



EveryParent

An Integrated Outreach Campaign
for Local Families



Why EveryParent?

Our Goal

Create a user-friendly, local resource that connects all Palm Beach County families raising children ages 0-18 with trusted, timely, relevant information.

Our Why

- **Increase parent engagement with CSCPBC.**
- **Build awareness about community resources for all families.**
- **Provide vital information on relevant issues and trending topics.**
- **Raise CSC's profile within community.**



The Approach

- **Design a campaign with clear, simple language – ensuring it's nonjudgmental, respectful & culturally relevant.**
- **Create, compile and synthesize accurate local, state and national content (CSC, partner & community info).**
- **Engage families with trusted information they need, at a time they're listening, in a format that appeals to them.**

EveryParent Research

From Concept (2015) ...

- 2 Market Surveys
- 11 Formal Focus Groups
- Countless meetings with community
 - Providers/Partners; Parents/Grandparents, Caregivers; Health-related, Educational, Behavioral Health, Cultural, Faith-based Groups
- RFPs for website and apps (iOS and Android)
- RFQs for writers, editors and content creators



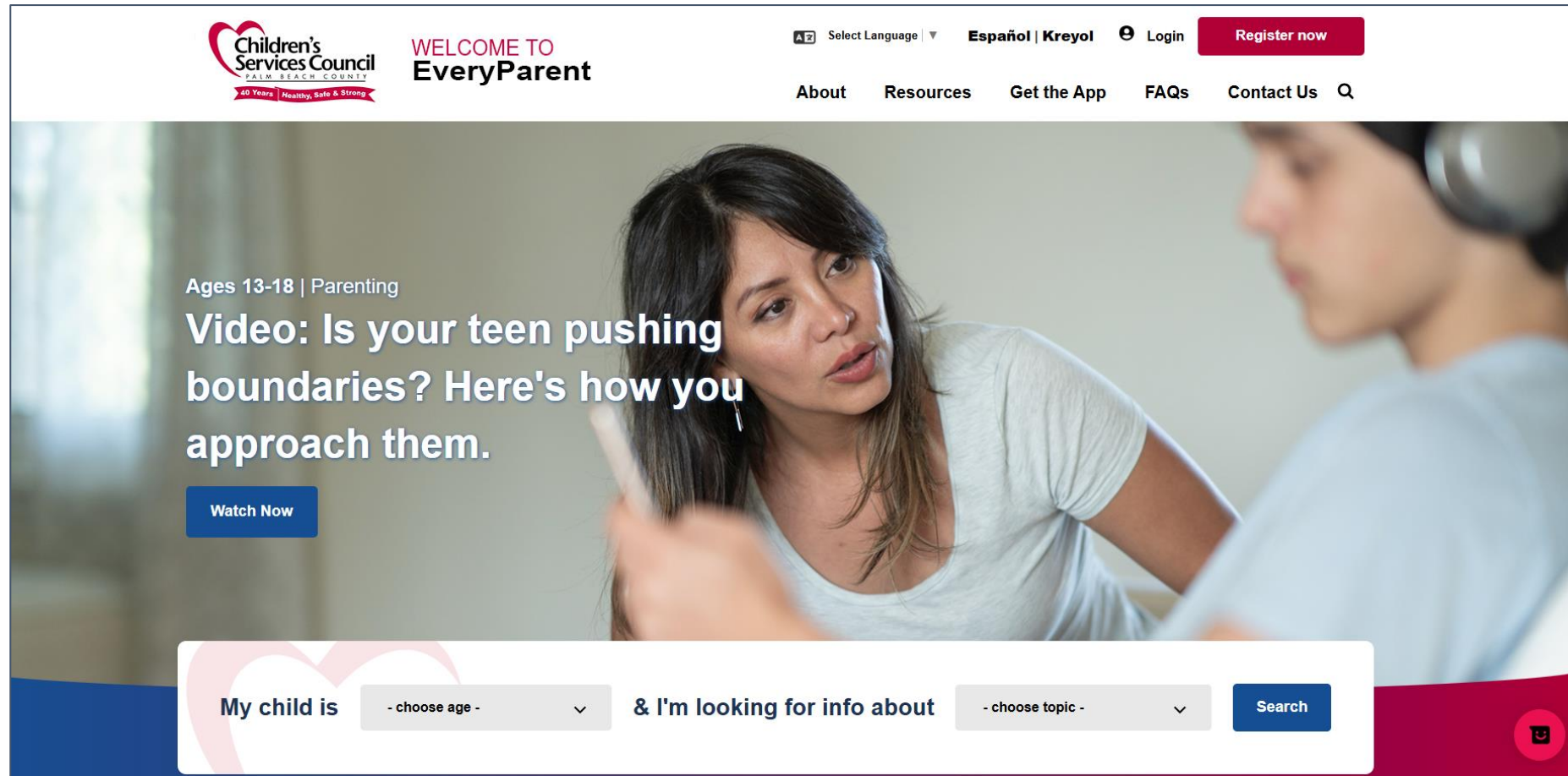
EveryParent Content Creation

... to Launch (2017)

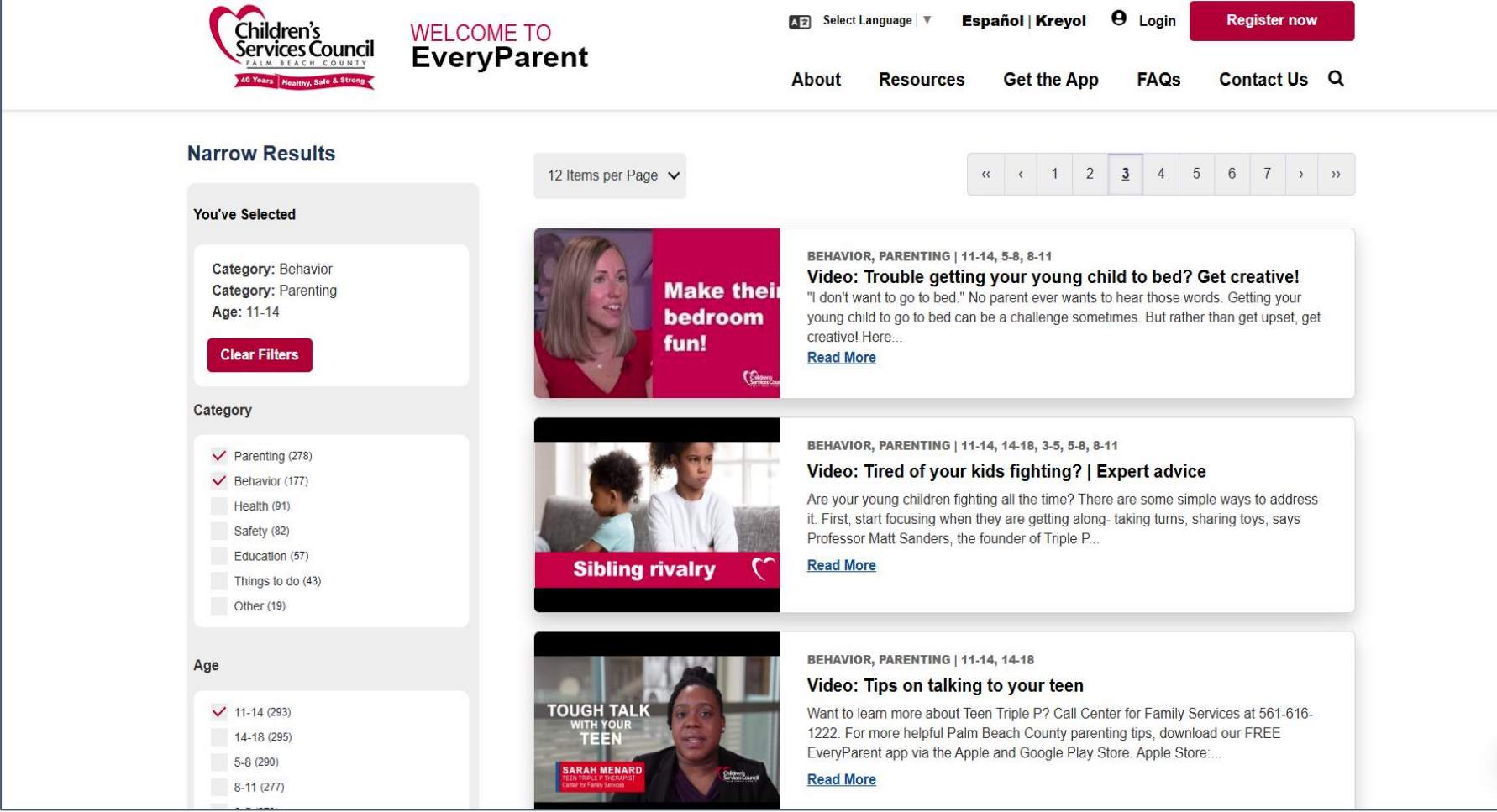
- Analyzed calls, emails, face-to-face discussions, social media messaging to identify topics parents care about.
- Divided content by ages (0-1, 1-3, 3-5, 5-8, 8-11, 11-14, 14-18).
- Divided content by topic (health, safety, education, parenting, behavior, things to do, other).
- Developed articles, blogs, video content.
- Hired cadre of content creators (writers, editors, photogs) to build the EveryParent “library.”
- Edited, uploaded and launched August 2017!



