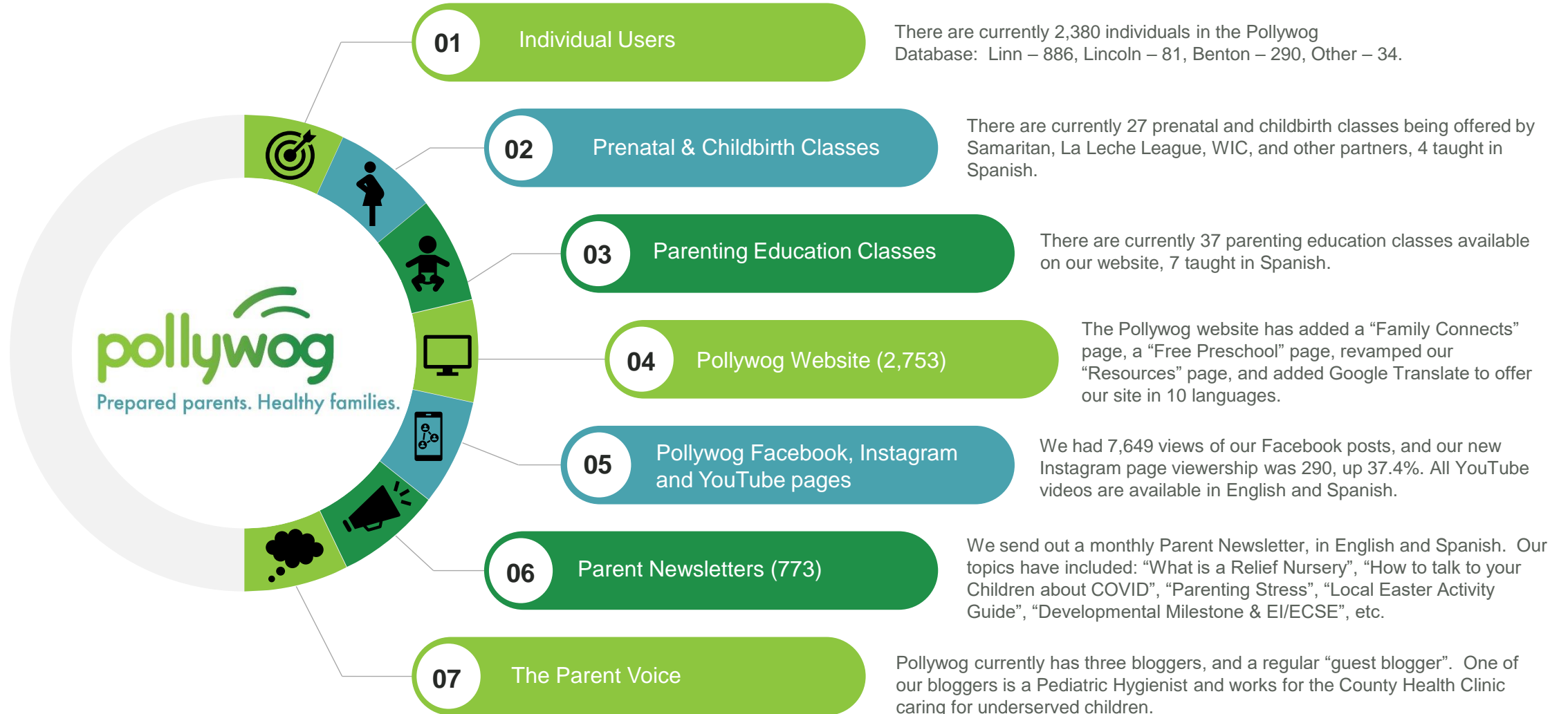


Pollywog Update

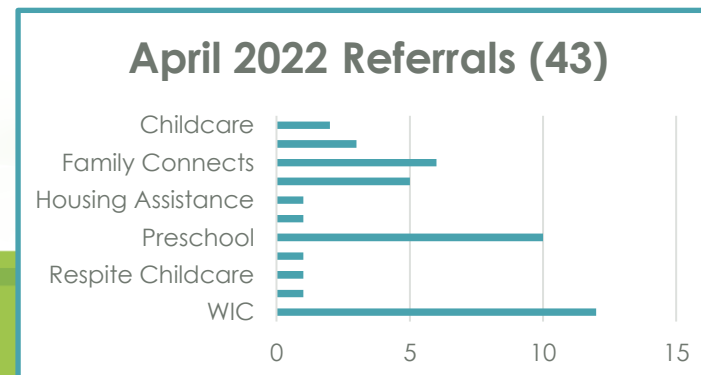
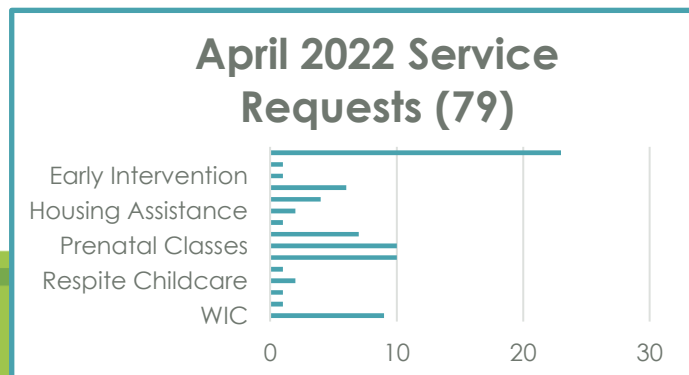
May 2022



Successes: The Pollywog Program



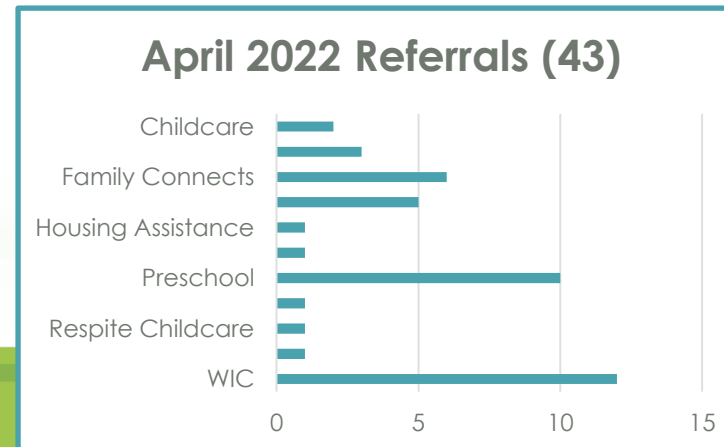
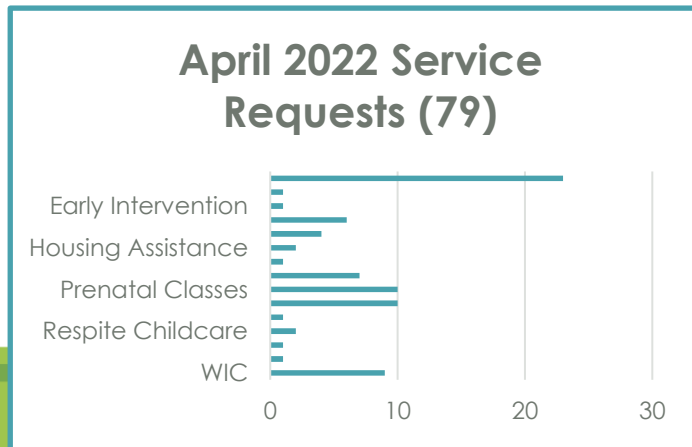
- Pollywog has added 16 new partner agencies in Lincoln County, including both hospitals, the Health Department, DHS, a pediatric medical clinic, the relief nursery, and WIC. We are “in process” with many more
- Pollywog is registering families for prenatal classes taught remotely at Samaritan Pacific Communities Hospital in Newport, and soon we will be registering families for in-person classes at Samaritan North Lincoln Hospital in Lincoln City
- We currently have four members of our staff who are certified Traditional Health Workers, and we are waiting on a contract with the IHN-CCO to utilize them and further stabilize our funding
- Through a collaboration with Preschool Promise partners, there is currently a Pollywog digital billboard on Highway 34, heading west to Corvallis. Approximately 35,000 cars/day will see this billboard for one year
- We had a record number of referrals in April: 79 Self-Referrals, and 43 Partner Referrals



Challenges: The Pollywog Program



- We are seeing a decrease in the number of prenatal and childbirth classes being taught in our region by the hospital system:
 - Two hospitals have stopped classes entirely
 - There are no in-person classes being taught—everything is still remote
 - There are no Spanish-speaking prenatal classes available (through the hospitals)
 - Benton County raised their class fees to \$90
- It has been really difficult to build relationships in Lincoln County due to:
 - Wildfires
 - COVID outbreaks
 - Furloughs and mandatory closures
- We had a record number of referrals in April: 79 Self-Referrals, and 43 Partner Referrals



Next Steps: **The Pollywog Program**



- Continue to build database with community partners with a goal of 3 new partners each quarter
- Continue to work closely to 211info to help our partners set-up pages for their agency
- Maximize social media reach and collaboration with partners' social media
- Get Family Connects working optimally in our region
- Continue to work with partners using the ASQ Online system that the IHN-CCO is paying for
- Continue working to stabilize our funding

May
2022

Pollywog Parent Newsletter

People who received our newsletter by email

765



Percentage of emails that were opened. A good email open rate averages between 17-28%.

