

# Attachment H: Sample Facebook Advertisements and Sample Text for Publishers

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***Research on the Efficacy and Feasibility of  
Essentials for Parenting Toddlers and Preschoolers***

Division of Violence Prevention  
National Center for Injury Prevention and Control  
Centers for Disease Control and Prevention

# Sample Facebook Advertisements

Westat proposes using advertisements to target parents of children age 2-4 on Facebook. Draft advertisements are below. Headlines are limited to 25 characters or less, and the post text is limited to 90 characters or less.

## Dads of toddlers

The 6 below ads will be targeted at male parents of toddlers. Additionally, another ad group featuring the same photos but different ad copy will also be run. The alternate post text in these additional ads will read “How to stop kids 2-4 from misbehaving? Dads, learn how! Take CDC surveys & earn \$250!”

Westat Health Communications  
Sponsored · Like Page

Wish kids came with a guide? Dads of kids 2-4 can get CDC tips & earn \$250!



Dad of a Toddler?  
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Westat Health Communications  
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### Moms of toddlers

The 6 below ads will be targeted at female parents of toddlers. Additionally, another ad group featuring the same photos but different ad copy will also be run. The alternate post text will read “How to stop kids 2-4 from misbehaving? Moms, learn how! Take CDC surveys & earn \$250!”

Westat Health Communications  
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Wish kids came with a guide? Moms of kids 2-4 can get CDC tips & earn \$250!



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**Parents of toddlers**

The 6 below ads will be targeted at parents of toddlers irrespective of gender.

Westat Health Communications  
Sponsored · Like Page

Toddlers are a handful! Parents of kids 2-4 can be in CDC study, get tips, & earn \$250



Parent of a Toddler?

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Westat Health Communications  
Sponsored · Like Page

Toddlers are a handful! Parents of kids 2-4 can be in CDC study, get tips, & earn \$250



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### Dads of preschoolers

The 6 below ads will be targeted at male parents of preschoolers. Additionally, another ad group featuring the same photos but different ad copy will also be run. The alternate post text will read “Wish kids came with a guide? Dads of kids 2-4 can get CDC tips & earn \$250!”

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How to stop kids 2-4 from misbehaving? Dads, learn how! Take CDC surveys & earn \$250



Dad of a Preschooler?

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Westat Health Communications  
Sponsored · Like Page

How to stop kids 2-4 from misbehaving? Dads, learn how! Take CDC surveys & earn \$250



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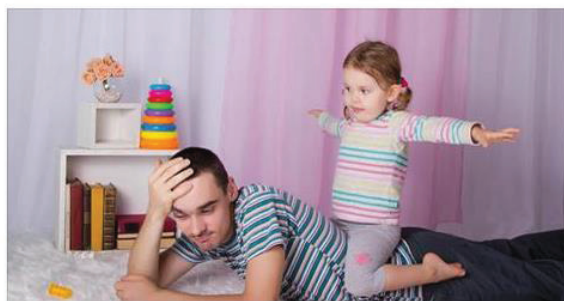
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Westat Health Communications  
Sponsored · Like Page

How to stop kids 2-4 from misbehaving? Dads, learn how! Take CDC surveys & earn \$250



Dad of a Preschooler?

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### Moms of preschoolers

The 6 below ads will be targeted at female parents of preschoolers. Additionally, another ad group featuring the same photos but different ad copy will also be run. The alternate post text will read “Wish kids came with a guide? Moms of kids 2-4 can get CDC tips & earn \$250!”

**Westat Health Communications**  
Sponsored · Like Page

How to stop kids 2-4 from misbehaving? Moms, learn how! Take CDC surveys & earn \$250



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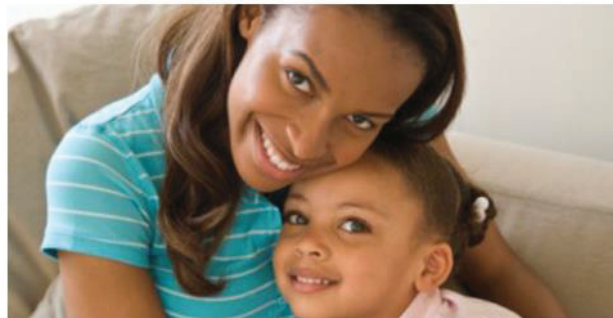
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How to stop kids 2-4 from misbehaving? Moms, learn how! Take CDC surveys & earn \$250



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## Parents of preschoolers

The 6 below ads will be targeted at parents of preschoolers irrespective of gender.

