

Text4baby Program



Harnessing the Power of
Mobile for Maternal & Child
Health in the U.S.

4/23/2015



Text4baby Supports Your Work

- Text4baby is the largest mobile health initiative in the nation reaching almost 866,687 moms (and **in Ohio** over 22,585 moms) since launch in 2010 and is available in all 50 states and the U.S. territories.
- Pregnant women and moms with babies under one sign up by texting **BABY** (or **BEBE** for Spanish) to 511411.
 - Receive **FREE** health and safety messages three times per week timed to due date or baby's birthdate.
- Experts (CDC, ACOG, AAP, March of Dimes, etc.) review messages routinely to ensure medical accuracy.
- Reaches low-income and young women, particularly those who identify as Hispanic or African-American. *Research shows that these women are at a higher risk of having disproportionately poor birth outcomes.*

- Text4baby **reinforces and supports** ongoing education and **assists with retention** through critical messages and reminders:

- ✿ Signs of Labor
- 👉 Mom and Baby's Appointment and Immunization Reminders
- 🍓 Healthy Eating for Mom and Baby
- 🕒 Safe Sleep
- 📅 Urgent News (e.g. pertussis outbreaks, product recalls)
- 👤 Health Insurance Information
- ☎️ Resource Hotlines and Websites



Diverse Partners in Health Care

Federal Agencies



50 State Health & Medicaid Agencies



96 Health Plans



Major Health Assns.



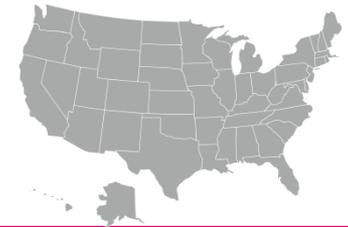
Hospital Networks



Media Partners



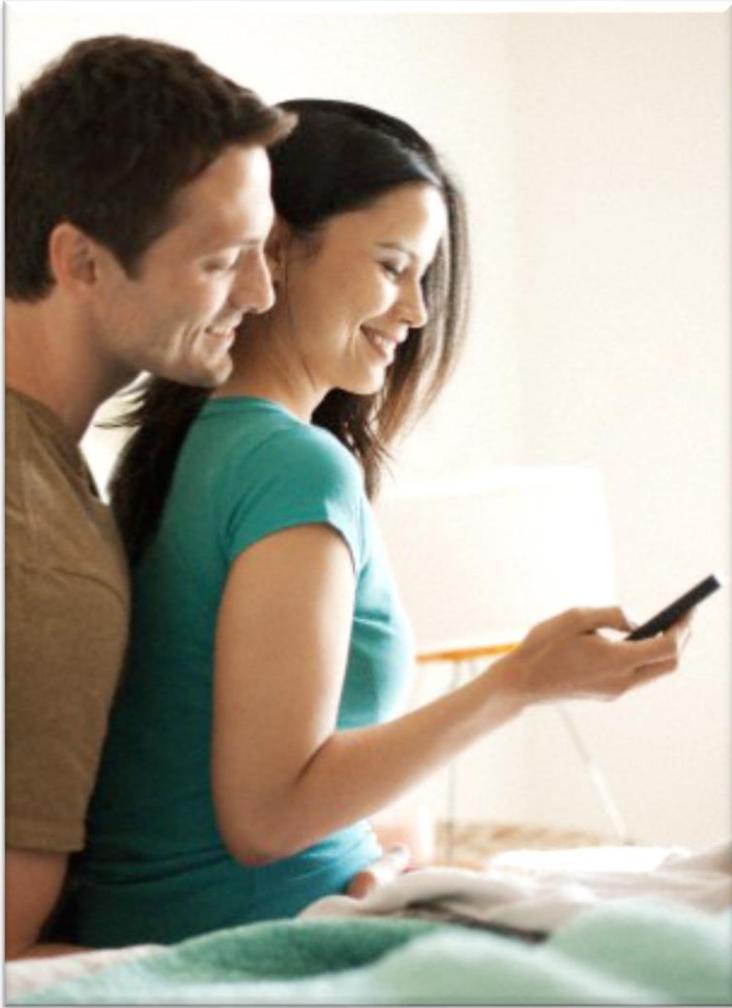
>50 State & Local Coalitions



Content Development and Messages



How Text4baby Works



Mom texts **BABY/BEBE to 511411**



Mom gives due date/DOB & zip code



Mom gets free tips 3x/week throughout pregnancy & until baby's 1st birthday



Through Text4baby, moms can also learn more about certain topics; [get support for enrolling in Medicaid/CHIP](#); take quizzes; get urgent health alerts; sign up for appointments, WIC meetings and vaccination reminders; provide feedback on specific messages; and get connected to support hotlines.

Text4baby Addresses Critical Maternal and Child Health Topics

267 Messages Total

Messages by broad topic area:

- 61 Safety
- 56 Development
- 45 Nutrition
- 44 Support
- 30 Infectious disease
- 20 Health care access
- 18 Well baby visit
- 18 Symptoms
- 11 Screening
- 9 Prenatal care
- 8 Oral health

