



**moments**  
**TOGETHER**  
ready. love. learn.

## Campaign Overview & Resources



# CAMPAIGN OVERVIEW

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

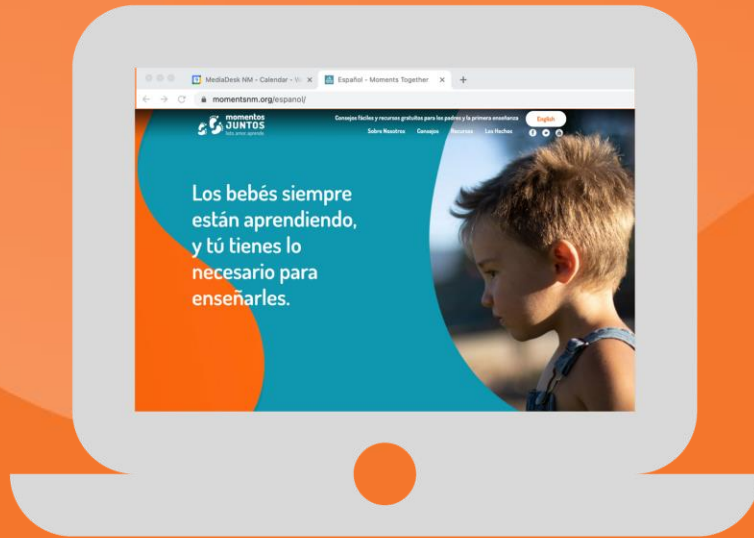


The campaign is supported by:

- MediaDesk
- New Mexico PBS
- United Way of Central New Mexico
- UNM Family Development Program
- Cradle to Career Policy Institute

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 New Mexico parents and caregivers

Moments Together promotes high-quality early learning experiences by:

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



# Campaign Highlights

- Since November 2020, advertising made over **60 million** impressions across social media, television and billboards.
- Since launching, [MomentsNM.org](https://www.momentsnm.org) has had nearly **172,000** page views.
- The English and Spanish **step-by-step guide** has been downloaded nearly **2,000** times since it was added to the Moments Together website.



# 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



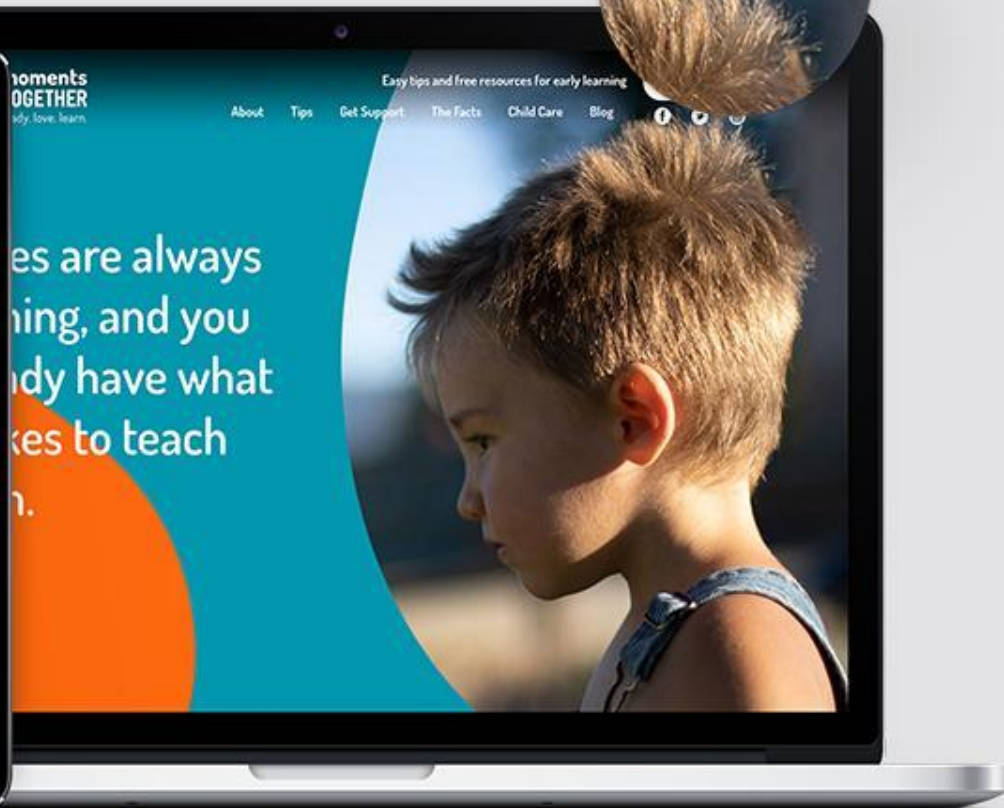
Moments Together is here to support New Mexico families.

