a blanket.
- Babies should sleep on a firm sleep surface that does not incline.
- Remove toys, pillows, and bumpers.
- If the baby falls asleep in a car seat, stroller, swing, or infant carrier, move them as soon as you can.
- Room share: Keep the baby's bassinet or crib in your bedroom for at least the first 6 months.
- Avoid swaddling after your baby can turn over.
- Offering a pacifier at nap time and bedtime is recommended.
- Babies benefit from having short (supervised) tummy time sessions each day.

**BEDSHARING GUIDANCE**

If you choose to bedshare, it is important to know the risks. Bedsharing is dangerous if:

- Anyone in the bed has consumed any amount of alcohol, marijuana, illicit drugs, or medication that makes you sleepy
- Baby was exposed to smoking during pregnancy
- Baby was born prematurely (before 37 weeks) or weighed under 5.5 pounds at birth

**Additional Tip:**

- Do not allow other children or pets to be in the bed
- Keep bedding and pillows away from baby
- Check that baby cannot become trapped between mattress and wall or headboard
- Never leave your baby alone in an adult bed
- The mattress needs to be firm

**MAKE SURE ALL CAREGIVERS ARE AWARE OF AND FOLLOWING YOUR DECISION ON SAFE SLEEP PRACTICES.**

8859 Fox Drive, Suite 205 • Thornton, Colorado 80260 • 303.428.2922 [eclipac.org](http://eclipac.org) [www.ecpac.org](http://www.ecpac.org)

# SOCIAL MEDIA MESSAGE

Click here to access available messages for social media or newsletters (link to social media/newsletter pictures for that message).

**Every baby deserves a safe sleep environment.**

**ECPAC EARLY CHILDHOOD PARTNERSHIP OF ADAMS COUNTY**

**HELP KEEP ME SAFE**

- Baby should be kept from overheating - hats should not be worn while sleeping.
- Place baby on their back and on a firm, flat surface.
- Keep blankets, pillows, bumpers, and toys out of the sleeping environment.

**ECPAC**

More tips:

Approximately 3,500 infants die in the U.S. each year - unsafe sleep environments are often a major contributing factor.

Use the message below for both **Facebook** and **Instagram** posts. For Instagram, you can add additional examples.

**English:** Every baby deserves a safe sleep environment, and every family deserves the support and resources to make informed choices. Understanding and implementing safe sleep practices can help ensure that your baby sleeps safely and soundly, giving you peace of mind.

**Spanish:** Todo bebé merece un entorno seguro para dormir, y toda familia merece el apoyo y los recursos necesarios para tomar decisiones informadas. Comprender e implementar prácticas de sueño seguro puede ayudar a garantizar que su bebé duerma sano y tranquilo, brindándole tranquilidad.

**Arabic:** Coming soon.



# FINDING CHILDCARE

## Why:

A very high percentage of families report that no professional talked to them about the need to look for childcare early - with waitlists 6-18 months long or what to look for in finding a quality childcare setting that is best for their family.

## Purpose of Messages:

To ensure families have information about how to find high quality childcare, the various types of childcare available and information about costs and waitlists.

# COMMUNICATION TOOLS

Share the “why” ...

Click here to access available messages (link to printed materials for that message)



Flyer

Postcard

# SOCIAL MEDIA MESSAGE

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Use the message below for both **Facebook** and **Instagram** posts. For Instagram, you can remove the link and add additional examples, or leave the bit.ly shortened link included.

**English:** If you or someone you know is expecting a new baby or recently had a baby and is planning to return to work and use childcare - there are important things to consider. Scan the QR code or visit: <http://bit.ly/4qmmPP1>

**Spanish:** Si usted o alguien que conoce está esperando un nuevo bebé o recientemente tuvo un bebé y planea a regresar al trabajo y usar cuidado infantil, hay cosas importantes que necesita considerar. Escanee este código QR o visite este enlace: <https://bit.ly/46ISpP2>

**Arabic:** Coming soon.



# RETURNING TO WORK AFTER A BABY

## Why:

Returning to work after having a baby brings forward many emotions and often families are working to figure things out on their own.

## Purpose of Messages:

This two-pager gives helpful guidance and hints for families to consider as they plan to transition back to work.

# COMMUNICATION TOOLS

Share the “why” ...

Click here to access available messages (link to printed materials for that message)

**Things to consider as you...**

**TRANSITION BACK TO WORK AFTER HAVING A BABY**

*"I was ready to go back to work."*  
*"It was harder than I expected."*

**Getting to know your baby's caregivers:**

- If you have questions, know it is **ok to ask**.
- Share information** about how your baby's night and morning went; communicate with the caregivers so that you are all on the same page and working toward the same goal.
- Ask for the **best ways to communicate** with your baby's caregivers; text, email, in-person, daily/weekly communication logs, through an app.
- Know that it is **ok to arrive a bit earlier and stay a bit at pick up time** to get to know your caregivers and their caregiving style.
- Know that **your baby may cry when you leave**, especially as they get older, and **this is normal**. Your baby's caregiver is able to soothe your baby and help them with this transition.
- Ask how the program communicates **opportunities** for families to be involved.
- Be aware of your program's **policies and procedures** including following what time to pick your baby so not to incur late fees.