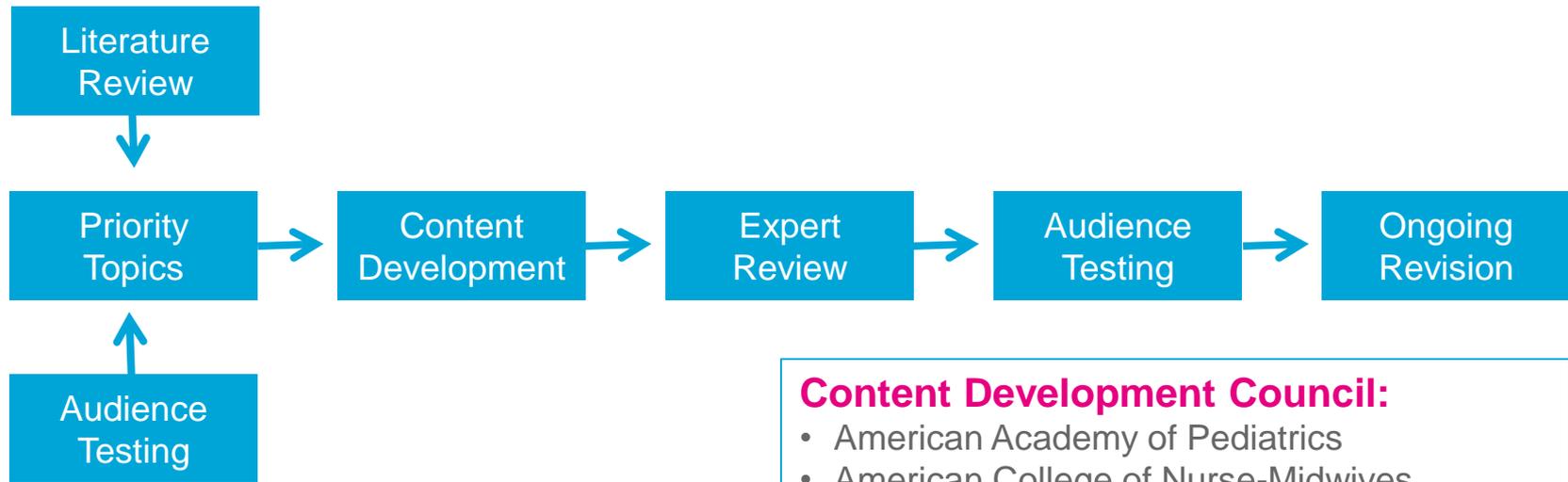


Text4baby



- Smoking Cessation
- Breast Feeding
- Health Care Access
- Diabetes
- Nutrition
- Oral Health
- Immunization
- Prenatal Care
- Disabilities
- Family Planning
- HIV/AIDS Prevention
- Violence Prevention
- Physical Activity
- Safety & Injury Prevention
- Mental Health
- Substance Abuse Prevention
- Developmental Milestones
- Labor & Delivery
- Car Seat Safety
- Safe Sleep
- Exercise

Content Development & Review



Text4baby's Content Manager -- who developed the American Academy of Pediatrics *Bright Futures* guidelines — ensures accuracy, currency, and consistency with medical research and science.

Content Development Council:

- American Academy of Pediatrics
- American College of Nurse-Midwives
- The American College of Obstetricians and Gynecologists
- Association of Women's Health, Obstetric and Neonatal Nurses
- Centers for Disease Control and Prevention
- Health Resources & Services Administration
- March of Dimes
- National Association of Pediatric Nurse Practitioners
- Society for Maternal-Fetal Medicine



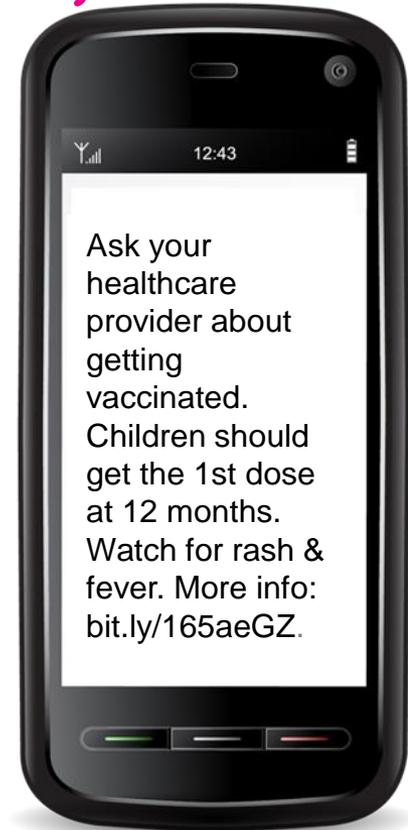
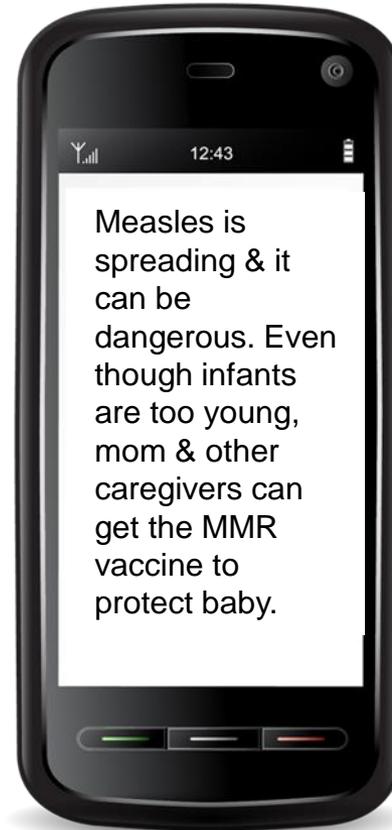
Interactivity in Text4baby Service



- 58% contain additional health and resource info
- 46% (123 messages) link to Text4baby **mobile webpages** developed in partnership with major medical associations
- 25% (68 messages) provide a resource phone number
- 45 links to **videos**
- 15 visit & appointment **reminders**
- 6% of messages link to **external websites**
- 9 messages prompt mothers to text back **LIKE** when they find a message helpful
- 7 messages encourage mothers to text back **MORE** to get additional information
- 4 interactive user feedback and engagement **survey questions** (e.g. *“Did you ask your provider about a health topic covered in Text4baby?”*)
- 3 **interactive modules** that connect moms to healthcare, remind moms of well-baby visits & immunizations, and encourage flu shot vaccination
- 2 **quizzes** (Food safety-pregnancy; car seat safety-infancy)

Text4baby Alerts Moms of Urgent Health News, Recalls, Outbreaks, etc.

