

Outreach and Communications Innovations for Prevention Programs in Texas



Texas Department of Family and Protective Services
Prevention & Early Intervention

Rebranding our Parenting Support Campaign

Old Campaign (2010-2020)



- Short ad campaign site with primary prevention messaging.
- Focus on parenting help and stakeholder support.
- Tone was positive but still implied parents needed support to be successful.
- Split focus on both parents and stakeholders.
- Additional campaigns (safe sleep, water safety) were added after inception.
- Static content, refreshed annually.
- Avoided broadcasting a connection to DFPS.

"What are Parents looking for?"

Research Findings (2019-2020)

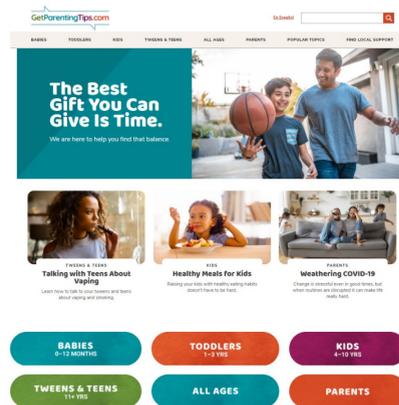
- More in-depth, realistic advice. Empathy, not sympathy.
- Expert voices, written for the general public: parents, parenting bloggers and influencers.
- Fresh, regularly updated content.
- "Parenting doesn't come with instructions; It's how we handle it that matters."



Texas parents with children ranging from newborn to 17 were asked to provide feedback on new site content and visuals.

- All parents found the website to be relatable.
- Articles are supportive, friendly, and free from casting blame.
- A site supported by the state government was evidence of trustworthiness.

New Campaign (Launched Dec. 2020)



- Single Focus: Parents (new or experienced).
- Longer articles, written by/with experts.
- New articles added monthly.
- Rebuilt from scratch to reflect current web trends.
- Visuals are bright, diverse and tell a story.
- Parenting articles featured on homepage.
- Segmented by age instead of topic.
- Supported by Facebook, YouTube and Instagram accounts.
- Launched with ongoing advertising campaign funding.
- Accompanied by a print material refresh.



Visitor Data

December 2020-February 2021

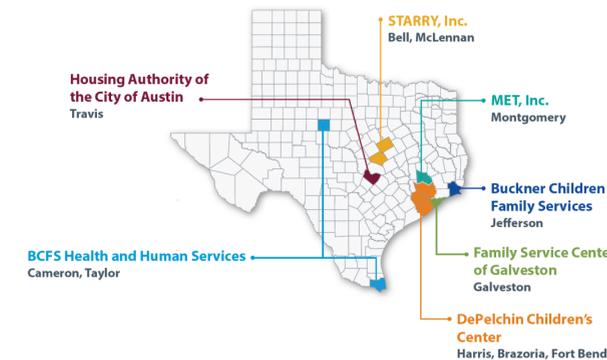
- 466,384 page views.
- 226,708 visitors.
- Average time spent on a page: 2 minutes, 32 seconds.

Most Popular Pages		
Potty Training		146296
Teen Vaping		70334
Hot Topics		
Healthy Meals for Kids		32764
Potty Training (Spanish)		28583
Teen Vaping (Spanish)		21498
Healthy Meals for Kids (Spanish)		20520
Parenting Self Care (Spanish)		7446
Parenting Self Care		7073
Sibling Rivalry		2943

Fatherhood Program Initiatives and Outreach

Overview

PEI's Fatherhood programs provide parent education and resources to fathers. Beginning in FY20, this scope expanded to include collaboration with community coalitions, encouraging organizations to increase the quality of supports targeted specifically at fathers and pivoting to explicitly include and support fathers across multiple programs in an organization or community.



Fatherhood Resource Hub



The Texas Fatherhood Resource Hub provides resources for organizations and providers on the importance of healthy father involvement, information on fathers and their unique needs, and strategies and tools for strengthening organizational and individual practices.



COVID-19: a Pivot to Fatherhood Fridays

Texas Fatherhood Summits provide a yearly opportunity to connect with providers, share information on fathers, and explore ways organizations can holistically support families and the specific strategies providers use to serve fathers. A central goal of this work is to create a provider-led collaboration, in which participants select both the topics that are most relevant to them and the forum for each session that best facilitates learning and growth. Due to the pandemic, the 2020 Texas Fatherhood Summit was adapted into **Texas Fatherhood Fridays**, a series of free webinars held over four Fridays during June and July 2020. The four webinars averaged 544.5 views during and after the event.



Texas Fatherhood Friday Themes:

- Supporting Fathers
- Fathers' Mental Health Needs
- Fatherhood During the Perinatal Period
- Fathers and Public Policy

Father's Playbook App

- Created in response to the lack of information for men whose partners are expecting a baby.
- Designed to provide information around baby's development and how to support a partner.
- Development team included experts in health communication, maternal and child health, and infant development.

Total app installation events by operating system

