

Background

The Project LAUNCH Early Childhood Wellness (ECW) Campaign is a comprehensive public awareness campaign that began in fall 2010.

Early Childhood Wellness Campaign Goals

- Promote awareness of early childhood wellness in the tri-county community (Deschutes, Jefferson & Crook counties).
- Promote Collective Impact and a unified voice in the Early Childhood Wellness community.

The Early Childhood Wellness Campaign includes the following components in both English and Spanish:

- Early Childhood Wellness Brand/logo (common thread throughout components)
- The ECW Website,
- The Maternal Mental Health Brochure,
- The Family Resource Guide,
- The Coloring/Activity Book, and
- Four Public Service Announcements (PSAs) focusing on general wellness, maternal depression, oral health, and early literacy.



Methods

From 2012 to 2014, the LAUNCH Evaluation Team conducted multiple assessments to determine the effectiveness and reach of the Early Childhood Wellness Campaign.

- In 2012, community perceptions of the PSA were evaluated with a small targeted sample of parents (English and Spanish speaking) of young children attending a community event.
- In 2013, the evaluation focused on recognition and reach of the Campaign with a survey of 367 tri-county residents.
- In 2014, the evaluation surveyed LAUNCH Council and LAUNCH partners to assess how they used the Campaign materials, how the Campaign contributed to Collective Impact.
- The website was monitored through Google Analytics in all three years.

Findings

Community Perceptions

Public Service Announcements

- In 2012, findings from the community survey (N=39) indicated that the General Wellness PSA was easy to understand and that the PSA helped to increase awareness and knowledge of early childhood wellness.
- Individuals who reported lower levels of early childhood wellness awareness before viewing the PSA experienced the greatest gains in awareness by watching the PSA.

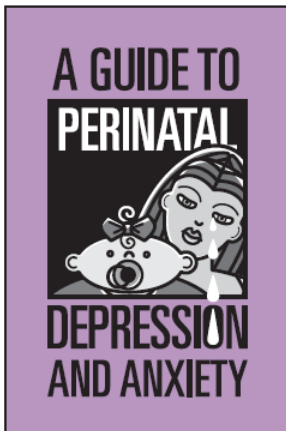
In 2013, nearly three quarters (74%) of respondents were likely or very likely to support **early childhood wellness programs** (by voting or donating money).

Logo/Brand

- By 2013 approximately 37% of the 367 community members we surveyed said that they recognized the Early Childhood Wellness Logo and brand.
- They reported seeing the ECW logo and brand on TV (59%), in a doctor's office (13%), an agency office (12%), the internet (4%) or other (11%). Only 9% of the respondents had visited the Early Childhood Wellness website.

LAUNCH Partners Perception of Use and Importance of Campaign Components

An August 2014 survey of LAUNCH Council members and partners (N=18) revealed that the Family Resource Guide, the PSAs and the Maternal Mental Health Brochure were the most useful Campaign components.

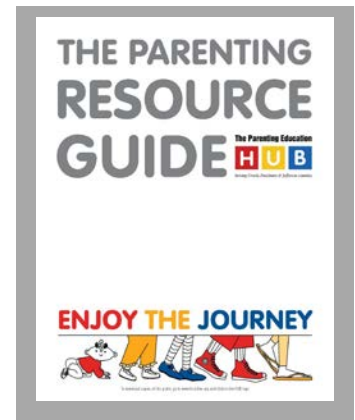


Eighty-three percent (83%) of Council members and partners thought the Campaign helped promote Collective Impact either somewhat or very much.

Early Childhood Wellness Website Use

Each year, more people use the Early Childhood Wellness website; the number of page views increased from 1,203 in 2012 to 1,502 in 2014.

People who access the website stayed on the webpages an average of over two minutes per page. Five of the webpages had the most activity: Main Early Childhood Wellness, Parenting Classes, Project LAUNCH, Community Partners and Maternal Mental Health Initiative.



Sustaining Campaign Components

The following three Campaign components will continue through partnerships with the local Early Learning Hub (under the Wellness and Education Board of Central Oregon) and local TV station:

- The PSAs
- The Early Childhood Wellness Logo and Brand
- The Early Childhood Wellness Website

Additionally, prior to the end of the grant, LAUNCH printed and distributed 12,000 Maternal Mental Health Brochures and 10,000 Family Resource Guides, enough to last the community 2-3 more years.

How can the LAUNCH Campaign be used to inform other statewide efforts?

- Work with a PR consultant and community partners to develop a brand or co-brand;
- Encourage community partners to incorporate the branding into their organizations;
- Focus on a different topic each year and involve partners in activities and messaging;
- Build partnerships and consider how Campaign components could be sustained after initial funding ends. Specifically try to partner with a TV station;
- Create bi-lingual resources if appropriate to your audience;
- Determine the purpose of your website and use other Campaign components to drive traffic;
- Consider partnering with a university class to assist with evaluation.

Nationwide, Project LAUNCH demonstration sites are pioneering new ways to promote young child wellness (prenatal - age 8). In 2009, Deschutes County was selected as the LAUNCH demonstration site for Oregon.

For information visit: Deschutes.org/ecwellness

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