

SAVE THE DATE

Sept 29 - Oct 3



Birth to Five Helpline Awareness Week

Birth to Five Helpline Awareness Week

Partner Toolkit

Southwest Human Development, Arizona's largest early childhood development nonprofit, will host its fifth annual **"Birth to Five Helpline Awareness Week" Sept. 29-Oct. 3, 2025** to spotlight the organization's free support line for those who have questions or concerns about parenting and the early development of children from birth to age 5.

We encourage partners to use this toolkit to help highlight this critical resource for parents, caregivers and early childhood professionals. We have included graphics and sample language for social media posts, emails or other communications to make it easy for you to spread the word. Please feel free to adapt any of the information in this toolkit for your communications channels!

Do you want physical materials to promote the Birth to Five Helpline? Request Birth to Five Helpline materials by emailing community@swhd.org and we'll be happy to mail you as many as you need. All collateral material is bilingual (English and Spanish) and we have them in bundles of 50. We currently have magnets, Helpline rack cards, Fussy Baby rack cards, Perinatal Care rack cards and door hangers.

Toolkit Contents

- [About the Birth to Five Helpline](#)
- [Social Media - Graphics and Captions](#)
- [Additional Promotional Materials](#)

ABOUT THE BIRTH TO FIVE HELPLINE

The [Birth to Five Helpline](#) is a *free* service available to all Arizona families with young children looking for the latest child development information from experts in the field. Early childhood professionals may also take advantage of this service.

Call the Helpline at **877-705-KIDS (5437)** to speak with one of our bilingual (English/Spanish) early childhood specialists, on duty Monday through Friday from 8:00 a.m. to 8:00 p.m. You can also leave a voicemail, complete our online contact form, or text the Helpline.

Topics addressed include, but are not limited to: parenting, sleep, feeding and eating, potty learning, challenging behaviors, nutrition, safety, general child development and community resources.

The Birth to Five Helpline app

Now, you can have the support of the Birth to Five Helpline at the touch of your fingers! Download our Birth to Five Helpline app in the **Apple App Store** or on **Google Play**. Just open the app on your phone and one-touch call, text or email the Birth to Five Helpline early childhood specialists.

[Read more about the Birth to Five Helpline.](#)

SUGGESTED ARTICLES FOR NEWSLETTERS

(Short Form Article – 312 words)

Navigating Parenthood:

Birth to Five Helpline Offers Crucial Support to Parents and Caregivers

Parenting young children is a journey filled with both joy and challenges. The smiles and milestones are heartwarming, but sleepless nights, feeding difficulties, and inconsolable crying can be overwhelming. Some children face developmental challenges or are born prematurely, adding more stress.

Every parent wants to ensure their child's well-being and early development. Without an instruction manual, many parents seek help and reassurance. Many feel they shouldn't need help or believe their intuition should tell them how to handle every situation. That's where Southwest Human Development's Birth to Five Helpline steps in.

Early childhood specialists listen to parents' concerns, help identify causes and develop personalized solutions. This partnership approach ensures parents feel supported and more confident.

As Arizona's only toll-free helpline for parents and caregivers with children from birth to five, it is an invaluable resource. Helpline Specialists address a wide range of early childhood

development and parenting issues, including excessive crying (colic), potty learning, feeding problems and other challenging behaviors. No question or worry is too small to reach out for assistance.

Available statewide, the Helpline connects families to additional community resources and Southwest Human Development's comprehensive programs and services, which include a variety of early childhood professionals. Sometimes readers conflate this with Helpline Staff and think they are calling a nurse line, etc.

There are three easy ways to reach the Birth to Five Helpline:

1. Call **1-877-705-KIDS (5437)** Monday through Friday from 8am to 8pm
2. Complete an [on-line contact form](https://www.swhd.org/helpline) at [swhd.org/helpline](https://www.swhd.org/helpline)
3. Download the Birth to Five Helpline app in the [Apple App Store](#) or on [Google Play](#) for one-touch call, text or email options

Remember, parenting may not come with instructions, but you don't have to navigate it alone. The Birth to Five Helpline is here to support you every step of the way.