The Platforms: EveryParentPBC.org



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The screenshot shows the homepage of EveryParentPBC.org. At the top, there's a navigation bar with the Children's Services Council logo, a 'WELCOME TO EveryParent' message, and links for 'Select Language' (Español, Kreyol), 'Login', and 'Register now'. Below this is a menu with 'About', 'Resources', 'Get the App', 'FAQs', and 'Contact Us'. The main content area displays 'Narrow Results' for a search. On the left, there are filters for 'You've Selected' (Category: Behavior, Parenting; Age: 11-14), 'Category' (Parenting (278), Behavior (177), Health (91), Safety (82), Education (57), Things to do (43), Other (19)), and 'Age' (11-14 (293), 14-18 (295), 5-8 (290), 8-11 (277)). The search results show three items, each with a video thumbnail, a title, a description, and a 'Read More' link. The first item is 'Make their bedroom fun!' for ages 11-14, 5-8, 8-11. The second is 'Tired of your kids fighting? | Expert advice' for ages 11-14, 14-18, 3-5, 5-8, 8-11. The third is 'Tips on talking to your teen' for ages 11-14, 14-18.

Children's Services Council
PALM BEACH COUNTY
40 Years Healthy, Safe & Strong

WELCOME TO EveryParent

Select Language | **Español** | **Kreyol** | Login | **Register now**

About Resources Get the App FAQs Contact Us Q

Narrow Results

12 Items per Page ▾

« ‹ 1 2 **3** 4 5 6 7 › »

You've Selected

Category: Behavior
Category: Parenting
Age: 11-14

Clear Filters

Category

- ☒ Parenting (278)
- ☒ Behavior (177)
- ☐ Health (91)
- ☐ Safety (82)
- ☐ Education (57)
- ☐ Things to do (43)
- ☐ Other (19)

Age

- ☒ 11-14 (293)
- ☐ 14-18 (295)
- ☐ 5-8 (290)
- ☐ 8-11 (277)

BEHAVIOR, PARENTING | 11-14, 5-8, 8-11

Video: Trouble getting your young child to bed? Get creative!

"I don't want to go to bed." No parent ever wants to hear those words. Getting your young child to go to bed can be a challenge sometimes. But rather than get upset, get creative! Here...