**Creating a routine:**

- Set realistic expectations.** This is a big transition, and it takes time. Do not try to be a super parent who can do it all.
- Make sure you incorporate **time to be together with your baby each night to reconnect**. This is important for both of you even if it is only for a few minutes.
- Consider **packing up what you need to take the night before** using a checklist if needed to make sure you have everything. Talk to your baby's caregiver to make sure you have everything.
- For **the car** (car): I need to...
- Start early** in your routine each day to get into your routine.
- Be aware of your program's policies and procedures including following what time to pick your baby so not to incur late fees.

**NEW BABY?**

**Create your plan for going back to work.**

There are a range of things to consider.

Scan the QR code for more information about finding quality child care.

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Flyer

Postcard

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**NEW BABY?**

**Create your plan for going back to work.**

There are a range of things to consider.

**ECPAC EARLY CHILDHOOD PARTNERSHIP OF ADAMS COUNTY**

Use the message below for both **Facebook** and **Instagram** posts. For Instagram, you can remove the link and add additional examples, or leave the bit.ly shortened link included.

**English:** Returning to work after having a baby isn't always easy. Here are a few helpful things to consider as you plan to transition back to work including getting to know your child's caregivers, creating a routine, breastfeeding, working with your employer and managing your feelings. Visit: <http://bit.ly/47qhX2I>

**Spanish:** Volver al trabajo después de tener un bebé no siempre es fácil. Aquí tienes algunos consejos útiles para planificar tu reincorporación laboral, como conocer a las personas que cuidarán de tu hijo, establecer una rutina, la lactancia materna, la comunicación con tu empleador y cómo manejar tus emociones. <http://bit.ly/3WrLST2>

**Arabic:** Coming soon.



# BREASTFEEDING

## Why:

Breastfeeding does not come easy for every family and can often feel frustrating and overwhelming. These feelings can lead to greater challenges with the process. There are many known health benefits of breastfeeding for both the parent and baby! The Academy of Pediatrics recommends breastfeeding exclusively until six months old and then continuing breastfeeding until at least two years old.

## Purpose of Messages:

Providing positive encouragement to new families to reach out for support if needed to help reduce negative feelings and challenges.

## COMMUNICATION TOOLS

Share the “why” ....

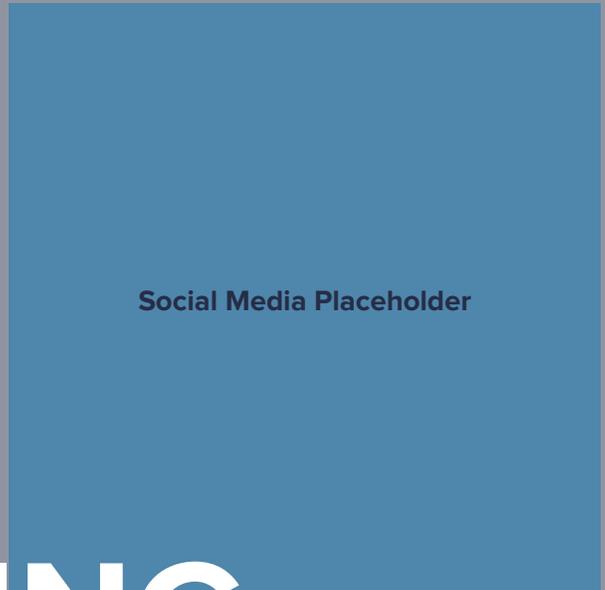
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Newsletter Graphics Placeholder

## SOCIAL MEDIA MESSAGE

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Social Media Placeholder

# COMING SOON

Use the message below for both **Facebook** and **Instagram** posts. For Instagram, you can remove the link and add additional examples, or leave the bit.ly shortened link included.

**English:** Breastfeeding can be really hard! Did you know that there are several FREE local groups that are here to help? Click the link to see what is available: <https://bit.ly/45cptyq>

**Spanish:** ¡La lactancia materna puede ser muy difícil! ¿Sabías que existen varios grupos locales GRATUITOS para ayudarte? Haz clic en el enlace para ver qué hay disponible: <https://bit.ly/4j8q7Au>

**Arabic:** Coming soon.



# CALMING A CRYING BABY

## Why:

Andunt, auda ius endis volupta temperibusda volecum dellam exped eosserum, odis aut ut ventur re laut dolo bla nobit quaerat verro et ut quidebis de volupta spel.