- Tylenol recall, May 2010
- Pertussis outbreak CA (CDC), July 2010
- Similac formula recall, September 2010
- Sleep positioners warning (FDA), October 2010
- New car safety seat guidelines (AAP), March 2011
- Deadly hot cars (Safe Kids), July 2011
- Benzocaine warning (FDA), August 2011
- Window falls prevention (AAP & CDC), September 2011
- Warning about crib bumpers (AAP & CDC), October 2011
- Carbon monoxide poisoning (CT & MA), November 2011
- Warning about button batteries (Safe Kids), December 2011
- CMS enrollment (CMS), February 2012
- Medicine safety (CDC), March 2012
- Pertussis - 7 states (CDC), April 2012 and 44 states (CDC), June 2012
- Hurricane Sandy Refrigerated Food – 12 states, November 2012
- Health Insurance Marketplace & free/low cost plans (CMS), August 2013



Utilization of Ad hoc messaging to share more Safe Sleep Information

- Leverage Text4baby to include more information about Safe Sleep (via Ad Hoc/Broadcast messaging)
 - **Ohio specific safe sleep messaging**
 - **Include Ohio safe sleep resources – hotline/website**
 - ODH Safe Sleep
 - Cribs for Kids
 - Others?

The screenshot shows the Ohio Department of Health website. At the top left is the ODH logo. To its right is the text 'Ohio Department of Health'. Further right is a search bar and social media icons for Facebook, Twitter, and YouTube. Below this is a navigation bar with links for 'Forms', 'Rules', 'Local Health Departments', 'About Us', 'Data & Statistics', and 'Our Programs'. A secondary navigation bar shows an 'A-Z Index' and a row of letters from A to Z. On the left side, there is a vertical menu with links: 'Alone', 'Back', 'Crib', 'Safe Sleep Facts', 'Partners and Resources', 'Family Stories', and 'Safe Sleep Home Page'. The main content area is titled 'Infant Safe Sleep' and features the 'ABCs of Safe Sleep' graphic: 'A lone.', 'B ack.', and 'C rib.'. Below this is the headline 'Baby sleeps safest alone, on their back, in a crib.' and a paragraph: 'Every week in Ohio, 3 babies die in unsafe sleep environments. These deaths don't have to happen! Learn why it's safest for baby to follow the ABCs of safe sleep – Alone. Back. Crib. Every baby, every sleep!'. At the bottom, there are two buttons: 'What does a safe sleep environment look like?' and 'Click here to locate a free crib!'.

Unique Features and Projects



Custom Text4baby

- Eleven states currently utilize a “custom” or tailored version of the Text4baby service, which includes:
 - Local resources and services
 - Information about how to connect to state-specific free and low cost health care.
 - The ability to send ‘ad hoc’ messages to state participants about recalls, new services, outbreaks, or other emerging information.
- These states are currently offering a custom service:
California, Florida, Georgia, Louisiana, *Ohio, Oklahoma, Massachusetts, Michigan, Missouri, Nevada, New York, and Virginia.

Ohio Custom Resources + Ad Hoc Messages

- **Tailored Ohio Resources:**

- Medicaid (English – website/#; Spanish – just #)
- Food Safety Hotline (English – website/#; Spanish – just #)
- Drug and Alcohol Abuse (English – website/#; Spanish – just #)
- Smoking Cessation (English – website & # is National)\
- Vaccinations (English – website/#; Spanish – just #)
- Domestic Abuse Hotline (English – website/#; Spanish – just #)
- Child Seat Inspector (English – website/#; Spanish – just #)
- Child Care (just English website)
- WIC (just English/Spanish website)
- Breastfeeding (just English website)
- Safe Sleep (just English website)
- Lead
- HIV/AIDS
- Help Me Grow
- (*also Strong Babies website)

- **National Resource:**

- National BABY Hotline (CMS, WIC & Provider Info)
- National Hunger Hotline
- Postpartum Support
- Job Accommodation Network
- Infant See
- Parents Anonymous Hotline
- Poison Control
- Birth Control/Family Planning
- Fire Administration
- Consumer Product Safety Commission

Interactive Opt-In Modules

In addition to the general Text4baby protocol messages, the service includes **3 interactive opt-in modules** to collect additional participant data, connect to specific resources and medical information, and respond to participant needs.

1. The **Immunization Module** reminds moms of well-baby visits & immunizations in the first year of life.
2. The **Medicaid Module** connects uninsured moms/infants to health coverage information.
3. The **Flu Module** encourages flu shot vaccination during pregnancy and motherhood during flu season and provides a coupon for a free flu shot through a partnership with Rite Aid.

Centers for Medicare and Medicaid Services (CMS) Text4baby Pilot Project

3-year contract (starting in 2013) with CMS to pilot work with state Medicaid agencies in **California, Louisiana, Ohio, Oklahoma** to:

1. **Implement a customized version of Text4baby designed to:**
 - Include state-specific resources (i.e. hotlines and websites).
 - Improve a range of selected health measures, including rates of postpartum care visit attendance, prenatal smoking cessation, and support maternal knowledge around reducing preterm delivery.
 - Integrate and reinforce key state efforts to improve state selected health outcomes.
2. **Expand efforts to enroll Medicaid beneficiaries into the Text4baby service.**
 - Work with State Medicaid agencies, Medicaid Managed Care Organizations, and other key stakeholders to systematically enroll pregnant Medicaid beneficiaries into the service.
3. **Assess Text4baby's impact on improving key quality measures.**
 - An external evaluation is being conducted by Mathematica Policy Research.

Introducing the Free Text4baby App!

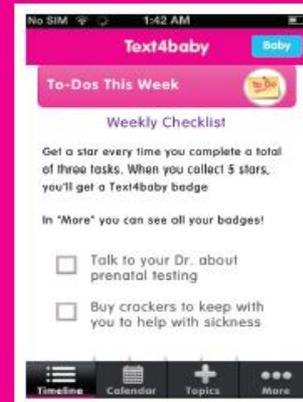
The free Text4baby app makes it even easier for you to get more critical health and safety information.

As a companion to the text messages, you can get more health and safety tips and access fun, interactive features, including:

- How your baby is growing each week
- Your progress and medical updates
- Appointment reminders
- Fun quizzes

Download the app by searching for "Text4baby" in the [iTunes](#) or [Google Play](#) app stores.

