

Directors Exchange Network

Date: July 21, 2021



**Presenter: Debi Anderson,
Program Manager, Community Outreach**




Head Start Regional TTA Network

Communication - Resources

<https://eclkc.ohs.acf.hhs.gov/browse/keyword/communication>

 U.S. Department of Health & Human Services >  Administration for Children & Families Contact Us 1-866-763-6481 Español

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Communication - Resources

Supporting Positive Family Responsiveness to Children's Communication

This Home Visiting webinar discusses the importance of understanding that all behavior has meaning. Explore how children use behavior to communicate their wants, needs, intentions, and emotions.

Head Start Regional TTA Network

Keyword

- ☐ Communication (10)
- ☐ Collaboration (1)
- ☐ Conflict resolution (1)
- ☐ Consultants (1)



GRANTEE HIGHLIGHT



Why Choose a Vendor

- Time consuming
- Professional ad development experience in social media
- Data collection
- Monthly meetings
- Change messaging in real time
- Outfront Media & LA Times Social Media



Virtual Mechanisms

- Geofencing (Outfront Media & LA Times)
- QR codes (LACOE & Delegate Agency flyers, posters, brochures)
- Electronic LACOE program referral Form
- ChildPlus online application
- PreKKid.org (Direct traffic to web site)
- Mobile phone advertising



Mobile Phone

Social Media



Social Media Platforms & Google

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- Social Media (LACOE & LA TIMES)
- Data collection via analytics
 - Audience Behavior
 - Gender, Age, Language
 - Conversions
- Programmatic displays (retargeting)
- Google Paid Search - Key Words, Search Engine Optimization



Los Angeles County
Office of Education

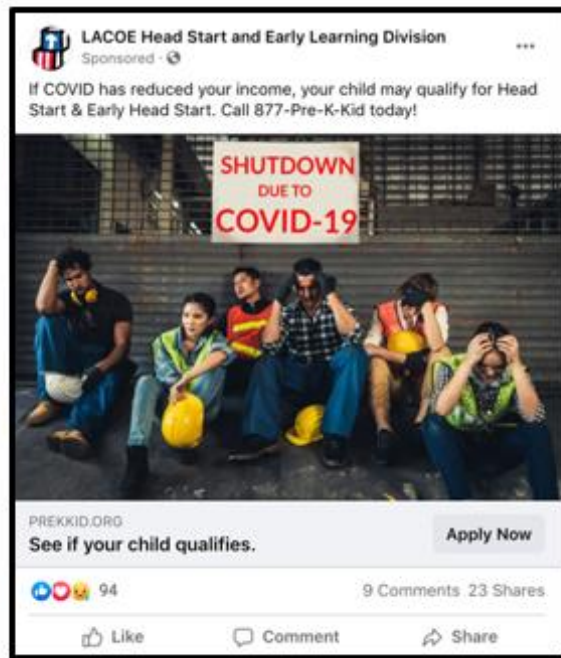
Downloaded from <http://ajph.org/> on November 10, 2015



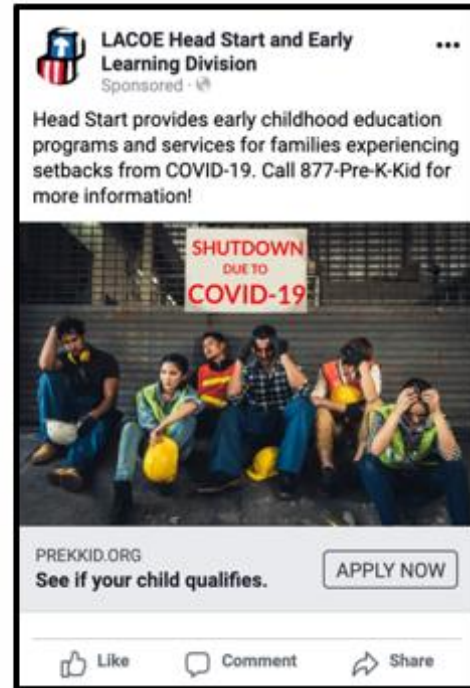
Keyword
child education
preschool
head start programs
Head start program
preschool program
head start program
google
preschools
preschool education
free preschool
pre k
head start
pre k near me

Data Informed Decisions- Real Time Changes

Newly Eligible Families (Target)

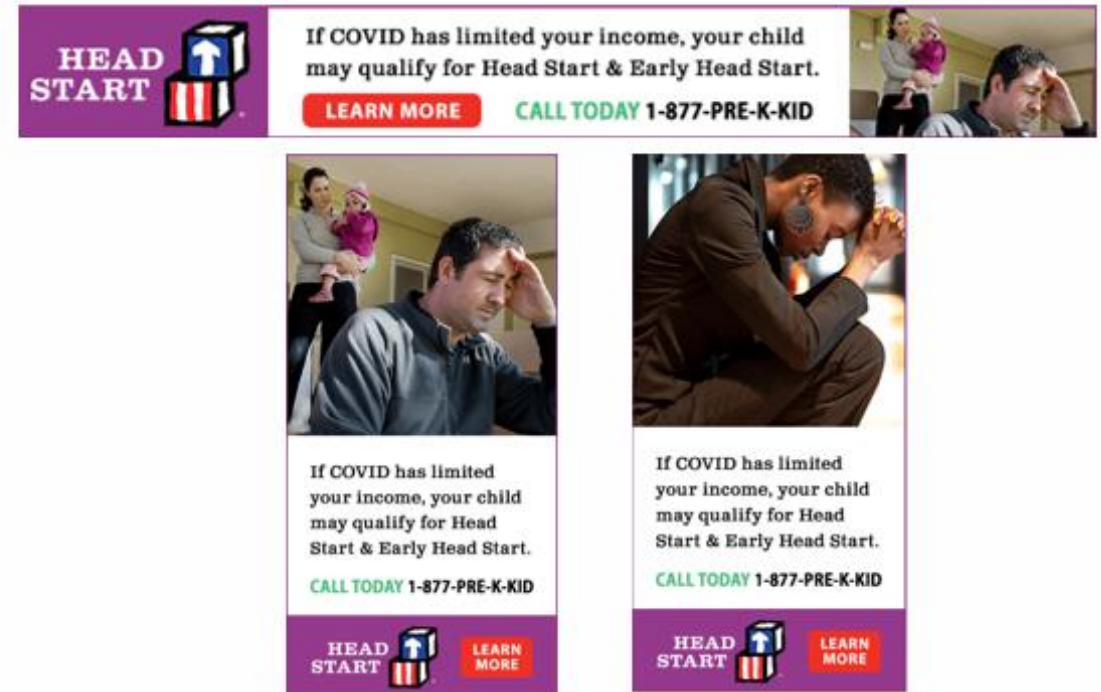


Newly Eligible Ad



Newly Eligible Ad- Revised

Newly Eligible Families (Retarget)



Newly Eligible Ad – Retargeting Carousel



Contact Information

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For more information, go to: www.prekkid.org
Follow us on social media!

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QUESTIONS