

## Help Me Grow Washington Partner Messaging

The below brand statements or taglines should be used by partners and service providers when describing Help Me Grow Washington in specific counties and regions in Washington State.

### Messaging by Geography



**Coastal Region**  
*Parents and caregiver input Clallam, Jefferson, Grays Harbor and Pacific Counties.*

*in Harbor, In*

addition to the recommended “Helping the children healthy,” parents and caregivers in your region also indicated a preference for the following messages:

***“At some point, every parent has questions. We’re here to help when you need us.”***

- Note: In general, respondents found this message to convey Help Me Grow Washington’s mission very well. However, some service providers and Help Me Grow partners felt that this message was vague regarding what types of questions Help Me Grow is able to answer. “At some point” was also perceived by some as awkward or could minimize the struggles of parents.
- Recommendation: Further refine this message around the supports available in your region, such as: “At some point, every parent has questions about their child’s development. Help Me Grow Washington is here to help when you need us.”

***“Your family has options, we’re here to help you find them.”***

- Note: While respondents found this message to convey the mission of Help Me Grow Washington very well, some found “options” to be a bit vague or confusing, and others noted that not all families have multiple options when it comes to services.

- Recommendation: Further refine this message to communicate the options available in your region.

## **Northwest Region**

*Parents and caregiver input in Whatcom, Skagit, Snohomish, Island, and San Juan Counties.*

In addition to the recommended campaign message, “Helping the children you love grow up healthy,” parents and caregivers in your region also indicated a preference for the following message:

***“At some point, every parent has questions. We’re here to help when you need us.”***

- Note: In general, respondents found this message to convey Help Me Grow Washington’s mission very well. However, some service providers and Help Me Grow partners felt that this message was vague regarding what types of questions Help Me Grow is able to answer. “At some point” was also perceived by some as awkward or could minimize the struggles of parents.
- Recommendation: Further refine this message around the supports available in your region, such as: “At some point, every parent has questions about their child’s development. Help Me Grow Skagit County is here to help when you need us.”

## **South Puget Sound Region**

*Parent and caregiver input in Kitsap, Mason, Thurston, Pierce, and King Counties.*

In addition to the recommended campaign message, “Helping the children you love grow up healthy,” parents and caregivers in your region also indicated a preference for the following messages:

***“At some point, every parent has questions. We’re here to help when you need us.”***

- Note: In general, respondents found this message to convey Help Me Grow Washington’s mission very well. However, some service providers and Help Me Grow partners felt that this message was vague regarding what types of questions Help Me Grow is able to answer. “At some point” was also perceived by some as awkward or could minimize the struggles of parents.
- Recommendation: Further refine this message around the supports available in your region, such as: “At some point, every parent has questions about their child’s development. Help Me Grow Pierce County is here to help when you need us.”

***“Your family has options, we’re here to help you find them.”***

- Note: While respondents found this message to convey the mission of Help Me Grow Washington very well, some found “options” to be a bit vague or confusing, and others noted that not all families have multiple options when it comes to services.
- Recommendation: Further refine this message to communicate the options available in your region.

## **Pacific Cascade Region**

*Parents and caregiver input in Lewis, Wahkiakum, Cowlitz, Clark, and Skamania Counties.*

In addition to the recommended campaign message, “Helping the children you love grow up healthy,” parents and caregivers in your region also indicated a preference for the following message:

***“Your family has options, we’re here to help you find them.”***

- Note: While respondents found this message to convey the mission of Help Me Grow Washington very well, some found “options” to be a bit vague or confusing, and others noted that not all families have multiple options when it comes to services.
- Recommendation: Further refine this message to communicate the options available in your region.