Your baby has you, you have Text4baby.



Text4baby App Complements Text Messages

The interactive app offers information to complement the text messages

- ❖ Weekly developmental milestones through pregnancy and baby's 1st year
- ❖ A weekly, timed planning list of medical, developmental, and lifestyle calendar items
- ❖ Polls that allow participants to see how they stand compared to other moms on topics such as pregnancy symptoms, infant development, and emotional experiences

Text4baby

How Big is Baby? 

Week 9: Blackberry

 Weight: Less than .5 oz
Height: .66 inches

Your baby is the s
blackberry!

To-Dos This Week 

Weekly Checklist

Get a star every time you complete a total of three tasks. When you collect 5 stars, you'll get a Text4baby badge

In "More" you can see all your badges!

See How You Compare

Take our poll and see w/ Text4baby moms have

One thing that helps me with my morning sickness is:

- Chewing gum
- Crackers or pretzels
- Peppermint candies

Talk to your Dr. about prenatal testing

Buy crackers to keep with you to help with sickness

Sign-up Integrated With Texts

Verizon 3G 11:15

Text4baby



Tell Us About Yourself

I am:

First Name

Email

ZIP code

Create Password
(at least 8 characters with one number)

Verizon 3G 11:16

Text4baby



Finishing Up

555-555-1117

- By entering your cell phone number you agree to enroll in Text4baby & receive messages from 511411
- Message pricing: You will receive 3 messages a week at no charge
- The content is not available through all cell phone companies. [Click here](#) to see a list of

Talking is Teaching: Talk, Read, Sing

- Partnership with Too Small to Fail & Sesame Street
- Enhance Text4baby messaging with an early language content development content stream
 - Highlight how important it is for parents to talk, read, and sing to their children during everyday moments & routines.
 - Promote videos and additional resources to model this behavior.
 - Messages delivered every Wednesday when baby is 9 weeks old until they are 1 year-old.
 - Visit www.talkingisteaching.org and www.sesamestreet.org/talking.



Smoking Cessation/Quit4baby Discussion

Quit4baby

Text4baby continues to help Pregnant Women Quit Smoking

- Text4baby is now offering additional FREE messages to help pregnant women quit smoking.
- This additional component of the service, called **Quit4baby**, sends personalized text messages that are centered around a woman's quit date.
- Once enrolled, a participant will receive smoking cessation education, tips to avoid cravings, relapse support, and more.

Quit4baby Messages

- The content for **Quit4baby** was developed by National Healthy Mothers, Healthy Babies Coalition, Voxiva, and George Washington University.
- External experts in smoking cessation and pregnancy reviewed all of the messages to ensure that they are appropriate for use with pregnant smokers and meet guidelines for smoking cessation during pregnancy.

Quitting is not easy; but it will help you have a healthy baby. If you find that you have slipped and smoked, reply SMOKED.

1 week to go! That's when I called the Quitline, 800-QUIT-NOW (800-784-8669). They have good advice on quitting while pregnant. And it's free!

It's been 2 weeks since you've quit. Your blood circulation & lung function are improving. Your body is healing & your baby is getting more oxygen.

Quit4baby

Signing Women Up for Quit4baby

To help a woman sign up for Text4baby, have her follow these simple steps:

1. Text the word **BABY** (or **BEBE** for Spanish) to **511411** from her mobile phone.
 2. Enter **due date/baby's birthdate** and **zip code**.
- Once enrolled into Text4baby, a woman will receive a text message with information about enrolling into Quit4baby if she smokes and needs help quitting.
 - The message will include a link to a mobile webpage where she can easily sign up.
 - You can also help women enroll directly into Quit4baby by visiting www.quit4baby.com and completing the enrollment form.

Text4baby



Quit4baby: Interactive Text Messages to Help Pregnant Smokers Quit

Text Messaging Helps Pregnant Women Quit Smoking

Text4baby is a FREE texting service for pregnant women and moms with infants under age one. The messages cover a broad range of topics including prenatal care, labor signs and symptoms, nutrition and breastfeeding, baby's development, and health, safety, urgent health alerts and product recalls, and more. Text4baby also includes interactive appointment and immunisation reminders, educational videos and mobile webpages, and links to health insurance information and health-related services.

Text4baby is now offering additional FREE messages to help pregnant women quit smoking. This additional component of the service, called **Quit4baby**, sends personalized text messages that are centered around a woman's quit date. Once enrolled, a participant will receive smoking cessation education, tips to avoid cravings, relapse support, and more. Quit4baby builds off of the success of Text4baby and another proven mobile health intervention, **Text2quit**. Text2quit is offered through many state quit lines and is designed to help people quit smoking and stay quit. In a published randomized trial, Text2quit was shown to double quit rates when compared to the control group (biochemically confirmed abstinence 11% vs. 5%). Quit4baby adapts all educational messages and other features of Text2quit to be consistent with Surgeon General recommendations for smoking cessation in pregnant women.

Quit4baby Messages

The content for Quit4baby was developed by National Healthy Mothers, Healthy Babies Coalition, Varda, and George Washington University. External experts in smoking cessation and pregnancy reviewed all of the messages to ensure that they are appropriate for use with pregnant smokers and meet guidelines for smoking cessation during pregnancy.

Quitting is not easy, but it will help you have a healthy baby. If you find that you have slipped and smoked, reply SMOKED.

1 week to go! That's when I called the Quitline, 800-QUIT-NOW (800-784-8689). They gave good advice on quitting while pregnant. And it's free!

It's been 2 weeks since you've quit. Your blood circulation & lung function are improving. Your body is healing & your baby is getting more oxygen.

Quit4baby



Need help quitting smoking during pregnancy?
Sign up for Text4baby by texting **BABY** to 511411.

Get three **FREE** messages a week on your cell phone to help you through your pregnancy and baby's first year. Text4baby delivers messages covering a wide range of pregnancy and baby health topics, including immunizations, nutrition, safe sleep, developmental milestones and more. As a Text4baby mom, you can also get free, anonymous help with quitting smoking during your pregnancy through a special part of the service called **Quit4baby**. These additional messages are tailored to you, so that you can get the support you need to set a quit date, deal with cravings, set goals, and track your progress. Make the decision to quit - for you and your baby - by signing up today.

