



ECPAC
EARLY CHILDHOOD
PARTNERSHIP
OF ADAMS COUNTY

NEW FAMILY TOOLKIT

COMMUNICATION
RESOURCES FOR
ECPAC PARTNERS





WHY A TOOLKIT?

ECPAC partners, including both families and organizations serving families with young children, have worked to co-create both social norming messages and public education materials for families with young children.

This toolkit is a collection of ready-to-use materials to help our community and partner organizations promote our new family success campaign by encouraging positive **social norming behaviors**, aimed to increase both help seeking and help offering behaviors, through consistent messaging and visuals. 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.**

The toolkit additionally includes a variety of **public education** materials to support families as they begin the parenting journey. These materials **combine best practices with culturally meaningful information.**

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. Additional languages are 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 **shared 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) exists because no single agency alone can ensure that young children’s development is supported in the community and at the home so every child is healthy and ready to succeed in school and life. 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 working together towards this end.

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” with others.

Click images below to access available downloads.



Flyer



Postcard

SOCIAL MEDIA TOOLS

Images link to social media graphics available for download.



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/4hxWDwv>

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: 1) للأباء الجدد، المساعدة متاحة. لا بأس في طلب استراحة أو طلب المساعدة في إعداد العشاء. للحصول على معلومات عن الموارد المحلية، تفضل بزيارة: <https://bit.ly/4caNW12>

2) أخبر الآخرين كيف يمكنهم المساعدة. لا بأس في طلب توصيلة أو طلب المساعدة في رعاية الطفل.



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.

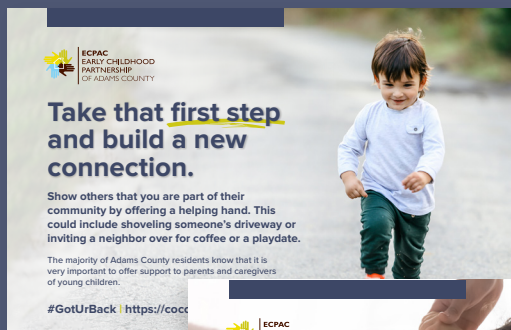
Purpose of Messages:

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” with others.

Click images below to access available downloads.



Postcard 1



Postcard 2

SOCIAL MEDIA MESSAGE

Images link to social media graphics available for download.



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: كل العائلات بحاجة إلى الدعم لتربية أطفال سعداء وأصحاء. إليك بعض الطرق التي يمكنك من خلالها تقديم المساعدة.



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” with others.

Click images below to access available downloads.



Postcard

SOCIAL MEDIA MESSAGE

Images link to social media graphics available for download.



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: قد يكون من الصعب طلب المساعدة. إذا كنت تعرف شخصاً لديه طفل حديث الولادة، فحاول تقديم الدعم من خلال سؤاله: «هل هذا أسبوع مناسب لأحضّر العشاء؟» أو «هل تود أن تأتي لتناول القهوة الأسبوع المقبل؟»



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" with others.

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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 (uninterrupted) 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 eclipsepa.org www.ecpac.org

SOCIAL MEDIA MESSAGE

Images link to social media graphics available for download.

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.



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" with others.

Click images below to access available downloads.



Flyer

Postcard

SOCIAL MEDIA MESSAGE

Images link to social media graphics available for download.



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>



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” with others.

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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 you need.
- For **the get dark**, I need to...
- Start** early in your period work. You're able to do your best.

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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8850 Fox Drive, Suite 205 • Thornton, Colorado 80260 • 303.438.2029

Flyer

Postcard

SOCIAL MEDIA MESSAGE

Images link to social media graphics available for download.



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. Visite: <http://bit.ly/3WrLST2>



CALMING A CRYING BABY

Why:

It's important to increase awareness about normal infant crying, what parents can expect during the first few months, and coping strategies that may be helpful when crying becomes overwhelming.