Attachment H



Westat Health Communications  
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Preschoolers are a handfull! Parents of kids 2-4 needed for CDC study. Earn \$250!



Parent of a Preschooler?

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# Sample Text for Publishers

Although specific outreach to publishers will vary based on the type of publisher (blogger vs message board etc.), the network they post on (Facebook vs Twitter etc.) and other factors, there are a several key messages that will be incorporated into outreach efforts to all publishers. These key points include:

- This study will help CDC evaluate how parents use online resources like tips, how-to videos, interactive activities, & downloadable materials.
- Participation in the study may help parents learn or improve skills such as:
  - Parent-child communication
  - Using rules, charts and schedules to create structure
  - Using consequences and other tips for discipline
  - Giving directions and encouraging your child to listen
  - Using time-out effectively
- Payment for full completion of the program will be \$250, paid in increments over 18 weeks after participants complete various surveys
- The majority of surveys take just *[insert timing once finalized]* per week
- The parent can take the surveys at home or anywhere with online access

We will also leverage the following URLs in each of our outreach efforts:

- Signup and information page: *[Insert URL]*

Below is sample copy for outreach to a publisher:

*Hello, {publisher name},*

*I am working with the Centers for Disease Control and Prevention (CDC) on developing an exciting new resource for parents of toddlers. I'm hoping you can help get the word out to {group served by publisher} about the study.*

*It's a study looking at how parents may use this new online resource to learn parenting skills using how-to videos, interactive activities, & downloadable materials. **Study participants can receive up to \$250** for completing all sections over 18 weeks. Surveys take about *[insert timing once finalized]* each week and can be taken at home or from anywhere online.*

*I'd really appreciate it if you could post about the study on your blog, mention it on social media or parenting listserve, or do anything else to encourage parents to sign up. Thanks for your time, and please let me know if you're able to help. If so, I can provide some example text about the study that you could use as-is or modify as you see fit.*

*Regards,*

Many publishers ask for pre-scripted content to post about recruitment effort. Therefore, we have included some sample messages for publishers to post about the recruitment effort below. These will be used on an as-needed basis with publishers who want to promote the study. In addition to the copy below, we will also provide the publisher with a selection of one of the photos that we use in our ad creative (photo will be selected based on the expected audience of the blog as well as the relative performance of the photo at generating sign ups).

Long Form messages (e.g. blogs, news articles etc.):

***Learn Parenting Tips & Get Paid? Sure!***

*Are you a parent of a toddler or preschooler? Wish you had a manual for how to handle temper tantrums, not listening and time outs? A new parenting website from CDC can help you manage challenging behaviors with confidence and build a strong and fun relationship with your child.*

*The CDC is looking for moms and dads of 2-4 year-olds to participate in a PAID study to help evaluate this new resource. Here's how it will work:*

- \* You will receive \$250 for completing all surveys in this study on time.*
- \* The surveys are taken online at the place of your choosing.*
- \* After the first survey is completed, you will receive \$20, and you will receive additional payment after other surveys are completed.*

*You'll get all of these benefits while also receiving advice from experts, watching "how-to" videos, and practicing your parenting skills. These building blocks of positive parenting may help reduce daily stress and improve your child's behavior.*

*If you would like to participate or want more information, please follow this link and enter your contact information. Thanks for helping to improve childhood research!*

Medium form messages (e.g. forums, etc.):

*Do you have a child 2-4 years old? Toddlers and preschoolers can be a handful, can't they? Are you interested in being paid to learn proven parenting skills and want information from a trustworthy source?*

*The CDC will pay you for your opinions about a new online parenting resource.*

- \* You will receive \$250 for completing all surveys in this study on time.*
- \* The surveys are taken online at the place of your choosing.*
- \* After the first survey is completed, you will receive \$20, and you will receive additional payment after other surveys are completed.*

*If you would like to participate or want more information, please follow this link and enter your contact information. Thanks for helping to improve childhood research!*



Short form messages (e.g. Facebook pages, blog comments, etc.):

*Are you a parent of a 2-4 year old? Toddlers and preschoolers can be a handful, can't they? What if you could get paid to learn proven parenting skills? CDC will pay you for your opinions about a new online parenting resource. Learn tips and earn \$250 to complete online surveys! Learn more and sign up: <url>.*

Messages for Twitter:

*Are you a parent of a 2-4 yr old? Learn proven parenting skills and earn \$250 in CDC study. Sign up here! <url>.*