[Read More](#)

BEHAVIOR, PARENTING | 11-14, 14-18, 3-5, 5-8, 8-11

Video: Tired of your kids fighting? | Expert advice

Are your young children fighting all the time? There are some simple ways to address it. First, start focusing when they are getting along- taking turns, sharing toys, says Professor Matt Sanders, the founder of Triple P...

[Read More](#)

BEHAVIOR, PARENTING | 11-14, 14-18

Video: Tips on talking to your teen

Want to learn more about Teen Triple P? Call Center for Family Services at 561-616-1222. For more helpful Palm Beach County parenting tips, download our FREE EveryParent app via the Apple and Google Play Store. Apple Store:...

[Read More](#)

The Platforms: EveryParentPBC.org



WELCOME TO EveryParent

Select Language | **Español | Kreyol** | Welcome Shana | My account | **Logout**

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BEHAVIOR | EDUCATION | PARENTING

Why is a strong foundation in reading crucial by third grade?

Posted Mar 15, 2020, 4:54 PM [Favorite this Story!](#)



Reading well by third grade is one of the most important predictors of high school graduation and career success, according to the national **Campaign for Grade-Level Reading**. Yet in Palm Beach County, nearly half of third-graders are not reading on grade level.

So why does third-grade reading matter?

During early school years, children focus on learning to read. But once children hit third grade, they begin reading to learn. That means if children can't read well, they will fall behind in other subjects — science, social studies and even math — that increasingly depend on word problems as well as math facts.

Without strong reading skills, children fall further and further behind, making catch-up that much harder as the years pass by.

READING TIPS

Your first step in raising a reader is to develop a love for reading. Here is advice from the **Literacy Coalition of Palm Beach County** to get you started:

- **GET CAUGHT READING:** By reading in front of your children, you set a good example and let them know you value reading.
- **TALK, TALK, TALK:** Talk to your infant, baby and child. Talk to them about books and stories, as well as everything else you encounter in daily life. Talk to them when grocery shopping, cooking, folding laundry, taking a walk. Point out colors, animals, vehicles. Discuss the weather, count out silverware. Tell stories and rhymes. The more words your children hear, the bigger their vocabulary and the better they'll perform in school.
- **READ, READ, READ:** Point out print everywhere — on street signs and cereal boxes, as well as in books. Make time to read with your children every day. It shows your entire family how to read with them and that you really do value reading.

