

Pollywog gets a Blog

On Monday, April 16, the Pollywog website posted its first blog post from our new Parent Blogger, Shirley Blake! If you go to the Pollywog website and look at the menu bar running along the top of the page, there is a new menu choice: The Parent Voice. The blog is available in English and Spanish, and this first blog is an introduction to Shirley and her family. We want this blog to literally be a parent voice, that other parents can read and empathize with, to see themselves in Shirley's words.



Initially, a new blog will be posted bi-weekly, and will be pushed to Facebook also.

What's Happening

- ✓ The next Pollywog Partner Meeting has been scheduled for Thursday, April 19, 2018, from 9-10:30am, in LM-115 at the Luckiamute Center on the LBCC campus. A calendar invitation was sent out to the listserv. We will be discussing: how the referral process is going, the status of a HIPAA/FERPA PowToon, the training schedule, and a review of the expansion plans into the Lebanon community. Please plan on joining us.
- ✓ Currently there are 352 individuals in the Pollywog database, and 51 prenatal, parenting education, and children's activities are available for registration.

The next blog will post on Monday, April 23, and then bi-weekly after that. Occasionally we will also be inviting guest bloggers to post to our site, so we can get other perspectives and ideas.

This is a wonderful addition to our website, and we are grateful that Shirley has accepted this position with the Pollywog family.

A Spanish Icon

On Monday, April 16, you will also notice a new addition in the "Classes & Workshops" section of the website: a Spanish icon! Several of our Spanish users had commented that it was difficult for them to tell which of our classes were actually being taught in Spanish without having to read through the class descriptions of all 51 classes--which was a valid point.

We put our heads together, and came up with a solution: a small, decorative icon, right behind the name of the course. If the class was being taught in Spanish, it would look like this:

Live and Learn with your Baby 

The icon has been added to all of the current classes offered in Spanish, and if we receive positive feedback about our solution, we will continue to keep the icon in place in the future.

First Quarter Google Analytics Received

We have recently downloaded our first quarter Google Analytics for 2018 (January-March), and the numbers are good!!

For the Pollywog Website: we had 672 visitors to the site, 85% of which were new viewers. 2505 pages were viewed, which is an increase of 30% over last quarter. Most of our visitors were from the USA, but 108 were from Canada, and 17 from Poland. The Oregon cities that viewed our site most were Corvallis, Boardman (out by Hermiston), Albany, Portland, and Seattle. The most viewed page is our main page, and our "Classes & Workshops" page was second, followed by our "Resources" page. 33 people viewed the site in Spanish. The majority of our sources (how people found our site) came from samhealth.org followed by Facebook.

Our Facebook page also got good numbers last quarter. We have 52 fans and our daily reach is 2,288 (number of people who saw our posts). We posted 44 things to our Facebook page, and the most popular (most read) was the article, "How to Stay Calm when Baby

Won't stop Crying", which was liked by 58 people and shared 3 times.

Our Pollywog YouTube page had 75 audience views, 3 likes, and 2 shares. We currently have 5 videos posted to YouTube.

Pollywog Events

The Pollywog staff has been very busy with presentations and events, and the coming weeks are no exception:

4/18 Annual Regional Community Health Summit, Lebanon

4/19 Pollywog Presentation, DHS Offices, Albany

4/27 Pollywog Presentation, Benton County CAC Meeting, Corvallis

5/1 Pollywog Presentation, Lincoln County and E. Linn County Maternity Care Coordinators, Albany

5/8 Samaritan North Lincoln Hospital, Ready Set Thrive, Lincoln City

5/10 Kidco Kindergarten Round-up, Lebanon

5/11 Philomath Community Health Fair, Philomath

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