

Smart Solution Template

Basics Insights (SMS Only)

Basics Insights (SMS Only) is a virtual SMS service for parents and caregivers with children birth to 5 years old that sends text nudges with parent education information. Text messages are curated by Basic Insights and are sent 2 times a week through a standard messaging service (SMS). One message includes a developmentally appropriate fact, based on the child's birthdate, and the second weekly message recommends an activity related to the week's first fact. One staff person will be the point person for Basics Insights who will need to participate in onboarding training.