35.5%



Percentage of emails that were opened and had the links clicked. A good click-through rate averages between 1.2-4.4%

24.6%



Percentage of emails that were opened and had Spanish edition link clicked.

3.8%



This month we talk about developmental milestones, what's normal, and when to ask for help.

¡Hola!

Our newsletter is shared in Spanish on social media

8 people clicked the Spanish link on our site



Our newsletter is shared on Facebook.

798 people reached, 6 likes/shares



Our newsletter is shared on Bright by Text.

38 Subscribers, 2.94% click-through rate



Our newsletter is shared on Instagram.

9 people reached, 0 likes/shares

June
2022

Pollywog Parent Newsletter

People who received our newsletter by email

826



Percentage of emails that were opened. A good email open rate averages between 17-28%.

36.8%



Percentage of emails that were opened and had the links clicked. A good click-through rate averages between 1.2-4.4%

6.2%



Percentage of emails that were opened and had Spanish edition link clicked.

16.7%



This month we talk about developmental milestones, what's normal, and when to ask for help.

¡Hola!

Our newsletter is shared in Spanish on social media

4 people clicked the Spanish link on our site



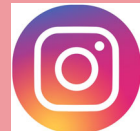
Our newsletter is shared on Facebook.

1066 people reached, 14 likes/shares



Our newsletter is shared on Bright by Text.

