

(Almost) Everything I Need to Know About the Birth to Five Helpline

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Our Mission: Southwest Human Development strengthens the foundation Arizona's children need for a great start in life.

Our Vision: Creating a positive future for every child.

We have more than 40 programs that are grounded in the science of early childhood development, focused in five key areas:

- Child Development and Mental Health
- Easter Seals Disabilities Services
- Early Literacy and Head Start
- Child Welfare
- Professional Development and Training



- The Helpline is for parents, caregivers and early childhood and medical professionals
- Bilingual early childhood specialists (English and Spanish)
- Fussy Baby program (phone support statewide, home-visiting possible in Maricopa County)
- Gateway to resources and services
- Monday to Friday 8 a.m. – 8 p.m.
- Online submission form

Why Do People Call?

Most calls are a combination of topics and resource referrals.

- Community Resources
- Health and Safety
- Behavior
- Child Development
- Feeding
- Fussy Baby
- Sleep
- Mental Health
- Parenting
- Divorce-related
- And more...

Birth to Five Helpline Success Story





A little bit more about the Birth to Five Helpline...

Our Early Childhood Specialists are trained to:

- Provide personalized care and attention to each caller
- Truly listen, and to spend as much time as needed on the phone to try to understand the problem or concern from the caller's perspective
- Be culturally sensitive and responsive so the conversation and guidance they give match the values of the caller

Other tips for Referrals

- Offer to make the phone call with the parent/caregiver
- Leave a voicemail with contact information and a good time for a Helpline specialist to return the call
- Share a success story or your personal experience

Share the Resource

- Distribute Helpline materials (cards, magnets, flyers)
- Share information about our webinars and presentations



Do Yourself a Favor and Make it easy!

We recommend that professionals, parents,
and caregivers save the Birth to Five Helpline
number in their phone!





Thank you!

Birth to Five Helpline materials are available in bulk

Rack cards (dual-sided English and Spanish) and/or magnets (English or Spanish)

Email us community@swhd.org

We're always looking for more ways to support our community partners.

Please let us know how we can better serve you.

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