Text **STOP** to discontinue service or **HELP** for technical help.
Visit www.text4baby.org for more information on the service.

Enroll directly into Quit4baby by visiting www.quit4baby.com.

YOUR BABY HAS YOU, YOU HAVE TEXT4BABY



Help Spread the Word

- Talk to pregnant smokers about Text4baby and show them how easy it is to sign up!
- Order free Text4baby promotional materials at <http://www.tinyurl.com/t4bstore>. Email info@text4baby.org for additional promotional materials with information about Quit4baby.
- Adapt our email template/script (*can share with you!*) and send an email to your staff and partners about Text4baby and Quit4baby, sharing details on how they can learn more and spread the word.

Text4baby Driving Desired Outcomes



Text4baby is Reaching its Target Audience

Text4baby is reaching individuals early in their pregnancy

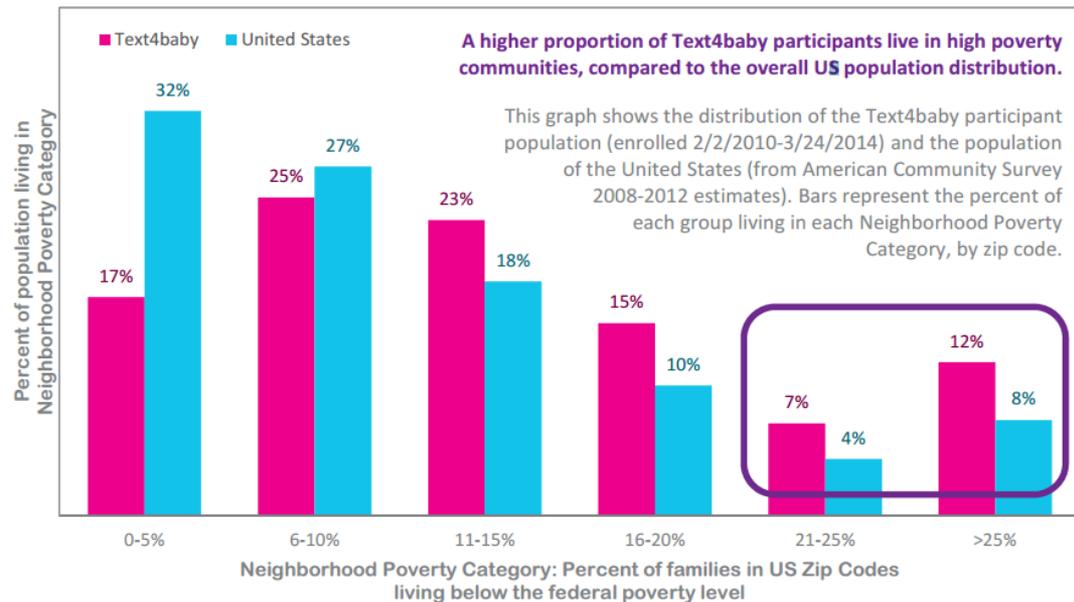
39% enrolled during first trimester

Text4baby is reaching women in **high-poverty areas**

A higher percentage of Text4baby users live in zip codes with the highest levels of poverty compared to the overall U.S. distribution

Text4baby

Neighborhood Poverty Distribution
Text4baby Participant Population vs. US Population



Well Received by Participants

- ❖ 99% of WIC participants in an Emory University study (baseline n=468) had no concerns about enrolling in Text4baby; 95% reported the enrollment process was easy; 92% regularly read Text4baby messages; and 88% planned to continue to use Text4baby.¹
- ❖ 93% of participants who responded to a Text4baby survey said they would refer Text4baby to a friend (n=26,650) and rated the helpfulness of the service a 7.7 out of 10 (n=38,090).²
- ❖ The average satisfaction rating for Text4baby participants of the California State University San Marcos National Latino Research Center and CSUSM/UCSD evaluation was 8.5 out of 10, with Spanish-speaking participants reporting a higher level of satisfaction compared to English-speaking participants.³

¹ Gazmararian, J., Elon, L., Yang, B., Graham, M., Parker, R. (2013). Text4baby Program: An Opportunity to Reach Underserved Pregnant and Postpartum Women? Maternal Child Health Journal. Abstract available: <http://www.ncbi.nlm.nih.gov/pubmed/23494485>.

² Kaleka, A., Olsen, R., & Sweet, M. (2012, April 28). Utilization of Text4baby to Improve Maternal and Infant Outcomes with an Interdisciplinary Team. Seattle, Washington. Available: <http://www.fmdrl.org/index.cfm?event=c.accessResource&rid=3850>.

³ California State University, San Marcos (2011). San Diego Researchers First to Report Positive Impact of Text4Baby Program [press release]. Retrieved from: https://www.text4baby.org/templates/bee_z_20/images/HMHB/SD_press_release.pdf. Total sample size for first survey = 122.

Text4baby is Making an Impact

- Health Knowledge and Preparedness:

82% ...of CSUSM national survey participants reported Text4baby messages informed them of medical warning signs they did not know.¹

3X A George Washington (GW) University-led randomized evaluation found that Text4baby mothers were **nearly three times more likely** to believe that they were prepared to be new mothers compared to those in the no exposure control group (n=123).⁴

Findings from an RCT funded by the DOD Telemedicine and Advanced Technology Research Center and lead by GW and the Madigan Army Medical Center found improvements in beliefs targeted by Text4baby, including (1) the importance of prenatal care, (2) the risk of alcohol use, and (3) the importance of prenatal vitamins, among participants with short term (4 week) exposure to Text4baby compared to the control group (n = 943).⁵

- Appointment Attendance and Behavior Change:

63% ...of CSUSM national survey participants reported Text4baby helped them remember an appointment.¹

