



# Connecting2u

**Connecting2u (C2u) is a free text messaging service that supports Queensland expectant parents during pregnancy, and parents and carers in the first five years of their child's life. C2u offers helpful info to boost health, development and overall wellbeing.**

Since 2014, Connecting2u has helped more than 15,000 parents and carers in Queensland on their early parenting journey. There's also tailored messaging for parents or carers who identify as Aboriginal and/or Torres Strait Islander.

## How Connecting2u works

Expectant parents, parents and carers in Queensland with children under 5 years old can sign up to receive free text messages from Connecting2u on topics including feeding, bonding with baby, settling and sleeping, self-care, brain development, health checks and immunisation reminders.

Parents and carers can sign up for Connecting2u through the website [childrens.health.qld.gov.au/c2u](https://childrens.health.qld.gov.au/c2u).



Queensland  
Government

## Who can sign up to receive messages?

The service is available to expecting parents, parents with children under 5 years old and carers, including grandparents and other family members.

## How many children can I sign up to receive messages for?

Parents can sign up for each child under 5 years of age and any pregnancy.

During the sign-up process, users will be prompted to create a three-letter personal code for each child, making it easy to identify which messages are for which child.

## How often will I receive messages?

During the antenatal period, expectant parents will receive up to three messages per week.

Once their baby is born, parents can then register to receive the messages for children between 0 and 5.

Following the birth of baby, parents will receive a few messages each week. As the child grows, parents will receive a Connecting2u message once per week. The program finishes when the child reaches 5 years of age.

## What message versions are available?

Messages are available from the antenatal period up to 5 years of age. Parents can select one of four streams:

- Mother/carer
- Father/carer
- First Nations mother/carer
- First Nations father/carer

Parents can select the stream of messages that suits their family best. By providing a postcode during the sign-up process, information can be provided on local health services.



## What you will receive

The antenatal messages are designed to support expectant parents by:

- Reminding expectant parents about available care options
- Providing tips on nutrition during pregnancy
- Supporting parents' emotional and physical wellbeing, relationships, and connections
- Notifying parents about important health checks, ultrasounds, and blood tests
- Highlighting baby's development and promoting bonding and attachment with baby
- Supporting mum through physical changes during pregnancy
- Offering tailored messages for dads.

The 0-5 years messages are designed to support parents by:

- Supporting parent or carer-child bonding
- Highlighting child development milestones
- Reminding parents about health checks and vaccinations
- Supporting parental relationships and self-care
- Encouraging early engagement with health, social, and educational services.

## For more information

Visit [childrens.health.qld.gov.au/c2u](https://childrens.health.qld.gov.au/c2u) or contact the Connecting2u team at [Connecting2u@health.qld.gov.au](mailto:Connecting2u@health.qld.gov.au)

## How to sign up



Scan the QR code or visit [childrens.health.qld.gov.au/c2u](https://childrens.health.qld.gov.au/c2u) to sign up for 0-5 years messages or antenatal messages.

**Free. Easy. Support when you need it.**

**IMPORTANT:** Connecting2u messages are automatically generated and responses to any text messages are not monitored. If you have questions or concerns about your health or the health of your baby or child, contact 13HEALTH (13 43 25 84). In an emergency, call triple zero (000).

*Disclaimer: This information has been produced by healthcare professionals as a guideline only and is intended to support, not replace, discussion with your child's doctor or healthcare professionals. Information is updated regularly. Seek medical advice, as appropriate, for concerns regarding your child's health. To opt out of the Connecting2u antenatal or 0-5 messages, reply STOP or email [Connecting2u@health.qld.gov.au](mailto:Connecting2u@health.qld.gov.au).*

