

Stronger Starts by First 5 California Powered by Cell-Ed



F5CA Partner Webinar



Agenda

Housekeeping

Introductions

What is Stronger Starts powered by Cell-Ed?

Micro Courses

Coaching

Push Messaging

How to get started

Toolkit Overview

What's next?

FAQs.

“I’m **progressing very well** and I’ve **seen a change** in the way my children respond as well.”
- Vanessa, caregiver of a 4-5 year old





What is Stronger Starts *powered by Cell-Ed?*

First-of-its-kind trauma-informed text and audio based lessons, text-based tips by age & stage, and live coaching support for caregivers

Free - Solutions Focused - Positive Framing
Designed with input from experts



What is Cell-Ed?

Cell-Ed provides a mobile-first solution proven effective to upskill adults worldwide. Cell-Ed delivers education and live coaching support to individuals who need it most.

**84%
Faster
Learning
Gains**

**4X- 6X
Higher
Skill Gains**

**20% +
Higher
Engagement**

**91%
Learner
Satisfaction**



cell-ed
an ENGEN solution



Why We Exist

- 1 in 3** adults have essential skill gaps
- 1 in 2** households lack digital access
- <1%** of digital solutions designed to address these gaps

Cell-Ed removes these gaps effectively & affordably



The Cell-Ed Approach

- Widely Accessible** no smartphone, internet, or classroom required
- Cross Platform** to meet learners where they are - phone, tablet, WhatsApp, laptop.
- 3-minute Lessons** as adults learn better in short, easily digestible bursts.
- Coaching Support** to provide parents with the encouragement and support they require.
- Push Content** critical information sent to caregivers with busy lives
- Proven Effective** to deliver 84% faster skills gains and 20%+ higher engagement.



cell-ed
an ENGEN solution



Stronger Starts Overview



Stronger Starts

by First 5 California Powered by  cell-ed

Courses • Coaching • Micro-Learning

Encourage positive parenting skills by age & stage.

No smartphone or Wi-Fi required.



Four easy ways to start this FREE program - Pick one!



Why Stronger Starts powered by Cell-Ed

Overcome Barriers

money
time
childcare
transportation
digital access
digital skills
language & literacy

Actionable Tips

relevant
practical
immediate
research based
push content
positive frame

For All Californians

positive parent culture
often homogeneous

values all cultures
honors all perspectives

designed for all regardless
of income, race, role, family
makeup

“I have been **more patient** talking to my son in a **calm way** anytime he is having a tantrum or having a hard time. He has been responding better. We have **had less tantrums** this week.”

- **Cecy, caregiver of a 4-5 year old**



Stronger Starts Courses

Overview of Parenting Tools

Learn four quick parenting tools: taking a pause, call and response, special time, the benefits of routine.

Keeping Calm in Challenging Situations

Caregiving is challenging! Learn tools for you and your child to stay calm in difficult moments.

Strengthening Bonds with Your Child

Your love and care are so important for your child's growth. Learn why, and tools to show love and affection to your children.

Building Your Community

Learn about how people in your life can support you with parenting. Learn tools and get more support.

Teaching Your Child Problem-Solving Skills

Your child is learning new things every day. Take home tools to support your child in building resilience to face all of life's challenges.

Managing Power Struggles

As a child grows and learns, they will test the rules. Learn tools to respond consistently in those situations.

Available in three versions: English, Spanish, ELL



NEW Courses Added

Know Your Rights

This course helps learners understand their constitutional rights and how to confidently exercise them at home and in public. Through real-life scenarios, practical language, and trusted resources, learners are equipped to plan ahead, seek legal help, and connect with local support services.

Conozca Sus Derechos (SPANISH)

Este curso ayuda a comprender y ejercer con confianza sus derechos constitucionales. Ofrece situaciones reales, lenguaje práctico y recursos confiables para prepararse, buscar ayuda legal y conectarse con apoyos locales.

Immigration Terms and Pathways

This course helps learners navigate the U.S. immigration system with greater confidence by explaining key terms and concepts in clear, organized categories. Learners also learn about trusted resources, including official government websites.

Immigration Legal Consultations

This course teaches learners how to find trusted legal help related to immigration cases and understand who is qualified to provide these services. It also offers practical guidance for preparing for legal appointments, avoiding scams, and accessing tools to find licensed attorneys, accredited representatives, and report fraud.

Courses Available in English and Spanish



Stronger Starts in Action





Coaching

Supporting parents and caregivers when they need it most

Live coaches in English and Spanish

Each user paired with a coach who stays with them through their time on Cell-Ed
Available in English and Spanish

Trauma-Informed and Trained

Cell-Ed coaches use evidence-based approaches to motivation and engagement, and are trained in trauma-informed methods.

