



## Campaign Overview



# CAMPAIGN OVERVIEW

**Moments Together** is led by the State of New Mexico Early Childhood Education and Care Department.

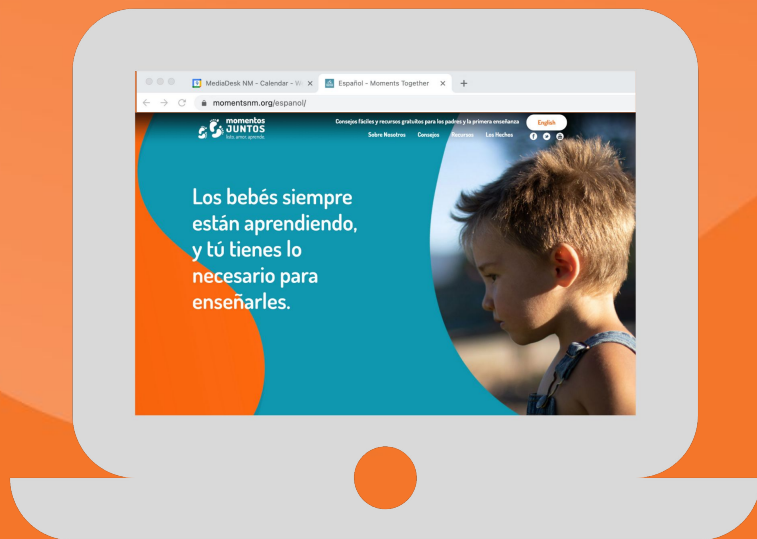


The campaign is co-created by:

- MediaDesk
- New Mexico PBS
- United Way of Central New Mexico
- UNM Family Development Program

The initial phases of the campaign were funded by a Preschool Development - Birth to 5 grant from the U.S. Department of Health and Human Services to the state of New Mexico.

And not just Moments Together ...  
**pero también Momentos Juntos**



... with possibility of expanding to additional languages in future phases.

# INFORMING, SUPPORTING, AND INSPIRING PARENTS AND CAREGIVERS

Moments Together promotes high-quality early learning experiences by:

- **Informing** parents and caregivers of the importance of early learning experiences.
- **Supporting** parents and caregivers with tools, resources, and information about early learning programs.
- **Inspiring** parents and caregivers with the power of play.



# Key Audiences - Phase I

**Audience 1:** Parents of 0-2 year olds within New Mexico, including expectant parents

**Audience 2:** Non-parental caregivers to 0-2 year olds within New Mexico

**Audience 3:** Parents of 3-5 year olds within New Mexico

**Audience 4:** Non-parental caregivers to 3-5 year olds within New Mexico



# Seven Simple Actions:

1

Sing with Me



2

Share Stories with Me



3

Talk with Me



4

Smile with Me



5

Dance with Me



6

Play with Me



7

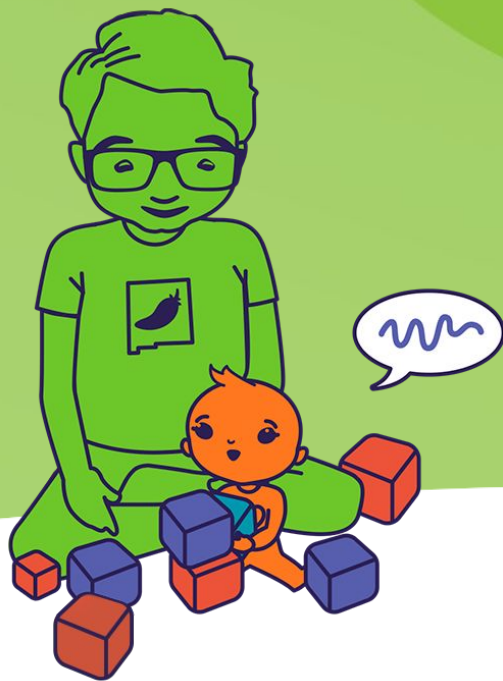
Snuggle with Me



Moments Together is here to help parents and caregivers alike do more with the moments they already share with their young ones.

These simple moments together are opportunities for young children to discover something new.

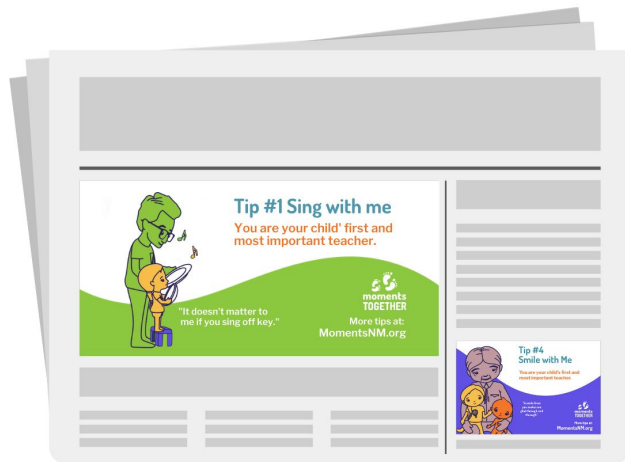
# Moments Together Characters (and Family)



# Reaching New Mexico Families

## Paid Media

- Television, Newspaper, and Radio Advertising
- Billboards across New Mexico
- Targeted Digital/Web Advertisements
- Social Media Advertising



## Organic Outreach

- Earned Media on TV and in Print
- Collaboration with Early Childhood Professionals and Networks
- Print Materials and Promotional Products
- Participation in NM Safe Sleep Program

# Moments Together Animations



# MomentsNM.org

These are especially important:



Sing with me:

It doesn't matter to me if you sing off-key.