We help caregivers make the most of the moments they already share with their little ones – creating opportunities for families to learn, grow, and have fun!

# Moments Together Offers Families Various Resources:

- MomentsNM.org
- Moments Together Step-by-Step Guide
- Moments Together Blogs
- Bright by Text
- Swag and Print Materials (More Coming Soon!)

# MomentsNM.org



Visit MomentsNM.org



## Blog



# 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.](#)

## Step-by-Step With Moments Together

A Guide for New Mexico  
Parents and Caregivers of  
Children Ages Zero to Five



# 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**



And  
Soon...  
Swag!



# Moments Together Print Materials

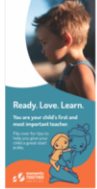


Print materials are a great resource to spread the word about Moments Together. There is a flyer, brochure, rack card, and step-by-step guide available for distribution that describe the mission of the campaign and list the tips and resources. When visiting families, give them an overview of the Moments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



## Child Care Providers

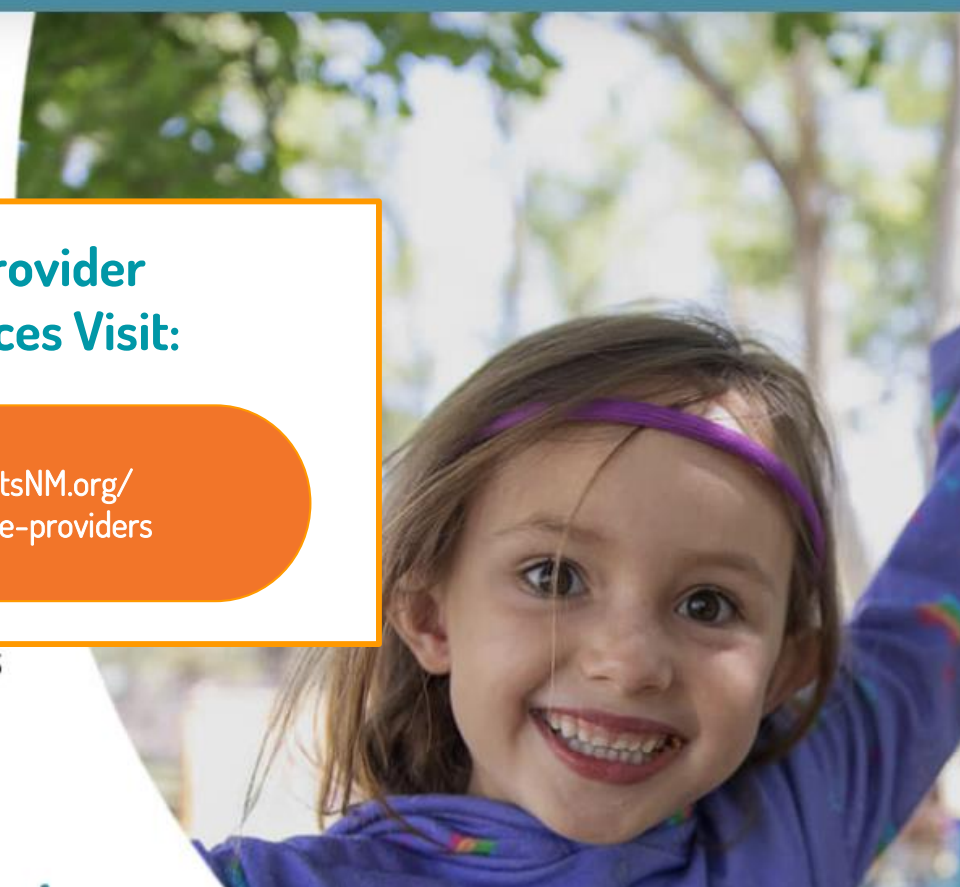
### First things first:

Thank you for your work  
New Mexico's young children

Moments Together adds our  
chorus, sending our utmost  
recognition of the critical work that you do as  
an early childhood care provider. You change  
lives (and **shape brains!**) every single day.

For Provider  
Resources Visit:

[MomentsNM.org/  
child-care-providers](https://momentsnm.org/child-care-providers)



# Thank you!



NEW MEXICO  
**Early Childhood**  
Education & Care Department



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Got Questions?

[MomentsTogether@mediadesknm.com](mailto:MomentsTogether@mediadesknm.com)