Related resources

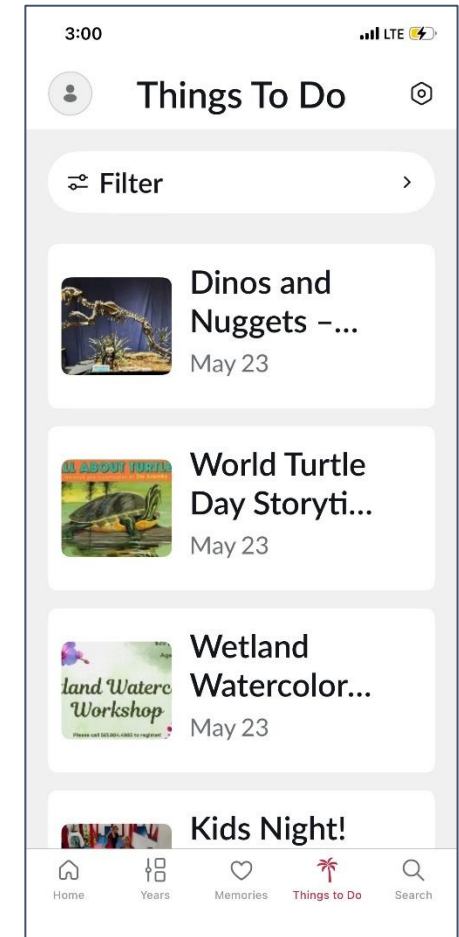
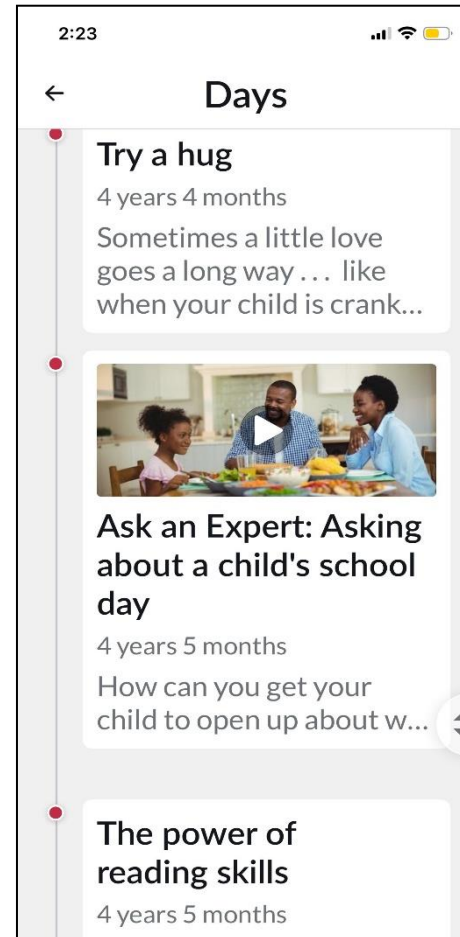
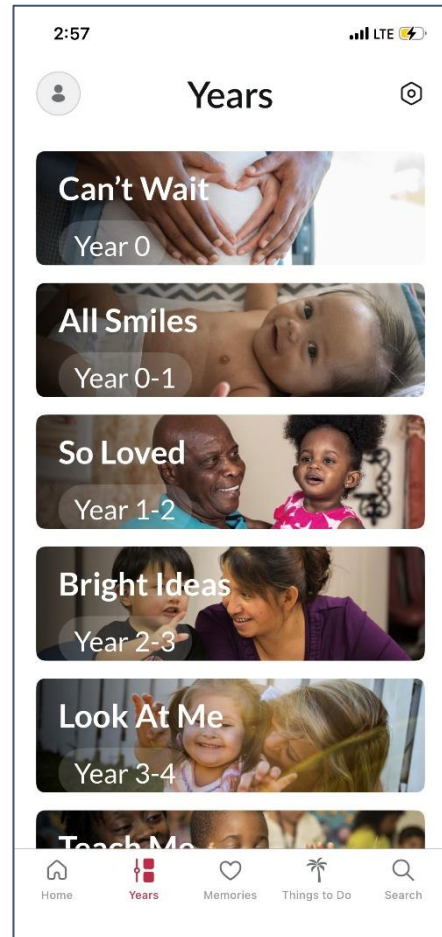
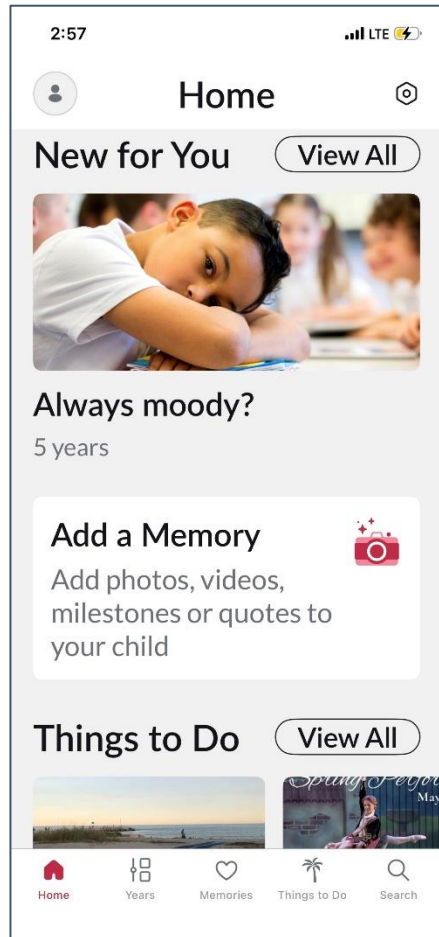
EDUCATION | Literacy Coalition of Palm Beach County
Countywide programs to promote literacy for children and adults.
☎ 561-376-8100
🌐 [Website](#)

