

## Pollywog Status Report

At the start of a new year, it seems a good time to give a status report on the Pollywog Project--and we are pleased to give you some great results!

Pollywog Partners - Our Pollywog Pilot Program has included only the Samaritan Albany General Hospital and the agencies that the Maternity Care Coordinators refer to most often: Old Mill Center/Healthy Families, Family Tree Relief Nursery, Kidco Head Start, Family Connections, and the Linn County Health Department. We have been working with these organizations for the last few months, and are happy to report that each of them has been trained in the use of the database, has set up work protocols, and signed an MOU with Pollywog. In December we had each agency test the closed loop referral process, and these agencies have now been

given the "green light" to go ahead and begin using the Pollywog database for their e-referrals.

In addition, we were able to download our first Google Analytics report from the Pollywog website, and we are VERY pleased with our numbers! During the



4th quarter of 2017, we had 1,570 page views of the site, with large spikes in visitors during December and late October. The majority of people visited the main page, but 228 went on and viewed the "Classes and Workshops", 122 viewed the "About Us" pages, and 117 viewed the "Classes and Workshops/Prenatal Classes". In addition, we were able to see the links that some visitors used to reach our website: samhealth.org supplied 25.71% of the traffic, while our YouTube channel gave us another 22.8%. These are excellent numbers, and we will be discussing them further at the next Pollywog Partners Meeting.

On a less happy note, we are sorry to report that Cheryl French has been re-assigned from the Pollywog Project to the new LBCC Grant, "Pregnant & Parenting Students". We will miss her efforts, but Hub staff has been reassigned to take up the slack and we should be able to remain on schedule.

### What's Happening

- ✓ The next Pollywog Partner Meeting has been scheduled for Thursday, Feb. 15, 2018, from 11:30-1:30pm. (A light lunch will be served, so please RSVP so that we can have a good headcount.) At the meeting we will be discussing: how the referral process is going, the status of a HIPAA/FERPA training, feedback on the Parent Newsletters, establishing a regular Partner Meeting schedule, the Google Analytics for all Pollywog social media, and a review of the expansion plans into Lebanon hospital. Please plan on joining us -- and RSVP!!
- ✓ Currently there are 208 families in the Pollywog database.

# Pollywog Parent Newsletter

In our last few Partner Meetings, we have been discussing the need for a monthly “campaign” to give Pollywog parents additional information on a variety of subjects. In the fall, the Pollywog staff sent out information about fall parenting classes beginning soon, and in November we sent out a piece about Thanksgiving and Christmas resources (meals, gifts, etc.) available in the three counties. This information was also posted on the Pollywog Facebook page, the Parenting Success Network Facebook page, and the Early Learning Hub Facebook page, and was widely shared and viewed. (A sincere “Thank you!” to everyone to provided information about services that they knew about--this was a BIG job!)

During the first week of January the first newsletter of the new year went out to 194 Pollywog parents (and a few agencies who had requested to be on the listserv). The Newsletter was devoted entirely to “National Birth Defects Prevention Month”, and contained information about local resources that are available to parents in each county, as well as regional, national, and international sources. Parents were reassured that this is a stressful subject, but that having some knowledge will make it less so.

Once the newsletter was sent out, we also added a link to it on the Pollywog website under “Resources for Families”, and on the Hub website under “Partner Information”.

Next month our newsletter will focus on family-friendly activities going on in the three counties, such as Family Fun Day at LBCC and The Baby Blast at Lebanon Hospital. If you have information about an activity that you would like for us to consider including, please email Jennie Hartsock at [jennifer.hartsock@linnbenton.edu](mailto:jennifer.hartsock@linnbenton.edu).

## Contact Us

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