Purpose of Messages:

Parents can experience frustration and exhaustion when caring for a baby that is difficult to soothe. It's critical for parents to know that it's ok to set the baby down in a safe place and take a break from the crying. Through support and education, negative outcomes associated with excessive crying, including Shaken Baby Syndrome, can be prevented.

COMMUNICATION TOOLS

Share the "why" with others.

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CALMING A CRYING BABY CAN BE HARD

One in five babies are "fussy" or have trouble feeding or sleeping - and some can cry up to 6 hours per day.

Here are some ideas that might help comfort a crying baby:

- Calming sounds such as a "white noise device" or fan.
- A warm bath may provide comfort and distraction.
- Calming motions such as rocking (in your arms or chair) or walking with your baby in a body carrier or stroller.
- Quietly hum or sing.
- If nothing seems to be working, it's ok to set your baby down in a safe place and take a break from the crying.
- Try burping to release gas bubbles.

It's important for you to keep calm as well. If you're feeling overwhelmed or frustrated, some ideas that might help include:

- Asking a partner, friend, or family member to help.
- Listening to music for a few minutes.
- Taking some deep breaths.

Call your child's doctor or you can talk with a pediatric nurse at the **ParentSmart Healthline™ (720-777-0123)** if you're concerned.

Fussy Baby Network® Colorado provides free support to any family struggling with a fussy baby. Call **1-877-627-9227** or scan the QR code for more information.

Anschutz

Flyers

Fussy Baby Network® Colorado Flyers

SOCIAL MEDIA MESSAGE

Images link to social media graphics available for download.



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: One in five babies are "fussy" or have trouble feeding or sleeping - and some can cry up to 6 hours per day. Click the link for tips and local resources: <https://bit.ly/4tTFcM7>

Spanish: Uno de cada cinco bebés es "inquieto" o tiene problemas para alimentarse o dormir – y algunos pueden llorar hasta 6 horas al día. Haga clic en el enlace para obtener sugerencias y recursos locales: <https://bit.ly/4s5ZQYd>



PREVENTING PREGNANCY-RELATED DEATHS

Why:

Too many women in the United States die every year of pregnancy-related complications. Deaths can occur up to a year after pregnancy and more than 80% are preventable.

Purpose of Messages:

Support pregnant and postpartum women by learning the urgent maternal warning signs, listening to her concerns, and encouraging her to seek medical care if something doesn't feel right.

COMMUNICATION TOOLS

Share the "why" with others.

Click images below to access available downloads.

Pregnant now or within the last year?
Get medical care right away if you experience any of the following symptoms.

These could be signs of very serious complications. If you can't reach a healthcare provider, go to the emergency room. Be sure to tell them you are pregnant or were pregnant within the last year.

Learn more at cdc.gov/HearHer

HEAR HER CONCERN

English Flyer

Infórmese más en cdc.gov/Escúchela

Este folleto fue creado por el Consejo para la Seguridad del Paciente en la Atención de la Salud de la Mujer

HEAR HER CONCERN

Spanish Flyer

SOCIAL MEDIA MESSAGE

Images link to social media graphics available for download.

More than 80% of pregnancy-related deaths are preventable.
And complications can occur through one year postpartum.
You can help by learning the urgent maternal warning signs and listening to her concerns.

Pregnant or given birth within the last year?
If you feel something is wrong, don't ignore it. Listen to your body, speak up, and seek help.

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#HEARHER

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) More than 80% of pregnancy-related deaths are preventable and complications can occur through one year postpartum. You can help by learning the urgent maternal warning signs and listening to her concerns. #HearHer Visit: <https://bit.ly/4tdP5EL>

2) Pregnant or given birth within the last year? If you feel something is wrong, don't ignore it. Listen to your body, speak up, and seek help. #HearHer Visit: <https://bit.ly/4tdP5EL>

Spanish: 1) Más del 80% de las muertes relacionadas con el embarazo son prevenibles. Y pueden presentarse complicaciones hasta un año después del parto. Puede ayudar aprendiendo las señales de alerta materna urgentes y escuchando sus preocupaciones. #HearHer Visite: <https://bit.ly/4ruf5KI>