Cultural Competence & Lived Experiences

Deep appreciation for cultural nuances and ability to work effectively with diverse populations.
Understand the adult learning journey firsthand.





Coaching

Supporting parents and caregivers when they need it most

Connect and Support via 1:1 Calls

- **Personalized Goal Setting:** Coaches guide learners in setting small, meaningful parenting goals.
- **Action Plan and Follow-Up:** Identify next steps and receive ongoing support through weekly texts and optional resources.



Coaching

Supporting parents and caregivers when they need it most

Accountability & Encouragement

After a live call, coaches stay connected through text to provide ongoing support.

- Check on **progress**
- Celebrate **successes and milestones**
- Offer **helpful resources** and additional support



Push Messaging

Hyper relevant messaging at your fingertips

Based on age and stage of child

Messages are customized for the age and stage of the child. This provides specific skills that parents can implement right away and see immediate benefit.

Customized based on persona

Parents have unique motivations and values. Messages are tailored to each parents' persona.

Connect with resources

Messages can be used to direct parents to specific additional resources in their area.



Push Messaging

Hyper relevant messaging at your fingertips

Hi **Quincy**! Happy new year! I see how this can be frustrating for you. It's important to understand that this is a normal response at her age. I would suggest looking into articles on tantrums and how to manage them the best way. I will send over a few for you to read over. Also, try to understand what is behind the behavior. What is she upset about? by trying to understand this you can find an article to best help you. Here is one general management skill for a child throwing food.
<https://nutritioninbloom.com/blog/4-steps-to-stop-toddler-food-throwing>

Thank You for that link!...it's quite comforting to know how normal it is and that although frustrating I was on the right path. There's a lot of information out there and I've gotten lost in YouTube videos plenty of times looking for help but find sometimes it's difficult for me to trust the source so I really appreciate your help!💎💎👍

Hi from your Cell-Ed Coach. This week, I'm sending you a friendly reminder that you have free and fast parenting support at your fingertips! Text me anytime to set up a free parent coaching call. I'll respond as soon as possible.

Type: pushcontent

Thank You SO Much for those two articles you sent me last week! They both contained very helpful information and tactics I would not have thought about on my own. My daughter loves puppets and although we do play some and pretend emotions I hadn't thought about the impact and multitude of emotions I could use them to explain. I'm Definitely saving that article with all its various tactics for future reference.

Push Messaging

Hyper relevant messaging at your fingertips

A

Thank you.

This week has been tough for our family. We had a couple gas leaks and a pipe burst, so house flooded.

My daughter punched and pushed a kid at school yesterday. So our emotion regulation needs help.

I'm really sorry you've had such a stressful week. That's a lot for any family to handle. With everything going on at home, it makes sense that emotions are running high. You're not alone.

This program (Stronger Starts) focuses on building connection and understand what your child needs in the moment. The Calm course can support emotion regulation, and the Problem-Solving course offers ways to handle conflict while keeping your relationship strong.

A

Thank you so much for your messages.

We will work on these programs. Thanks!!! 🙏

Ongoing Support

Real-time support when needed

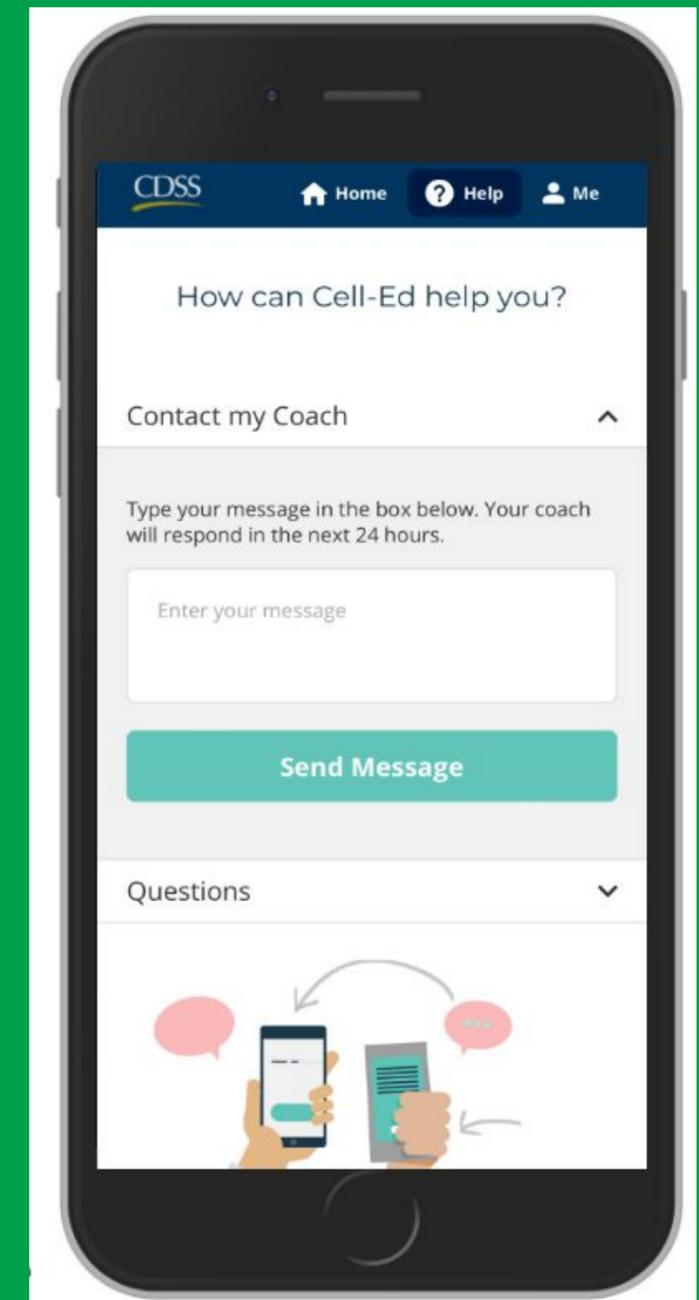
Coaches are available to answer questions and provide support whenever learners need it.