(Long Form Article – 444 words)

Navigating Parenthood: Birth to Five Helpline Offers Crucial Support to Parents and Caregivers

Parenting young children is a journey filled with both joy and challenges. While the smiles and milestones are heartwarming, the sleepless nights, feeding difficulties, and inconsolable crying can be overwhelming. Some children may face developmental challenges or be born prematurely, adding more stress during already challenging times.

Every parent wants to ensure their child's well-being and to meet their unique needs. This often comes with concerns about whether they are doing enough for their child's early development. Without an instruction manual for guidance, many parents find themselves seeking help and reassurance. Many feel they shouldn't need help or believe their intuition should tell them how to handle every situation.

That's where Southwest Human Development's Birth to Five Helpline steps in. As Arizona's only toll-free helpline dedicated to parents and caregivers with children from birth to five years old, it has become an invaluable resource across the state.

The Birth to Five Helpline provides a vital support system for a wide range of early childhood development and parenting issues. Common concerns include excessive crying (colic), potty learning, feeding problems and other challenging behaviors, but no question or worry is too small to reach out for assistance with. This service is designed to help parents navigate the uncertainties of early childhood with expert guidance and support.

When parents call the Birth to Five Helpline, they connect with early childhood specialists who are ready to listen and understand their concerns. These specialists work collaboratively with families to identify the causes of their challenges and develop personalized solutions. This partnership approach ensures that parents and caregivers feel supported, understood, and more confident in their parenting abilities.

Available statewide, the Helpline not only offers direct support but also links families to additional community resources when needed. It serves as a gateway to Southwest Human Development's comprehensive suite of over 40 early childhood programs and services. Callers can consult with professionals such as psychologists, nurses, feeding specialists, and physical, speech, and occupational therapists. Access to these services depends on eligibility, location, and other factors, and may involve an intake or referral process.

There are three easy ways to reach the Birth to Five Helpline:

1. Call **1-877-705-KIDS (5437)** Monday through Friday from 8am to 8pm
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Remember, parenting may not come with instructions, but you don't have to navigate it alone. The Birth to Five Helpline is here to support you every step of the way.

SOCIAL MEDIA - GRAPHICS AND CAPTIONS

We have put together graphics and sample captions to make it easier for you to share about the Birth to Five Helpline on social media. Each graphic is available in a square format for use on Facebook, Instagram and LinkedIn, as well as a horizontal graphic for sharing on X. We have included sample captions in English and Spanish to accompany each graphic, but feel free to edit the captions for your posts as you see fit. **Please tag #BirthToFiveHelplineWeek2025** in any posts your organization does to support the service. Here are our social channels:

Facebook - [@SouthwestHumanDevelopment](#), **Instagram** - [@swhdaz](#), **LinkedIn**

Graphic	Sample Caption
 Birth to Five HELPLINE 877.705.KIDS "Nothing Out of the Question" "Toda Pregunta es Buena" southwest human development Creating a Positive Future for Young Children SUPPORTED BY # FIRST THINGS FIRST Download for Facebook/Instagram/LinkedIn	Call or text 1-877-705-KIDS (5437) to speak with an early childhood specialist for free! <i>@Southwest Human Development's</i> Birth to Five Helpline is open to all Arizona families with young children in need of advice or support. Learn more at birthtofivehelpline.org #BirthToFiveHelplineWeek2025 Llame o envíe un texto al 1-877-705-KIDS (5437) para hablar con especialistas en la primera infancia gratuitamente! El programa Birth to Five Helpline de <i>@Southwest Human Development</i> está abierto para todas las familias de Arizona que tienen niños pequeños y que necesitan consejo o apoyo. Aprenda más en birthtofivehelpline.org #BirthToFiveHelplineWeek2025
 Parenting can be hard. Help is a phone call away. Birth to Five HELPLINE 877.705.KIDS "Nothing Out of the Question" SUPPORTED BY # FIRST THINGS FIRST Download for Facebook/Instagram/LinkedIn	Kids don't come with an instruction manual. <i>@Southwest Human Development's</i> Birth to Five Helpline is a free service for all Arizona families of young children ages birth to five. Call or text 1-877-705-KIDS (5437) to speak with an early childhood specialist. Learn more at birthtofivehelpline.org #BirthToFiveHelplineWeek2025 Los niños no vienen con un manual de instrucciones. El Birth to Five Helpline de <i>@Southwest Human Development</i> es un servicio gratuito para todas las familias de Arizona con niños desde el nacimiento hasta los 5 años de edad. Llame o envíe un texto al 1-877-705-KIDS (5437) para hablar con una especialista en la primera infancia. Aprenda más en birthtofivehelpline.org #BirthToFiveHelplineWeek2025