73% vs 20% Preliminary results from a study conducted by researchers from St. Louis University show a significant difference in average glucose values within goal between the Text4baby control group and the no-text control group (73% vs 20%, N=30).⁶

- Facilitating Interaction with Health Providers and Improving Access to Health Services:

65% ...of CSUSM national survey participants reported they talked to their doctor about a topic they read on a Text4baby message, **77%** reported that they clicked a Text4baby link, and **46%** reported they called a number for a service they received from Text4baby.¹

47% ...of CSUSM national survey participants reported Text4baby helped connect them to health services for them and/or their baby, with a higher percentage of uninsured participants (**60%**) reporting that Text4baby helped them access health services.¹

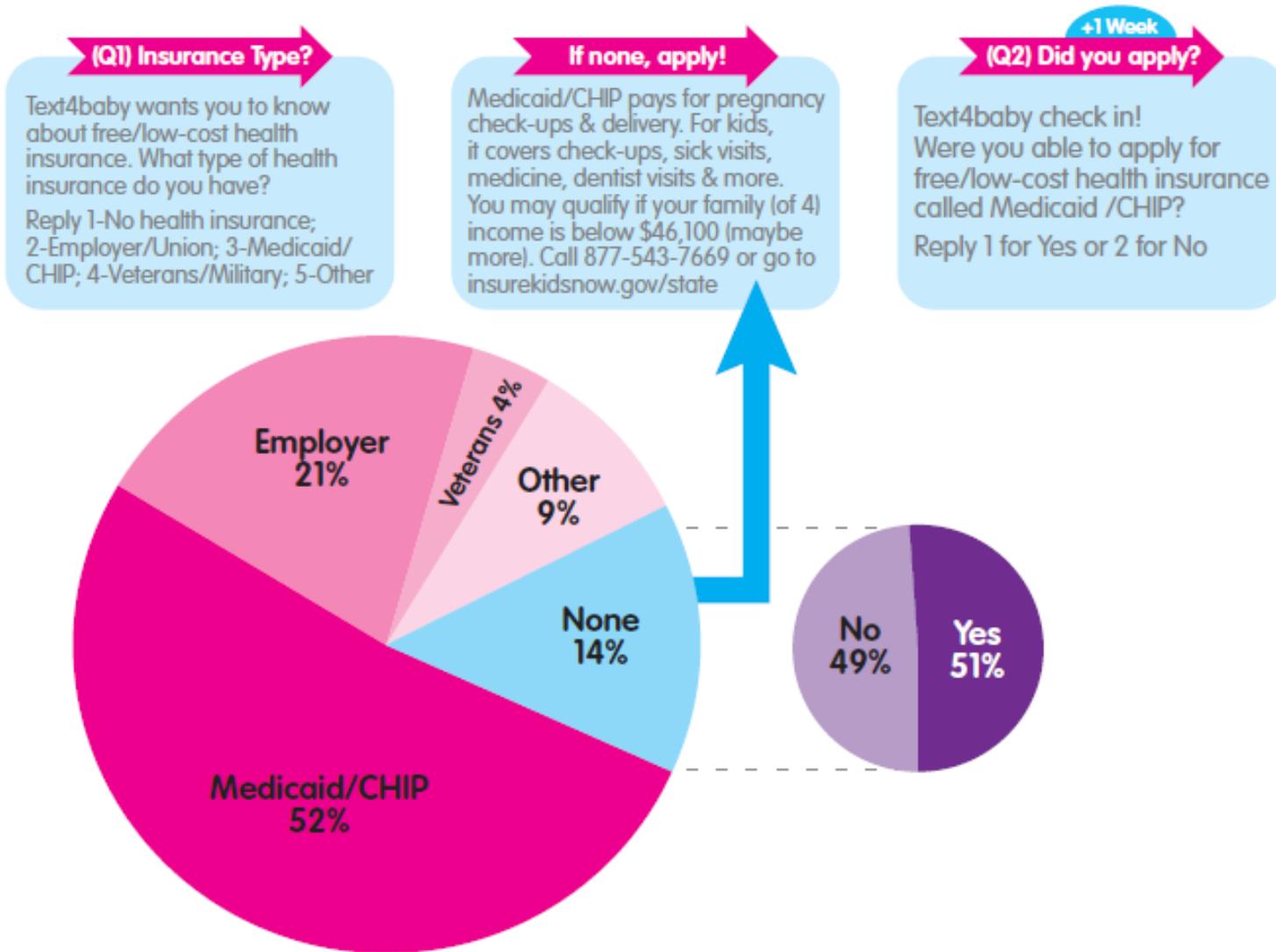
64% ...of Text4baby survey respondents report having asked a Dr./midwife about information in a Text4baby message (n=23,005) and **20%** report having called a resource from a Text4baby message (n=19,495).

"I love that text4baby gives out really good ideas for my baby to be safe, and it goes by your baby's age, so it's just the right timing. Text4baby has been so helpful; even though I have four boys already, text4baby gave me great support throughout my pregnancy, advised me on how to make myself more comfortable, and when I gave birth, text4baby was still there congratulating me! It felt great!"

-Norma C, San Elizario, TX, Cricket Customer



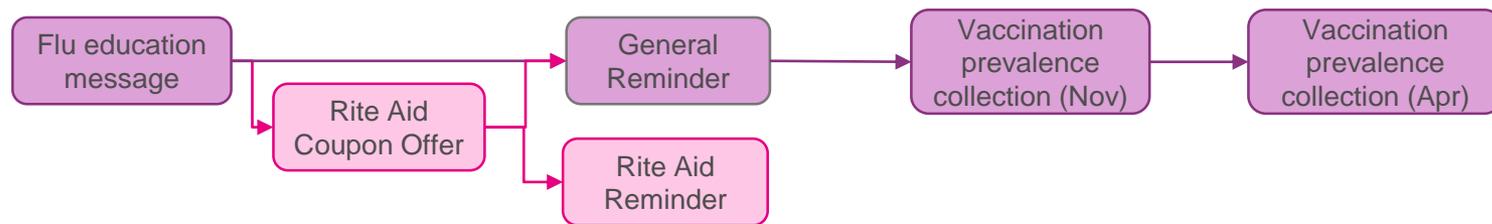
Medicaid Module



(Q1) N = 90,165, Response Rate = 46%; (Q2) N = 4,752, RR = 40% Source: Text4baby Database 3/24/2014