Visit [MomentsNM.org](https://momentsnm.org)

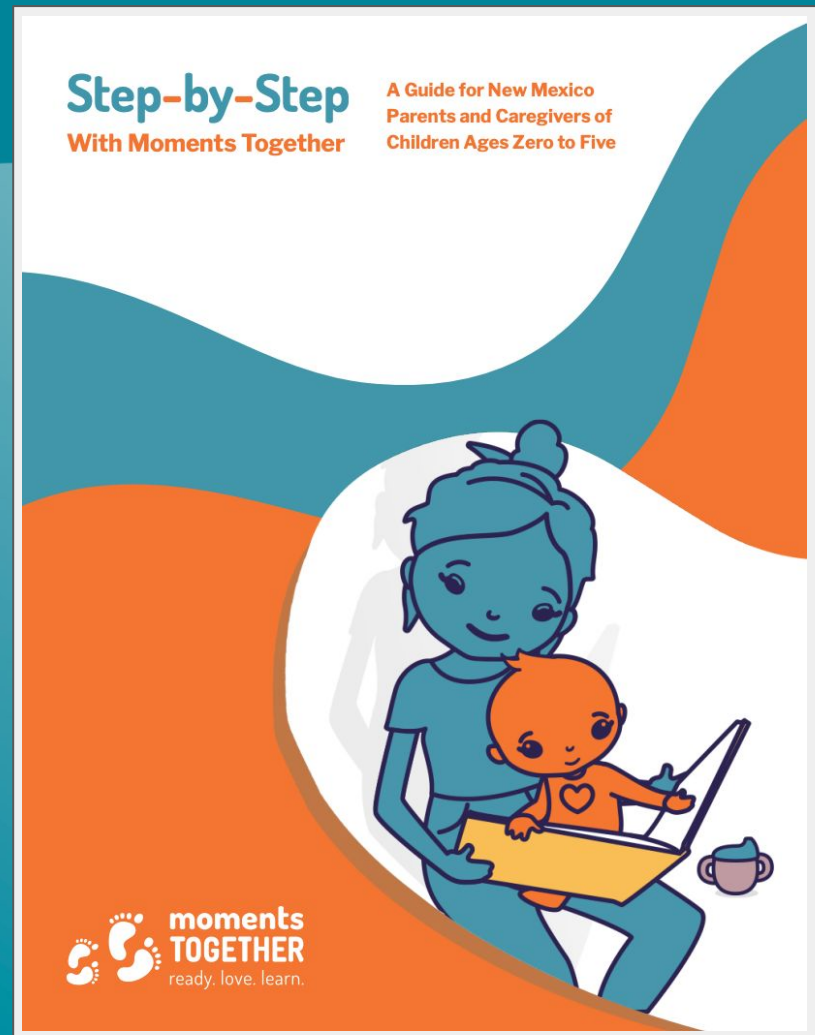


Download your step-  
by-step guide

# Moments Together Step-by-Step Guide

This step-by-step guide suggests seven simple steps for parents to create learning moments with their child. It is the signature item of Moments Together. It is a simple resource that can remind parents that actions like playing, singing, dancing, reading, snuggling, and talking are incredible learning and brain-building activities for their young children.

[Link to step-by-step guide.](#)



# Bright By Text

Moments Together partnered with New Mexico PBS to offer a free texting service that delivers actionable information from trusted early childhood experts to parents and caregivers of young children. The expert tips and activities help support healthy child development and build strong, resilient families.

Texting is available in both English and Spanish.

Here's how to sign up:

**Text PLAY to 274-448**



## Moments Together Print Materials

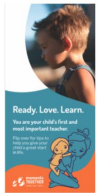


Print materials are a great resource to spread the word about Moments Together. There is a flyer, brochure, rack card, and step-by-step guide available for distribution that describe the mission of the campaign and list the tips and resources. When visiting families, give them an overview of the Moments Together, and leave one of the print items behind.



### Flyer (Download)

This flyer gives an overview of Moments Together and assures parents and caregivers of the resources available to guide them in nurturing their children.



### Rack Card (Download)

This rack card gives an overview of Moments Together and also provides 7 steps that parents and caregivers can incorporate into their time with their little ones to create learning opportunities.



### Tri-Fold Brochure (Download)

This brochure helps families learn about Moments Together and also suggests the 7 action items for parents to create learning moments with their young children.

[momentsnm.org](http://momentsnm.org)  
Questions? Email: [momentstogether@mediadesknm.com](mailto:momentstogether@mediadesknm.com)

# Moments Together Ambassador Toolkit

This Ambassador Toolkit is a tool for trusted messengers to encourage families to utilize Moments Together. The kit has an overview of the campaign, talking points, downloadable print items, social media graphics and videos, and a description of the free texting service. As a living document, the toolkit will be updated regularly with new content materials.

[Link to Ambassador Toolkit.](#)

# Highlights from Moments Together

## AUG 2020 - DEC 2020

### Campaign received international recognition

Moments Together awarded a Gold Davey

### Over 4.5 million campaign impressions

Across TV, radio, digital, and social media

### 25,000+ website visits this quarter alone

### Over 25 focus groups with NM parents and caregivers across NM

Two series: Pre-campaign launch and mid-campaign

### More than 700 Step-by-step Guides downloaded

### Over 7,500 print and promotion materials distributed across NM



# Thank you!



NEW MEXICO

**Early Childhood**

Education & Care Department