Birth to Five HELPLINE 
 "Nothing Out of the Question" **877.705.KIDS**

[Download for Facebook/Instagram/LinkedIn](#)

The bilingual (English/Spanish) early childhood specialists at the Birth to Five Helpline can provide support for parents, caregivers and early childhood professionals. Read more about @Southwest Human Development's free service at birthtofivehelpline.org
 #BirthToFiveHelplineWeek2025

Las especialistas bilingües (inglés y español) del Birth to Five Helpline pueden proveer apoyo a padres de familia, cuidadores de niños y profesionales dedicados a la primera infancia. Aprenda más en birthtofivehelpline.org
 #BirthToFiveHelplineWeek2025

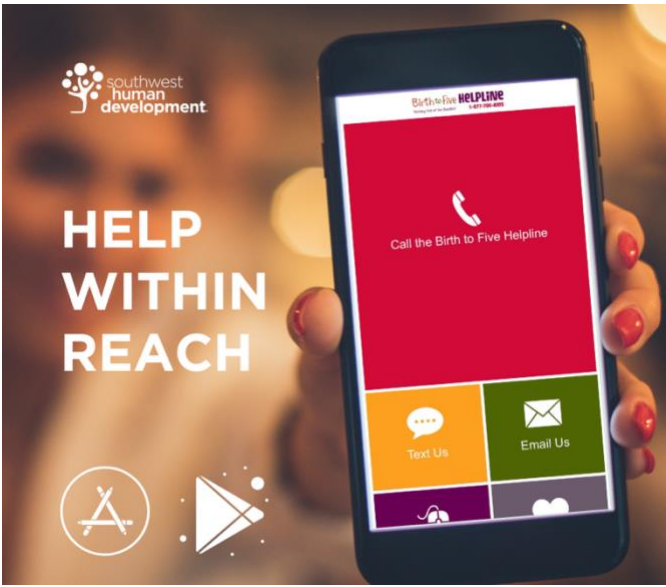


Birth to Five HELPLINE 
 "Nothing Out of the Question" **877.705.KIDS**

[Download for Facebook/Instagram/LinkedIn](#)

Concerned about your child's challenging behavior? The early childhood specialists at the Birth to Five Helpline are here for you. Call or text 1-877-705-KIDS (5437) or learn more at birthtofivehelpline.org
 #BirthToFiveHelplineWeek2025

¿Tiene alguna preocupación sobre el comportamiento de su niño? Las especialistas de infancia temprana del Birth to Five Helpline están a su servicio. Llame o envíe un texto al 1-877-705-KIDS (5437) o aprenda más sobre este programa en birthtofivehelpline.org
 #BirthToFiveHelplineWeek2025



HELP WITHIN REACH

[Download for Facebook/Instagram/LinkedIn](#)

Did you know the Birth to Five Helpline has an app? Download it today on the App Store or Google Play for free early childhood advice or support! You can call, email or text your questions and concerns through the app. Learn more at birthtofivehelpline.org #BirthToFiveHelplineWeek2025

Sabía que el Birth to Five Helpline tiene una app? Descargue esta aplicación para recibir consejo y apoyo gratuito en asuntos de la infancia temprana. A través de la aplicación, podrá llamar, enviar un correo o enviar textos con sus preguntas o preocupaciones. Aprenda más en birthtofivehelpline.org #BirthToFiveHelplineWeek2025

ADDITIONAL PROMOTIONAL MATERIALS

Looking for more ways to promote the Birth to Five Helpline? We've got you covered!

Share this graphic with your colleagues - don't forget to pass along this toolkit!



