



Text Messaging Campaign

The messages below model how the recommended framing strategies can be used in a text messaging campaign to introduce information, link to longer messages or invite people to take action on an issue related to early childhood development.



Brain Architecture

Strong brains are like strong houses: They are built on a solid foundation, with quality materials, and made to last. Text BRAIN to [#####] to see how you can be part of the effort to give young children a foundation that will last a lifetime.

It takes a talented team of builders to help babies build sturdy brains that can last a lifetime. Ready to join the team? Text BRAIN to [#####] to learn what you can do to be a brain-builder.



Born to Learn

All babies are born ready to learn. High-quality learning opportunities from day one help build healthy brains for a lifetime. To find out how you can be a brain-builder, text READY to [#####].

Children are born to learn. From the day we are born, our brains crave stimulation to build the neural connections we need to think, speak, play and work. Text READY to [#####] to learn how to help the babies in your life learn well.



Circle of Responsibility

Babies grow best when surrounded by supportive care – quality early learning, good nutrition, safe communities and health care – and we are all part of this circle of responsibility. Text CENTER to [#####] to learn how Kenya is keeping children at the center of all we do.

Children are at the center of our society and our future. And the rest of us are part of a circle of responsibility that must make sure they grow up strong and healthy. Text CENTER to [#####] to learn how you can help make the circle stronger.



Early Means Early

Children need supportive learning environments early in life to build strong brains. And 'early' means EARLY. From birth to age 5, children's brains develop rapidly. To see how you can help support our youngest generation, text EARLY to [#####].

To catch the sunrise, you can't sleep until noon. Children's earliest years set the stage for the rest of their lives, so we need to make those years count. Early means EARLY. From birth to age 5, children need quality learning and care. Text EARLY to [#####] to find out more.