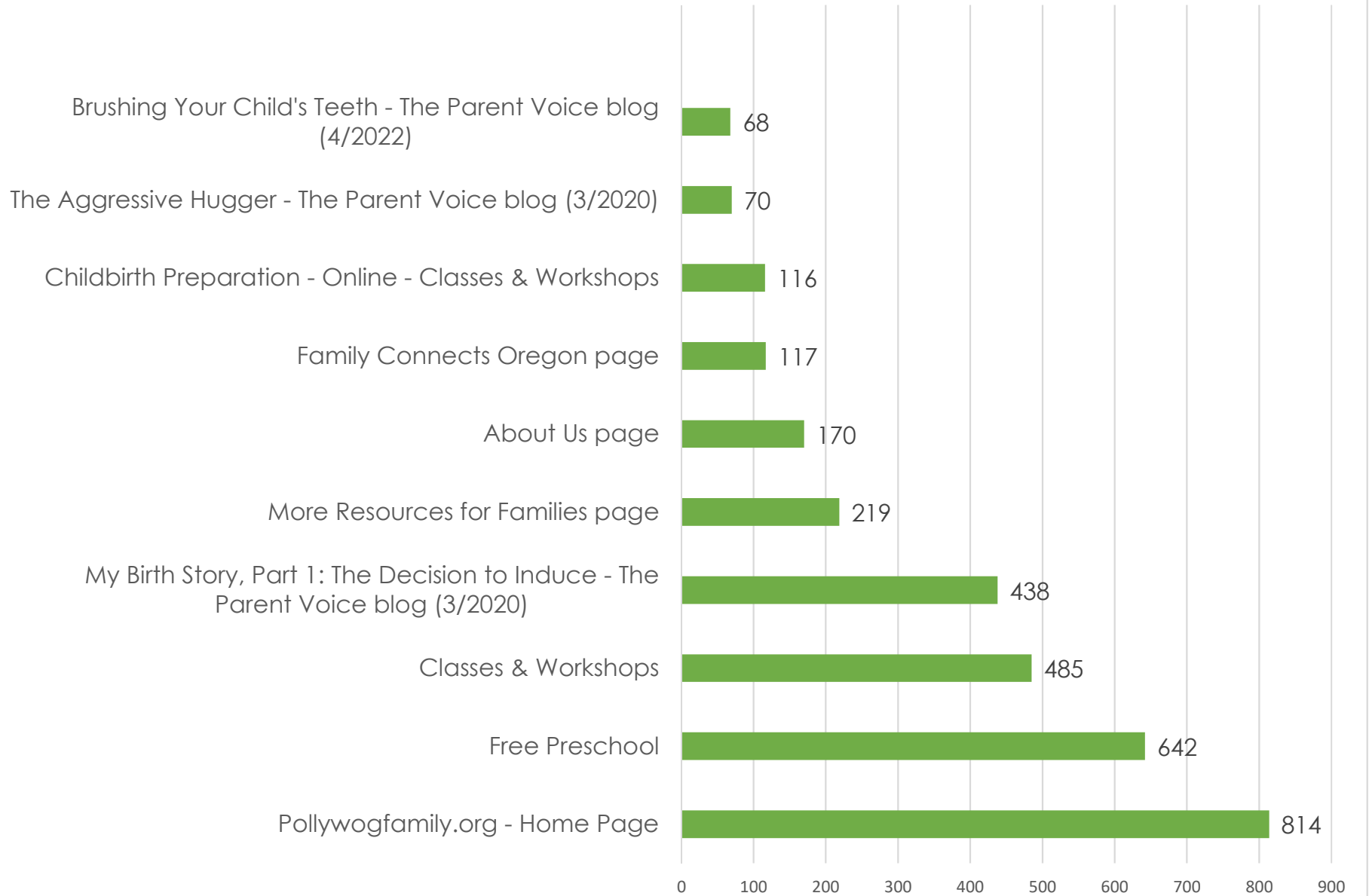
45 Subscribers, TBD click-through rate



Our newsletter is shared on Instagram.

9 people reached, 1 likes/shares

Website Views - May 1 - June 8, 2022



Pollywog Instagram



thepollywogfamily

Edit profile



251 posts

61 followers

67 following

Pollywog Family

Education

Pollywog connects families with prenatal and parenting classes, childcare, preschool, and community support.

linktr.ee/thepollywogfamily

Boost post

From Kids Eat in Color: If your food budget is getting tighter right...

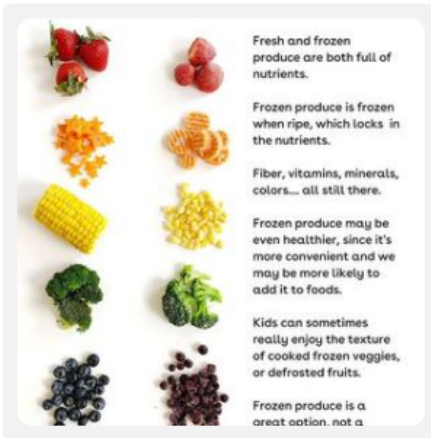
June 8, 2022 at 7:00 AM

ID: 17926492331365122

Interactions

1 like

0 comments



Performance

Reach

Total

28

Worst  Best

This post reached more people than **100%** of your 50 most recent Instagram posts and stories.

Reach

28

Likes, comments and shares

Total

1

Worst  Best

This post received more likes, comments and shares than **98%** of your 50 most recent Instagram posts and stories.

Likes

1

Comments

0

Shares

0

Results

Total

--

Link clicks

--



Need reproductive health care, WIC, healthcare, or support for your family?



Boost post

---ESPAÑOL ABAJO--- Looking for your nearest Reproductive H...

June 3, 2022 at 10:00 AM

ID: 17915599913382427

Interactions

1 like 0 comments

Performance

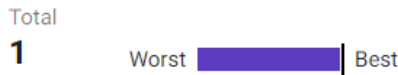
Reach



This post reached more people than 96% of your 50 most recent Instagram posts and stories.

Reach 17

Likes, comments and sha...



This post received more likes, comments and shares than 98% of your 50 most recent Instagram posts and stories.

Table with 2 columns: Metric (Likes, Comments, Shares) and Value (1, 0, 0)

Results

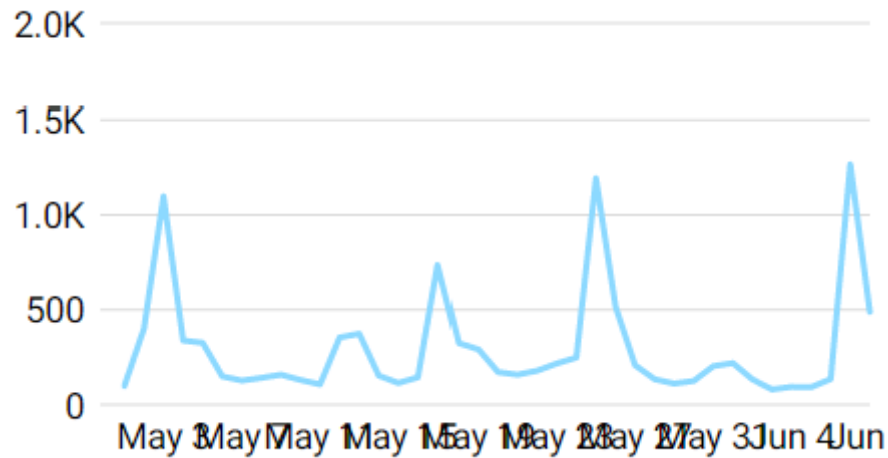
Table with 2 columns: Metric (Total, Link clicks) and Value (--, --)

