



ParentPowered Personalized Learning

Why ParentPowered Personalized Learning?

Early screening is a vital way to support healthy growth. After the screener is complete, you want families to have the information they need to act on the results. That's why organizations that provide the Ages & Stages Questionnaires®, Third Edition (ASQ®-3) give their families ParentPowered Personalized Learning.

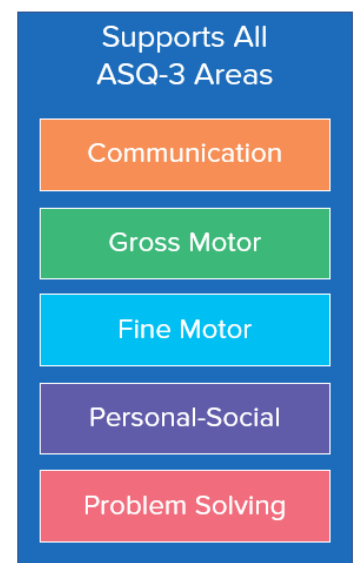
The ParentPowered approach sends families specific insights and actionable ideas for teachable moments in everyday life via text message — the most equitable way to reach every family.

The ParentPowered Personalized Learning whole child curriculum uses ASQ-3 screener results to individualize the program to the child and is aligned to the ASQ-3 framework.

*Research shows this approach can increase child learning by more than 2–3 months**

How does it work?

- 1 You provide ParentPowered with the child's name and age, a family phone number, and their screener results through a secure data transfer system.
- 2 Based on the screener results, ParentPowered creates a custom messaging program tailored to the child's specific developmental needs.
- 3 ParentPowered sends the family a week of orientation messages, including a reminder about the purpose of ASQ-3, and sharing results from their child's most recent screening.
- 4 If a child may need further assessment, ParentPowered uses your existing referral process to connect families to a live person for support.
- 5 Each week families receive 3 weekly text messages. They are personalized to the child's screener results and cycle through all ASQ-3 areas.



Ages & Stages Questionnaires® and ASQ® are registered trademarks of Paul H. Brookes Publishing Co., Inc. www.agesandstages.com

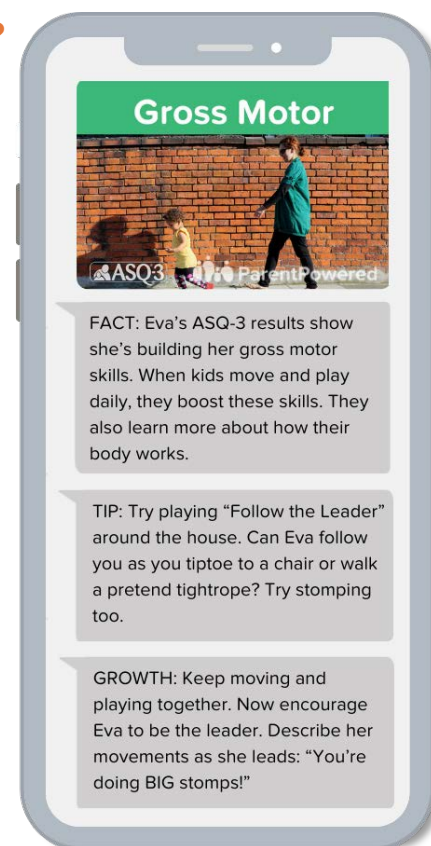
* Doss, Fahle, Loeb & York, 2018

www.parentpowered.com/personalized-learning

How does ParentPowered personalize the curriculum?

ParentPowered curates a whole child curriculum based on the child's ASQ-3 screener results.

When screener results indicate that, in a given area, the child is...	Families receive...
Above the Cutoff	Fun hands-on activities to strengthen these abilities and build skills to come in this area.
Close to the Cutoff	Fun everyday activities that support targeted developmental milestones within this area.
Below the Cutoff	Activities that support parenting practices within that area. These messages focus on parental modeling and self-care, and do not require any response from the child. Families also receive regular reminders about how to connect with a live person for support and further assessment.



How does the program grow with families over time?

At the end of the program, families can receive a link to the next ASQ-3 screening, with a reminder that filling it out will allow us to continue sending messages based on their child's most up-to-date results. Their new results become the basis for another personalized program, beginning the following week.

If new screening results are not yet available, or if you choose not to screen children at every interval, the child's previous results become the basis for a new personalized program for the next screening. For example, if a family's 54-month program comes to an end and they have not yet completed the 60-month screening, we apply the area-level results from the 54-month screening to personalize the 60-month program.

If a new screening is completed for a child at any point during the program, we create a new personalized program based on these results and begin with the introductory week of that program the following Monday.

What about other early childhood screeners or assessments?

Are you interested in personalizing ParentPowered based on results from a different assessment or screening that your organization administers? Contact us to learn more.