In the Cell-Ed App: Learners can contact their coach by responding to a coach's text or using the Help section

On the Cell-Ed Webapp: Click the Help button in the upper right corner

In WhatsApp: Send the word HELP anytime

Through Call-in: Hang up and text the word HELP anytime



Stronger Starts: QR to register in English



STEPS:

1. Scan the QR Code
2. Enter cell phone number
3. Create a password
4. Hit play button
5. Select preferred language
6. Enter the age range of your child
7. Enter first name
8. Enter zip code
9. Select a learning goal
10. Course Selection → enter the course code
11. Start learning!

Stronger Starts: QR para registrarse en Español



PASOS:

1. Escanee el código QR
2. Ingrese su número de celular
3. Cree una contraseña
4. Presione el botón de reproducir
5. Seleccione su idioma preferido
6. Ingrese la edad de su hijo/a
7. Ingrese su nombre
8. Ingrese su código postal
9. Seleccione una meta de aprendizaje
10. Seleccione un curso → ingrese el código del curso
11. ¡Empiece a aprender!

Our Ask of You

Spread the word!

Get as many parents and caregivers connected:

1. Try it out
2. Sign up for the [Toolkit](#)
3. Review the [webpage](#)
4. Encourage Your Networks
 - To sign up for the toolkit
 - To sign up community members



Let us know how we can support you or if you would like to request additional training - customersuccess@cell-ed.com



Your Toolkit

The F5CA toolkit is home to the materials to

- Familiarize yourself with the program
- Spread the word
- Support your networks
- Live coaching is available

To access the toolkit, you will use the following [link](#)

If you need any additional support, email us at customersuccess@cell-ed.com or use help form in the toolkit



The Flyer

All the information you need

- 4 ways to access
- Description of courses
- Access to help/support
- Live coaching is available

To access the flyers and more, sign-up and visit your [toolkit](#)

If you need any additional support, email us at customersuccess@cell-ed.com or use help form in the toolkit



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Four easy ways to start this FREE program - Pick one!



Phone

1. Call 866-971-8555
2. Enter PIN 9250 followed by the # key
3. Follow the voice instructions

Do not hang up the phone until you are instructed to do so.



Cell-Ed Mobile App

1. Download the Cell-Ed app
2. Enter PIN 9250
3. Select a course



WhatsApp

1. Text "START" to 866-971-8555
2. Enter your PIN 9250
3. Follow the voice instructions



Computer

1. Go to www.gocelled.com
2. Enter PIN 9250
3. Select a course

Courses Offered

Overview of Parenting Tools

Learn four quick parenting tools: taking a pause, call and response, special time, the benefits of routine.

Strengthening Bonds with Your Child (Be There)

Your love and care are so important for your child's growth. Learn why, and tools to show love and affection to your children.

Teaching Your Child Problem Solving Skills (Be Steady)

Your child is learning new things every day. Take home tools to support your child in building resilience to face all of life's challenges.

Keeping Calm in Challenging Situations (Be Calm)

Caregiving is challenging! Learn tools for you and your child to stay calm in difficult moments.

Building Your Community (Be There)

Learn about how people in your life can support you with parenting. Learn tools and get more support.

Managing Power Struggles (Be Steady)

As a child grows and learns, they will test the rules. Learn tools to respond consistently in those situations.

Text 'HELP' to 1-866-971-8555



Thank you!



For additional information or to request training, please contact:
customersuccess@cell-ed.com

