



Implementation and Impact of the NYS Parent Portal Mobile App

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Background

The Council on Children and Families (CCF) coordinates New York's health, education and human services systems to provide more effective care for children and families. Through the Preschool Development Birth Through Five grant (NYSB5), CCF has been able to support work toward all young children being healthy while learning and thriving in families that are connected to services and resources essential to successful early childhood development. In order to support and expand on parent choice and knowledge the Parent Portal and Talking is Teaching Media Campaign were implemented.

Objective

NYS Parent Portal mobile app was created to provide accessible, reliable, and free resources and information to parents and caregivers.

Target Population

The population this initiative strives to reach consists of parents living in low-income communities, parents who speak a language other than English, young first-time parents, and caregivers with children ages birth through five years old in New York.

NYS Parent Portal

As CCF supports expanding parent choice and knowledge in NYS they were able to create a one-stop, user friendly digital resource that houses information on parenting, childcare options, concerns about child development navigating multiple service systems, and tips for encouraging consistent school attendance at a young age. Information included on the Parent Portal is also linked to resources from state partner agencies such as the NYS Office of Children and Family Services (OCFS), the NYS Office of Mental Health (OMH), the NYS Education Department (NYSED), the NYS Department of Health (DOH), the NYS Office for Temporary and Disability Assistance (OTDA) and the NYS Parenting Education Partnership (NYSPEP). Having resources from partner agencies gives CCF the ability to provide parents and caregivers updated evidence-based information.

Talking is Teaching Media Campaign

CCF adopted Talking is Teaching marketing materials from a campaign *Too Small to Fail*, an initiative of the Clinton Foundation. A new call to action prompted on Talking is Teaching posters connected to less out of home mediums, more digital media advertisements, and new languages encompassed the campaign. The posters were encouraging parents to download the NYS Parent Portal mobile app.

Methods

In **flight 1** of the Media campaign (10/26/2020-12/30/2020) **Out Of Home Mediums (OOH)** used were billboards, buses, hair and nail salons, convenient stores, laundromats, NYC subway cars, mall banners, elevator wraps, and doctor's offices. **Digital mediums** used were display banners, social media, Google search engine, and TV commercials.

In **flight 2** of the Media campaign (1/20/2021-2/28/2021) **Out Of Home Mediums (OOH)** used were bulletins, posters, buses, convenient stores, laundromats, and a digital wallscape in Washington Heights, NYC. **Digital mediums** used were display banners, high-impact banners, social media, and direct app-install.

Performance by Channel evaluation

	Flight 1		Flight 2	
Channel	# Impressions	# Clicks	# Impressions	# Clicks
App Install	3,083,010	48,281	5,993,549	115,765
Banner	29,920,153	57,592	17,783,243	20,953
Social Media	233,117	18,718	13,412,652	89,589
Search	12,991,320	77,976	-	-
Totals	46,227,600	202,567	37,189,444	226,307

Data was generated by OpAD Media Solutions a marketing company.

Parent Portal Mobile App Install Results

Mobile Device	# of Installs (Flight 1)	# of Installs (Flight 2)
IOS	906	1,977
Android	8,922	22,378
Totals	9,828	24,355

Data was generated by Kochava a company that provides analytic reports.



Results

- The media campaign delivered more than 83 million impressions driving more than 428,000 clicks to the Parent Portal.
- An increase in Social media impressions led to a significant increase in # of clicks to the Parent Portal in flight 2.
- A large percentage of the campaign budget was allocated to app install marketing in flight 2 which drove nearly double the number of installs compared to flight 1.
- The display banner showed a decrease in # of clicks.



Strengths and Limitations

Strengths

- Parents have easy access to free evidence-based information through the mobile app.
- Information in multiple languages allows for a broader population reach.
- Push notifications are being implemented to provide a personal experience.

Limitations

- COVID-19 significantly impacted OOH mediums.
- Analytics are not always captured accurately.
- Cannot identify the population that has downloaded the app.

Conclusions and Recommendations

- Although COVID-19 impacted this media campaign CCF was still able to successfully market the Parent Portal resulting in more than double the # of app installs in flight 2.
- Find an effective evaluation tool to collect feedback from parents using the Parent Portal app to ask about their experience with the app.
- As NYS continues to open after COVID-19 it would be great to use the new call to action posters in more OOH mediums.

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