



# 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?

Do you want to target a specific age group and/or location by zip code?

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?