EDUCATION | THINGS TO DO | Palm Beach County Library System
Children's Clubhouse — activities, story times, books, events and more.
☎ 561-325-2800
🌐 [Website](#)

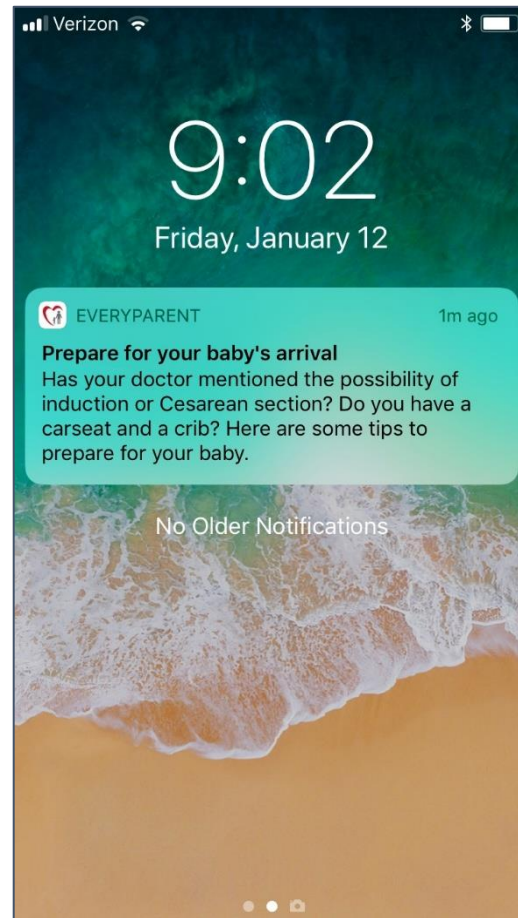
EDUCATION | PARENTING | THINGS TO DO | BRIDGES of Palm Beach County
Ten neighborhood hubs help parents raise children healthy, safe and strong.
☎ 561-766-7017
🌐 [Website](#)

EDUCATION | OTHER | SAFETY | School District of Palm Beach County
Foster care services — support for children in the foster-care system to achieve academic success.
☎ 561-434-1448
🌐 [Website](#)

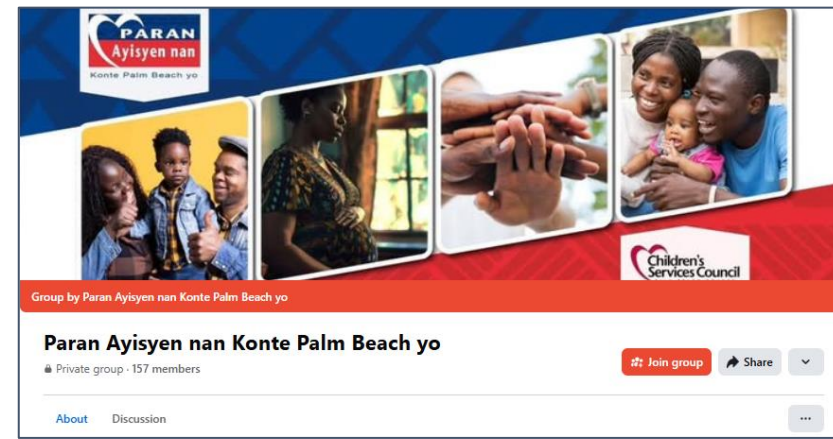
The Platforms: EveryParent Apps



The Platforms: EveryParent Apps



The Platforms: Social Media



The Platforms: Social Media



The Platforms: Social Media



Next Steps: AI Exploration

- **Spark content creation: Develop fresh content ideas**
- **Enhance findability: Help families find what they're looking for as quickly as possible**
- **Build a better bridge: Connect families to LOCAL programs and services they can trust**

Thank You!



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