2) ¿Está embarazada o ha dado a luz en el último año? Si siente que algo anda mal, no lo ignore. Escuche su cuerpo, hágale y busque ayuda. #HearHer Visite: <https://bit.ly/4ruf5KI>



MATERNAL MENTAL HEALTH

Why:

Maternal mental health conditions are the most common complication of pregnancy – affecting 1 in 11 parents in Colorado. There is considerable stigma surrounding mental health conditions, perhaps even more so for those in the perinatal period, but with the right support, wellness is possible.

Purpose of Messages:

Mental health conditions, including suicide and substance use overdoses, are the leading causes of death during the perinatal period, accounting for 23% of cases. Pregnancy-related depression and anxiety are treatable and there are many free and low-cost supports available right here in Adams County!

COMMUNICATION TOOLS

Share the “why” with others.
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ECPAC EARLY CHILDHOOD PARTNERSHIP OF ADAMS COUNTY

MATERNAL MENTAL HEALTH CONDITIONS

are the most common complication of pregnancy and childbirth – affecting 1 in 11 parents in Colorado.

- Depression and anxiety can happen during pregnancy and/or after delivery – and it's important to know that symptoms can occur with any pregnancy, not just with your first.
- Parents of every age, income level, and race can experience symptoms!
- The “baby blues” are feelings of sadness or moodiness that typically begin 2-3 days after birth and can last up to two weeks. These feelings usually go away on their own.

| | |
|---|--|
| Symptoms of Depression <ul style="list-style-type: none"> Crying and sadness Lack of interest in the baby Feelings of guilt Loss of interest in things you used to enjoy | Symptoms of Anxiety <ul style="list-style-type: none"> Constant worry Feeling that something bad might happen Racing thoughts Trouble relaxing or sitting still |
|---|--|

You could experience one, several, or all of these symptoms.

Depression and anxiety are treatable and there are many options. Connect with your doctor to find the right plan for you:

| | | |
|---|---------------------------------|--|
| Social Support and Self-Care <ul style="list-style-type: none"> Prioritizing sleep when possible Asking a partner, friend, or family member to help Physical activity (walking, stretching, etc.) Shared nutrition Support groups | Mental Health Counseling | Medications (note: medications during lactation and pregnancy are available) |
|---|---------------------------------|--|

YOU ARE NOT ALONE AND HELP IS AVAILABLE.
For free & confidential emotional support, call or text 1-833-852-6262. Counselors at the National Maternal Mental Health Hotline are available 24/7. Scan the QR code for local resources.

8838 Fox Drive, Suite 205 | Thornton, Colorado 80260 | 303.428.2021 | adams.gov | www.eccpac.org

SOCIAL MEDIA MESSAGE

Images link to social media graphics available for download.

Bringing home a new baby can be hard.

ECPAC EARLY CHILDHOOD PARTNERSHIP OF ADAMS COUNTY

Maternal mental health conditions

are the most common complication of pregnancy and childbirth.

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: 1 in 11 parents in Colorado experience depression or anxiety during pregnancy and/or up to several years after delivery. For free & confidential emotional support, call or text 1-833-852-6262. Counselors at the National Maternal Mental Health Hotline are available 24/7. For more information about maternal mental health conditions and resources, visit: <https://bit.ly/3QFSUnc>

Spanish: 1 de cada 11 padres en Colorado experimenta depresión o ansiedad durante el embarazo y/o hasta varios años después del parto. Para obtener apoyo emocional gratuito y confidencial, llame o envíe un mensaje de texto al 1-833-852-6262. Los consejeros de la Línea Nacional de Salud Mental Materna están disponibles las 24 horas, los 7 días de la semana. Para obtener más información sobre los problemas de salud mental materna y los recursos disponibles, visite: <https://bit.ly/4mAhecq>