Local Content Guidelines

Healthy Child Development
Will the event or resource contribute to healthy child development, prenatal to age eight?

Protective Factors
Does the message fall within at least one of the five protective factors for strengthening families?
- Parental resilience
- Social connections
- Knowledge of parenting and child development
- Concrete support in times of need
- Social and emotional competence of children

Event or Resource Promotion
Does the message promote an event or series of events?
or
Does it promote underutilized resources in the community?
and
Is the event or resource free or low-cost?

Audience
Which audience is most appropriate to receive the message?

Message
Can the message be communicated in 140 characters or less?

and
Is there a website with up-to-date information that you can include? Does the link you are submitting work on a phone?

and
Can you provide the message in both English and Spanish?