Birth to Five **HELPLINE**
Awareness Week

**Sept 29
through
Oct 3**

A free helpline for Arizona parents, caregivers and professionals with questions or concerns about children ages birth to 5.

877.705.KIDS



Share this story on social media or include it in an email blast:

[How the Birth to Five Helpline Built a Strong Foundation](#)



[Click here to download this image.](#)

Share a 15 second or 1-minute video about the Birth to Five Helpline:

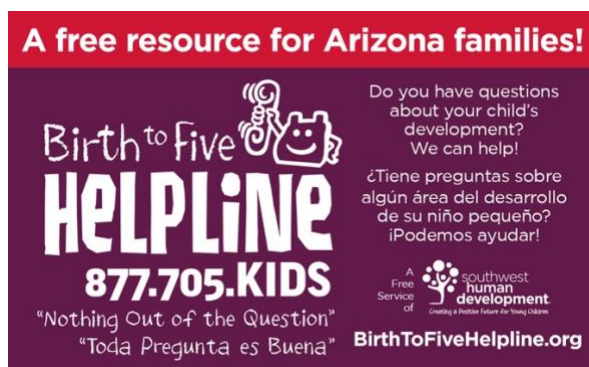


[Download the 15 second video](#)



[Download the 1-minute video](#)

Include this banner image on your website:



Rack cards - for print or digital distribution:

Birth to Five Helpline Rack Card	Fussy Baby Program	Pregnancy & Postpartum Support
Birth to Five HELPLINE "Nothing Out of the Question" 1-877-705-KIDS (5437) www.birthtofivehelpline.org Arizona's only toll-free helpline for parents, caregivers and professionals with questions or concerns about children ages birth to 5. The call and services are FREE! Child development specialists are available Monday through Friday from 8:00 a.m. to 8:00 p.m. Topics include: Sleep, Child Development, Feeding/Nutrition, Community Resources, and Support to Child Care/Preschools Call, Text or Download the Birth to Five Helpline App! App Store Google Play 2850 N. 24th St. • Phoenix, AZ 85008 • 602-266-5976 • swhd.org SUPPORTED BY FIRST THINGS FIRST	Fussy Baby HELPLINE 1-877-705-KIDS (5437) www.swhd.org/FussyBaby Arizona's only toll-free helpline for parents, caregivers and professionals with questions or concerns about children ages birth to 5. We make it easier to find help. The call and services are FREE! Our Helpline specialists are available Monday through Friday from 8:00 a.m. to 8:00 p.m. Common topics we assist with include: Excessive crying, Sleeping problems, Feeding difficulties, and much more Call, Text or Download the Birth to Five Helpline App! App Store Google Play 2850 N. 24th St. • Phoenix, AZ 85008 • 602-266-5976 • swhd.org SUPPORTED BY FIRST THINGS FIRST	Pregnancy + Postpartum Support & Resources HELPLINE 1-877-705-KIDS (5437) www.birthtofivehelpline.org Arizona's only toll-free helpline for parents, caregivers and professionals with questions or concerns about children ages birth to 5. We make it easier to find help. The call and services are FREE! Our Helpline specialists are available Monday through Friday from 8:00 a.m. to 8:00 p.m. We provide support for issues such as: Depression, Anxiety, NICU Stay, Traumatic Birth Experiences, Lack of Sleep/Fatigue, Fussy Babies, Lack of Hope and Confidence, Breastfeeding, and Infant-Parent Relationships Call, Text or Download the Birth to Five Helpline App! App Store Google Play 2850 N. 24th St. • Phoenix, AZ 85008 • 602-266-5976 • swhd.org SUPPORTED BY FIRST THINGS FIRST
Download JPG - English version Download JPG - Spanish version Download Eng. & Spa. Combined PDF	Download JPG - English version Download JPG - Spanish version Download Eng. & Spa. Combined PDF	Download JPG - English version Download JPG - Spanish version Download Eng. & Spa. Combined PDF

Thank you for raising awareness about this important resource for Arizona families, caregivers and early childhood professionals! If you would like any additional materials or resources, please reach out to us by emailing community@swhd.org.

Would you like to receive the monthly Birth to Five helpline e-newsletter and be informed of news, announcements and useful information? Just send your name and email address to community@swhd.org.