



Help Me Grow Washington Universal Messaging

Messaging Checklist

When crafting messaging for Help Me Grow Washington communications or marketing, double check to make sure it achieves the following recommendations from families and caregivers in Washington State.

Messaging should:

- Be localized to the region whenever possible (*see Regional Insights in Partner Messaging*).
- Use clear, specific, detailed language that is easy to understand. Avoid vague or abstract language (examples: words like “many,” “most,” “soon”) or statements that are generalized.
 - Abstract example: We provide many resources for a healthy pregnancy.
 - Concrete example: Our clinic in Hilltop Tacoma provides free or low-cost health insurance, breastfeeding support, and childbirth classes for parents who are expecting.
- Emphasize families and children while being inclusive of non-parental caretakers and providers.
- Use positive, empowering language that recognizes that parents and caregivers are in control and responsible for their family, and active in decisions about their child’s health.
- Avoid words like “your children” or exclusively messaging to “parents,” as the individuals accessing resources may not be parents or may not be the parents of the children they’re caring for.
- Avoid over-promises that sound gimmicky or too good to be true, like “one-stop-shop.”
- Use words like:
 - Child/Children
 - Family
 - Support
 - Help
 - Health
 - Growth
 - Development (Note: “Development” resonates more with families and caregivers than with service providers.)
- Recognize the systemic and societal barriers to opportunity, and that some families are working to meet basic needs. Avoid words like:
 - Thrive
 - Flourish

Unifying Description of Help Me Grow Washington

The below brand statements or taglines should be used when describing Help Me Grow Washington to a universal or general audience.

“Connecting families with local support to help children grow up healthy.”

“Help Me Grow WA connects families with local support so that children grow up healthy.”