## **North Central Region**

*Parents and caregiver input in Okanogan, Chelan, Douglas, and Grant Counties.*

In addition to the recommended campaign message, “Helping the children you love grow up healthy,” parents and caregivers in your region also indicated a preference for the following message:

***“At some point, every parent has questions. We’re here to help when you need us.”***

- Note: In general, respondents found this message to convey Help Me Grow Washington’s mission very well. However, some service providers and Help Me Grow partners felt that this message was vague regarding what types of questions Help Me Grow is able to answer. “At some point” was also perceived by some as awkward or could minimize the struggles of parents.
- Recommendation: Further refine this message around the supports available in your region, such as: “At some point, every parent has questions about their child’s development. Help Me Grow Washington is here to help when you need us.”

## **South Central Region**

*Parents and caregiver input in Kittitas, Yakima, Klickitat, and Benton Counties.*

In addition to the recommended campaign message, “Helping the children you love grow up healthy,” parents and caregivers in your region also indicated a preference for the following messages (in this order):

***“Your family has options, we’re here to help you find them.”***

- Note: While respondents found this message to convey the mission of Help Me Grow Washington very well, some found “options” to be a bit vague or confusing, and others noted that not all families have multiple options when it comes to services.

- Recommendation: Further refine this message to communicate the options available in your region.

***“At some point, every parent has questions. We’re here to help when you need us.”***

- Note: In general, respondents found this message to convey Help Me Grow Washington’s mission very well. However, some service providers and Help Me Grow partners felt that this message was vague regarding what types of questions Help Me Grow is able to answer. “At some point” was also perceived by some as awkward or could minimize the struggles of parents.
- Recommendation: Further refine this message around the supports available in your region, such as: “At some point, every parent has questions about their child’s development. Help Me Grow Central Washington is here to help when you need us.”

## **Northeast Region**

*Parents and caregiver input in Ferry, Stevens, Pend Orielle, Lincoln, and Spokane Counties.*

In addition to the recommended campaign message, “Helping the children you love grow up healthy,” parents and caregivers in your region also indicated a **strong preference** for the following message:

***“At some point, every parent has questions. We’re here to help when you need us.”***

- Note: In general, respondents found this message to convey Help Me Grow Washington’s mission very well. However, some service providers and Help Me Grow partners felt that this message was vague regarding what types of questions Help Me Grow is able to answer. “At some point” was also perceived by some as awkward or could minimize the struggles of parents.
- Recommendation: Further refine this message around the supports available in your region, such as: “At some point, every parent has questions about their child’s development. Help Me Grow Washington is here to help when you need us.”

## **Southeast Region**

*Parents and caregiver input in Adams, Whitman, Columbia, Garfield, and Asotin Counties.*

In addition to the recommended campaign message, “Helping the children you love grow up healthy,” parents and caregivers in your region also indicated a preference for the following messages (in this order):

***“At some point, every parent has questions. We’re here to help when you need us.”***

- Note: In general, respondents found this message to convey Help Me Grow Washington’s mission very well. However, some service providers and Help Me Grow partners felt that this message was vague regarding what types of questions Help Me Grow is able to answer. “At some point” was also perceived by some as awkward or could minimize the struggles of parents.

- Recommendation: Further refine this message around the supports available in your region, such as: “At some point, every parent has questions about their child’s development. Help Me Grow Washington is here to help when you need us.”

***“Your family has options, we’re here to help you find them.”***

- Note: While respondents found this message to convey the mission of Help Me Grow Washington very well, some found “options” to be a bit vague or confusing, and others noted that not all families have multiple options when it comes to services.
- Recommendation: Further refine this message to communicate the options available in your region.

***“Talk with a Family Resource Navigator to find support and resources to help the children you love grow up healthy.”***

- Note: In general, respondents found this message to convey Help Me Grow Washington’s mission well. However, some parents and caregivers weren’t familiar with what a “Resource Navigator” is and recommended simpler terms to make the message clearer. The original message also included the word “thrive,” which was revised based on survey input.
- Recommendation: Pair this campaign with resources and information about the resource navigator role, and how families can access this individualized support.