Flu Module 2013: Background & Module Design

- **Education and Reminders:** Beginning in October 2013, educational messages about the importance of the flu shot for pregnant women and mothers, as well as tailored education about flu shots for moms of infants >6 months who can be vaccinated, was sent to all Text4baby participants.
 - All participants received a general reminder two weeks after they received the education message.
 - Initial & general reminder messages were sent monthly to new enrollees through the end of flu season
- **Partnership with Rite Aid:** Participants (who enrolled prior to mid-Dec) living in counties where a Rite Aid store is located also received a coupon offering for a free flu shot, redeemable at Rite Aid. Those who requested a coupon, received a reminder to use their coupon two weeks later, and in January before they expired.



Text4baby in Ohio



Ohio Text4baby Outreach Highlights

Ohio Department of Health (ODH) *Text4baby Lead Partner in Ohio

- ❖ In August 2014: Ohio Department of Health (ODH) and Text4baby partners across the state kicked-off ODH's 2 year Text4baby Initiative supported together with The George Gund Foundation.
 - ❖ The Initiative's Goal is to utilize:
 - ❖ Text4baby as direct access to health services for low-income and traditionally underserved pregnant women and moms with babies under one in Ohio.
 - ❖ Increase knowledge about critical health topics and facilitate communication with medical providers.
- ❖ Outreach Highlights:
 - ❖ Ohio Hospital Association Outreach distributed 25K Safe Sleep Kit diaper bags with Text4baby information to over 100 birthing hospitals.
 - ❖ ODH presented at Ohio Head Start Association's Training Meeting.
 - ❖ Text4baby exhibited at the Ohio Infant Mortality Summit.



Ohio Text4baby Outreach Highlights

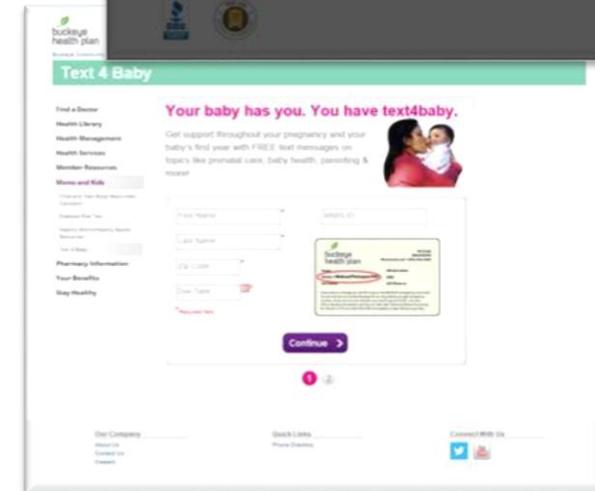
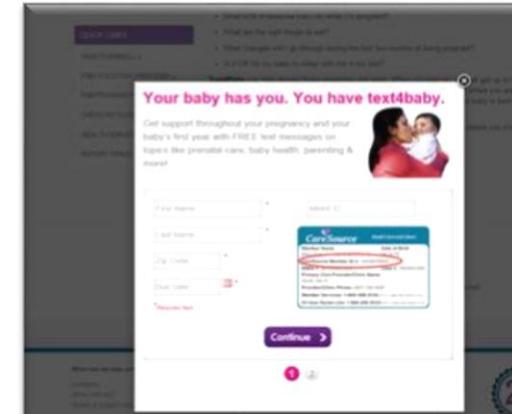


Ohio Department of Medicaid (ODM)

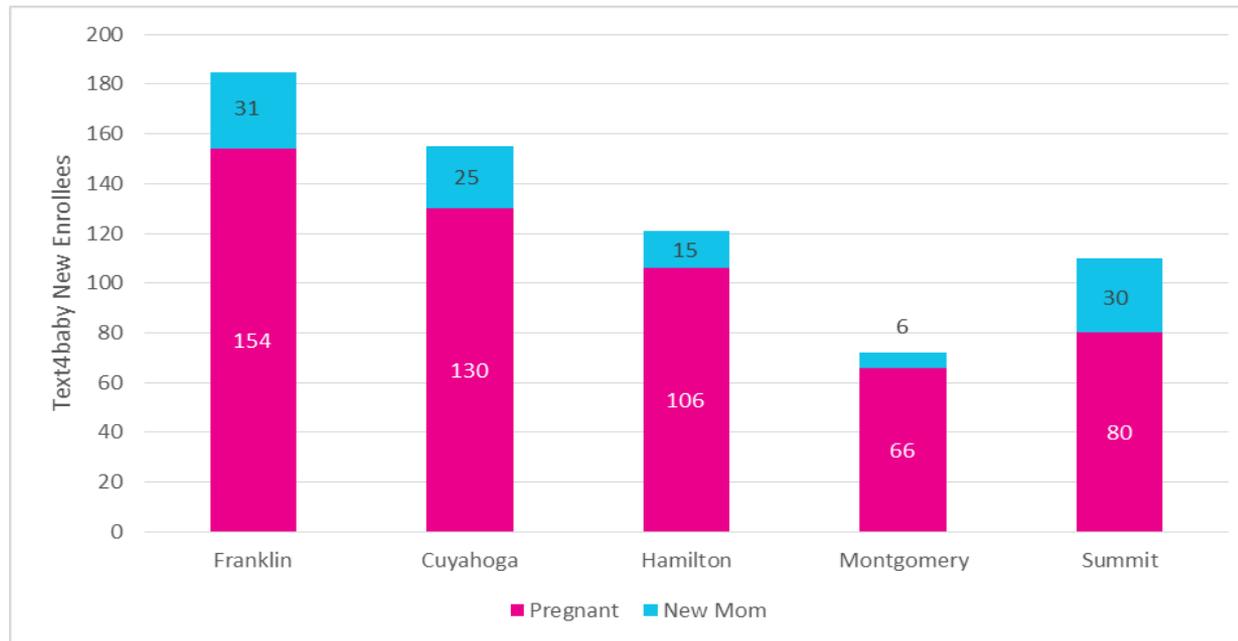
- Text4baby brochures distributed to Central Ohio FQHCs and WIC clinics:
 - ODM engaged Ohio Association of Community Health Centers (OACHC) for distribution ~14 FQHCs.
 - And leveraged its partnership with ODH for assistance in distributing to WIC Clinics in the same region ~20 WIC clinics.

