

## CNY Diaper Bank and Help Me Grow Sticker Campaign

### Pilot Objective

The Maxwell X Lab partnered with the CNY Diaper Bank and Help Me Grow to test if a sticker campaign using behaviorally informed messaging might encourage parents to reach out to Help Me Grow via text messages to connect for social services, and, ultimately, to increase developmental screenings.

### Pilot Description

The intervention design process ran from February to March 2021. The Maxwell X Lab collaborated with the ECA project team and a local parent group to generate and test different behaviorally informed messages and sticker designs. At the end of this process, we developed the message, “Life is a lot right now - we get it! We can help. Text HMG to 315-549-2346 for one-on-one support.” The sticker’s colors were set to match Help Me Grow branding, and we added details that were meant to set a family-friendly tone. See Figure 1.

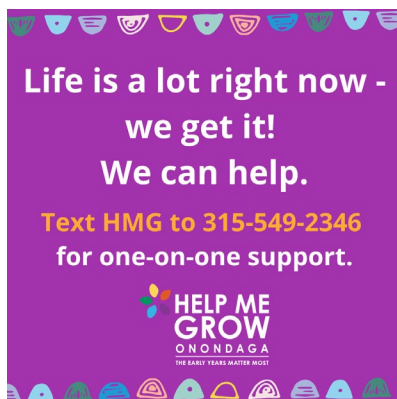


Figure 1. Sticker Design

We ran the pilot from April 14<sup>th</sup> to July 14<sup>th</sup>, 2021. CNY Diaper Bank staff and volunteers applied 500 stickers onto the lid of the formula cans as they were requested by CNY Diaper Bank partners. The formula cans were then delivered to partner organizations for distribution to families. Before the stickers went into the field, we worked with Help Me Grow staff to procure texting software to record and track communication data. Once the stickers were distributed, we communicated with Help Me Grow staff to receive updates on the number of texts received and with the CNY Diaper Bank to track sticker distribution.

## Outcomes

We were interested in understanding if the stickers and text messaging might replace current 2-1-1 users or create new connections. Our results suggest that the stickers were highly ineffective in generating text messages for Help Me Grow services. During the pilot period, Help Me Grow received

### 2-1-1 Calls from January to June 2021

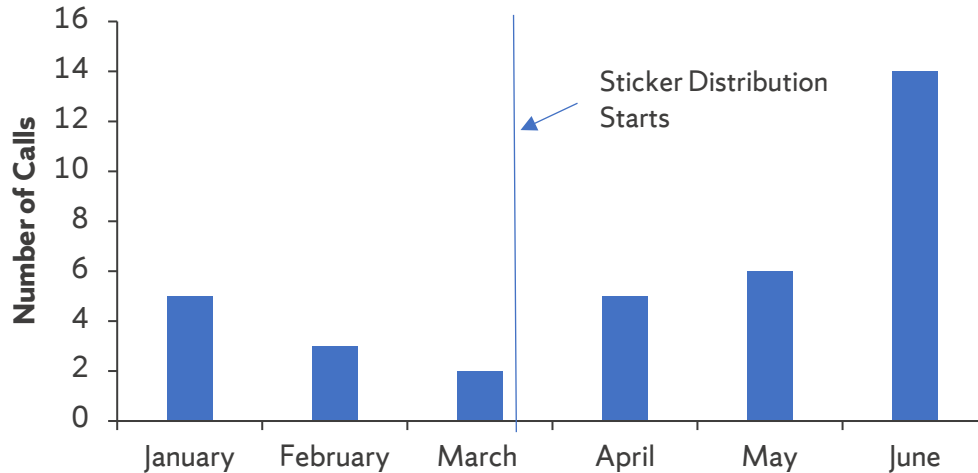


Figure 2. 211 Calls from January to June 2021.

only two text messages in response to the sticker distribution. Interestingly, 2-1-1 call volume changed during the pilot period, as shown in Figure 2. While it seems highly unlikely that the 2-1-1 call volume increase and the sticker campaign are related, it is interesting that the 2-1-1 call volume increased so dramatically during June. This could be a seasonal effect or the start of a new trend in 2-1-1 call volume as word-of-mouth about the program has reached a critical threshold. Given the short data series, it could also be an anomalous month.

## Next Steps

While the sticker campaign was not successful, we are very interested in continuing our partnership to drive people to Help Me Grow. We imagine this could take several forms, including a brainstorming session on the potential reasons behind the uptick in 2-1-1 calls and possible alternative interventions, which could include a new messaging strategy with different stickers or a different distribution system, such as having distribution partners give CNY Diaper Bank clients the stickers personally and asking them to wear them and consider texting. Additionally, recent evidence in the literature suggests that having distribution partners message recipients following their CNY Diaper Bank visit might be successful. We recognize that none of these options may be of interest or viable, but we would welcome the opportunity to discuss some ideas further.