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Title: Successful Partnerships with School Districts and Early Childhood Education Facilities to Reach Families with Young Children

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Abstract

Rational: According to the CDC annual survey of Pediatric and Pregnancy Nutrition Surveillance, almost 60% women become pregnant again after a giving birth.

Method: The Benton County Study Location (BCSL) for the National Children's Study (NCS), partners with school districts and early childhood education facilities such as daycare centers and preschools to communicate information about the NCS to a primary target audience of families with young children.

Successfully reaching this audience required relationship building between the NCS BCSL and each facility prior to requesting for information to be sent home with students. We prioritized by first identifying segment-eligible daycare centers, preschools, and elementary schools followed by feeder child education facilities and finally, other facilities that were not in segments but near segments.

We initially engaged the highest level of leadership by soliciting support of the Study from principals and superintendents. We then introduced the Study to staff through in-person meetings, during which teachers were asked to send home the General Information letter in English and Spanish with each of their students. We also conveniently packaged the exact number of letters needed per classroom and presented each teacher with a NCS gift.

Results: In four months, more than 15,000 families have received information about the NCS in their child's backpack for a cost of less than \$500. The NCS Benton County Study Location has developed strong relationships with local schools and childcare facilities that will aid in participant recruitment and retention.