smartparent

Program and Promotion Guide

British Columbia

What is SmartParent?

SmartParent is a Canadian prenatal and parenting support program that provides trustworthy information via text messaging to help guide parents through pregnancy and their baby's first year of life. Our content is current, evidence-based, and has been developed by maternal and child health experts. The messages suggest topics for parents to discuss with healthcare providers and link them to resources and services available online and in their own community. SmartParent is endorsed by the **Society of Obstetricians and Gynaecologists of Canada (SOGC)**.

This guide includes enrollment information about SmartParent and ready-to-post social media content to help you promote SmartParent through your social media channels. We appreciate your support in spreading the word about SmartParent!

Enrollment Guide

1) Encourage enrollment with one easy step. Clients can text the keyword **SmartParent** to **12323** to enroll.

2) SmartParent will not charge to sign up or to receive program text messages. However, standard message and data rates may apply. Depending on the client's phone plan with their mobile phone service provider (e.g. Bell, Rogers, Telus), they may be charged for: 1) text messages received from/sent to SmartParent, and/or 2) data usage if they click any web links in the SmartParent text messages while not connected to WiFi.

Enroll by PHONE - via SMS

1. Clients can text **SmartParent** or their health authority keyword (FRASER, ISLAND, NORTHERN or VCH) to **12323**.
2. Click the link in the text message reply to go to the SmartParent web enrollment page to select their region, accept the terms and complete their profile.
3. Click **Submit**

Enroll ONLINE - via the SmartParent website

1. Clients can go to www.smartparentcanada.ca and click **Enroll Now**.
2. Select **British Columbia** for their province.
3. Read and accept the Terms of Consent.
4. Click the **Enroll** button.
5. Complete profile and click **Submit**.

Social Media

Please find below some examples for captions and a link to downloadable graphics. Please follow and tag SmartParent:

Facebook: @smartparentcanada
Instagram: @smartparentcanada

Find downloadable social media graphics here:
SmartParent Social Media Graphics

Sample captions:

Are you expecting or are a new parent? Overwhelmed by all the different information & advice? SmartParent can help! Get info you can trust to guide you through pregnancy and your baby's first year of life. Sign up for free today: www.smartparentcanada.ca
SmartParent is Canada's first pregnancy and parenting education program delivered by text messaging. Sign up by texting SMARTPARENT to 12323 to receive evidence-based resources and tips tailored to each week of your pregnancy and your baby's first year of life! www.smartparentcanada.ca
SmartParent is Canada's first pregnancy and parenting education program delivered by text messaging. Expecting and new parents can get evidence-based resources to support healthy pregnancy and transition into parenthood. Text SMARTPARENT to 12323 to sign up today! www.smartparentcanada.ca

Contact Us

If you have any questions or feedback about this guide or the SmartParent program, please contact us:

Email: contact@smartparentcanada.ca
Website: www.smartparentcanada.ca