

# Healthy Babies Bright Futures

Healthy Babies Bright Futures (HBBF) is a new non-profit with a simple (but challenging) goal – offer the next generation a toxic-free future. Formed by an alliance of scientist, nonprofit organizations and donors they work to measurably reduce exposure to neurotoxic chemicals in the first thousand days of development when babies brains are rapidly forming. Exposure to these chemicals has contributed to a prevalence of learning and behavior problems, including a dramatic increase in autism and attention deficit and hyperactivity disorders.

When HBBF came to Marketing for Change to launch their first website, the big questions we need to solve was: How do we break into a very loud space and get the attention of low-income pregnant women? Using our Rapid Research Review and synthesis model (which included a round of initial usability testing with the target audience for a few different online approaches) the data was clear – launch with what is now known as the “Safe Product Finder”. Pregnant women didn’t want to be told what to do and were not seeking new things to worry about (such as how many toxic chemical they were exposed to). But what they did need was help finding the right products to buy at this new stage in their life. By providing this tool we were able give the target audience something they actually needed and at the same time embed our messages to move the target audience to advocacy in a natural way.

For example, when searching for safe food products for your infant you will get a result of what infant cereal to buy. At that point, when they are already engaged, we embed a message to “Take the arsenic out of rice cereal” with a “Learn More” call to action where they can read about arsenic in rice cereal – and then sign a letter to the FDA. We didn’t hit them over the head to sign a petition or pledge when they first came to the site. We started a conversation with them that started with giving them something truly helpful to them.



## Results

While HBBF is still getting its footing as an organization, the tool has caught the eye of partners and consumers alike. With next to nothing in terms of promotion, hundreds of people have gotten results through the product finder with almost as many completing a campaign sign up. In addition, the water crisis in Flint, MI hit the media stage during our campaign, so we pivoted slightly to push a “Lead in Water Test Kit” in partnership with Virginia Tech. Within weeks we launched a tool to not only sell but process these kits, and to date, HBBF has sold almost \$35,000 worth of kits. We are currently working with HBBF to secure partnership opportunities and plan a digital strategy for 2017.

**HBBF.org**