## Purpose of Messages:

Andunt, auda ius endis volupta temperibusda volecum dellam exped eosserum, odis aut ut ventur re laut dolo bla nobit.

## COMMUNICATION TOOLS

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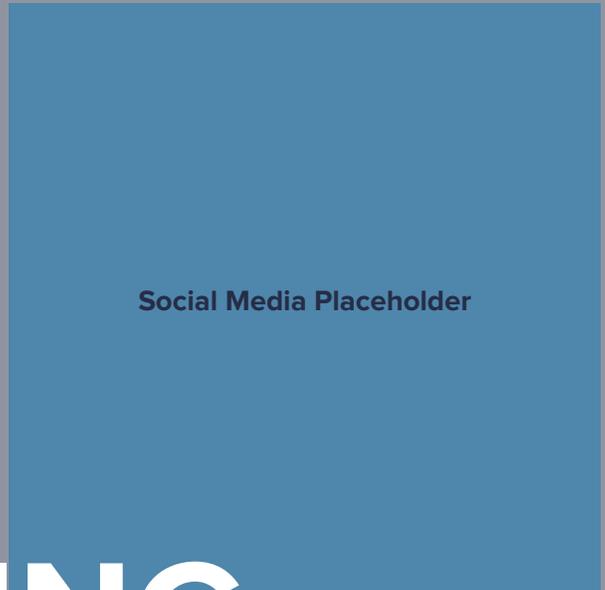
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**Spanish:** Andunt, auda ius endis volupta temperibusda volecum dellam exped eosserum, odis aut ut ventur re laut dolo bla nobit quaerat verro et ut quidebis de volupta spelecaborro tem. Nam, sum vere nonse volore dit venis nonsequi intoruntiis el magnis et voluptas alit dolore di.

**Arabic:** Coming soon.



# MATERNAL MORTALITY

## SIGNS AND SYMPTOMS

### Why:

Andunt, auda ius endis volupta temperibusda volecum dellam exped eosserum, odis aut ut ventur re laut dolo bla nobit quaerat.

### Purpose of Messages:

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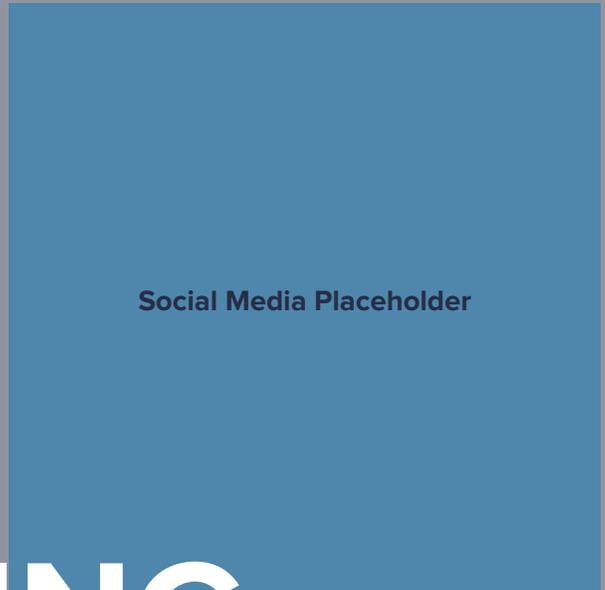
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**Arabic:** Coming soon.



# MENTAL HEALTH

## Why:

Andunt, auda ius endis volupta temperibusda volecum dellam exped eosserum, odis aut ut ventur re laut dolo bla nobit quaerat verro et ut quidebis de volupta spelecaborro tem. Nam, sum vere nonse volore dit venis nonsequi intoruntiis el magnis et voluptas alit dolore di

## Purpose of Messages:

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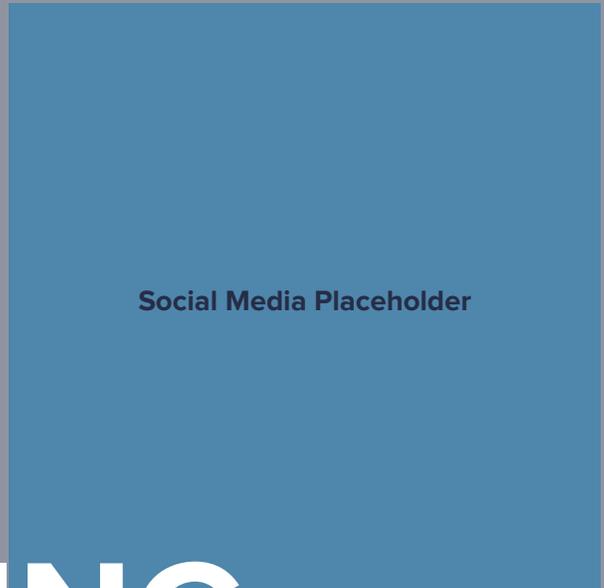
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