Pollywog Facebook

Reach

Facebook Page reach ⓘ

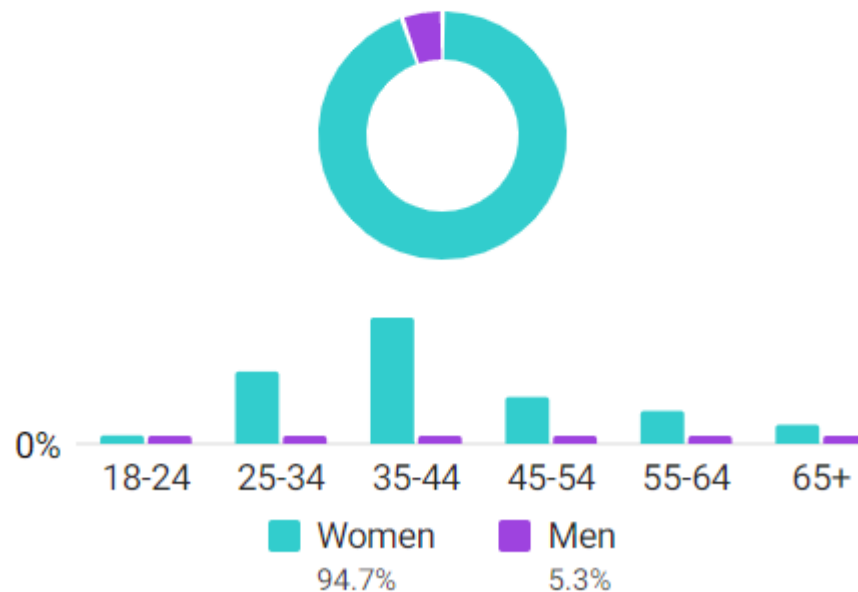
6,116 ↑ 8.4%

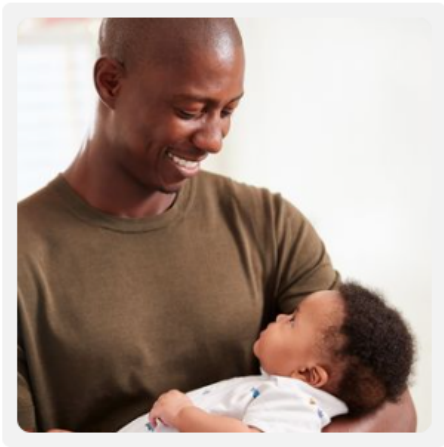


Facebook Page likes ⓘ

315

Age & gender ⓘ





Boost post

Pollywog Parent Newsletter for June 2022 - Field Guide to Father...

June 6, 2022 at 5:00 PM

ID: 1370901220065893

Interactions

👍 1 reaction 💬 0 comments ➦ 8 shares

Performance

Reach ⓘ

Total
1,140 Worst Best

This post reached more people than **100%** of your 50 most recent Facebook posts and stories.

Reach	1,140
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Reactions, comments an... ⓘ

Total
9 Worst Best

This post received more reactions, comments and shares than **100%** of your 50 most recent Facebook posts and stories.

Reactions	1
Comments	0
Shares	8

Results ⓘ

Total
6 Worst Best

This post received more link clicks than **98%** of your 50 most recent Facebook posts and stories.

Link clicks	6
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Boost post

NOW ENROLLING Free and community-based preschool op...
 May 24, 2022 at 3:00 PM
 ID: 1361989170957098

Interactions

👍 0 reactions 💬 0 comments ➦ 5 shares

Performance

Reach ⓘ

Total
1,129 Worst | Best

This post reached more people than **98%** of your 50 most recent Facebook posts and stories.

Reach	1,129
-------	-------

Reactions, comments an... ⓘ

Total
5 Worst | Best

This post received more reactions, comments and shares than **88%** of your 50 most recent Facebook posts and stories.

Reactions	0
Comments	0
Shares	5

Results ⓘ

Total
19 Worst | Best

This post received more link clicks than **100%** of your 50 most recent Facebook posts and stories.

Link clicks	19
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