Managed Care Plans (MCPs)

- ODM and Text4baby worked with all 5 state based Medicaid Managed Care Plans (MCP) to:
 - Implement a standard, public-facing web-based enrollment form (ability to match moms to tag/enroll in specific MCP track).
 - Customize messaging with plan specific resources.
 - Strategize marketing and promotional efforts to boost enrollment.



Text4baby Subscribers in Ohio



- ❖ There have been over **847,000** subscribers Nationally in Text4baby since the service launched on February 2010 (*at that time*)
- ❖ There have been over **22,000** subscribers in Text4baby from Ohio during the same time period.
- ❖ Between July 1, 2014 and December 31, 2014, **1,610** pregnant women and new mothers from Ohio enrolled in Text4baby.

Best Practices for Outreach



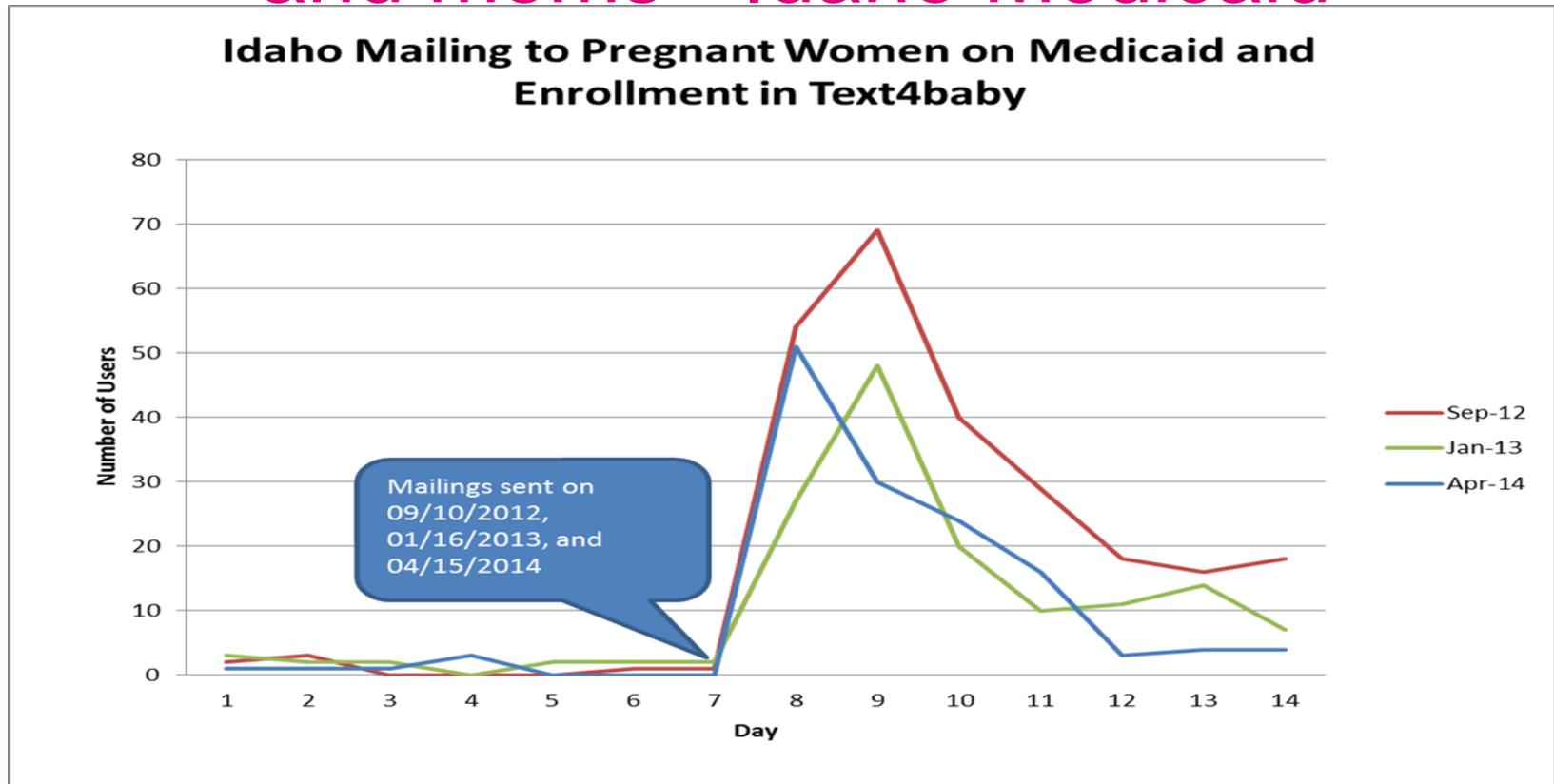
Integrating into clinical practices: Neighborhood WIC & Text4baby

In 2013, NYC WIC implemented **in-depth training** for all client-interacting staff, particularly focusing on Breastfeeding Peer Counselors.

- Strong emphasis on on-site enrollment and **WIC-specific appointment reminders** with goal of increased WIC appointment adherence.
- Use of **promotional materials**:
 - Flyers in waiting rooms, nutritionist's office, and displayed on digital screens in centers.
 - Staff wear “Ask me about Text4baby!” pins.
 - Digital promotion (website, social media).
 - Media outreach to press, local leaders.
- By late 2013, **1200 women enrolled** using WIC participant code in Neighborhood WIC counties.



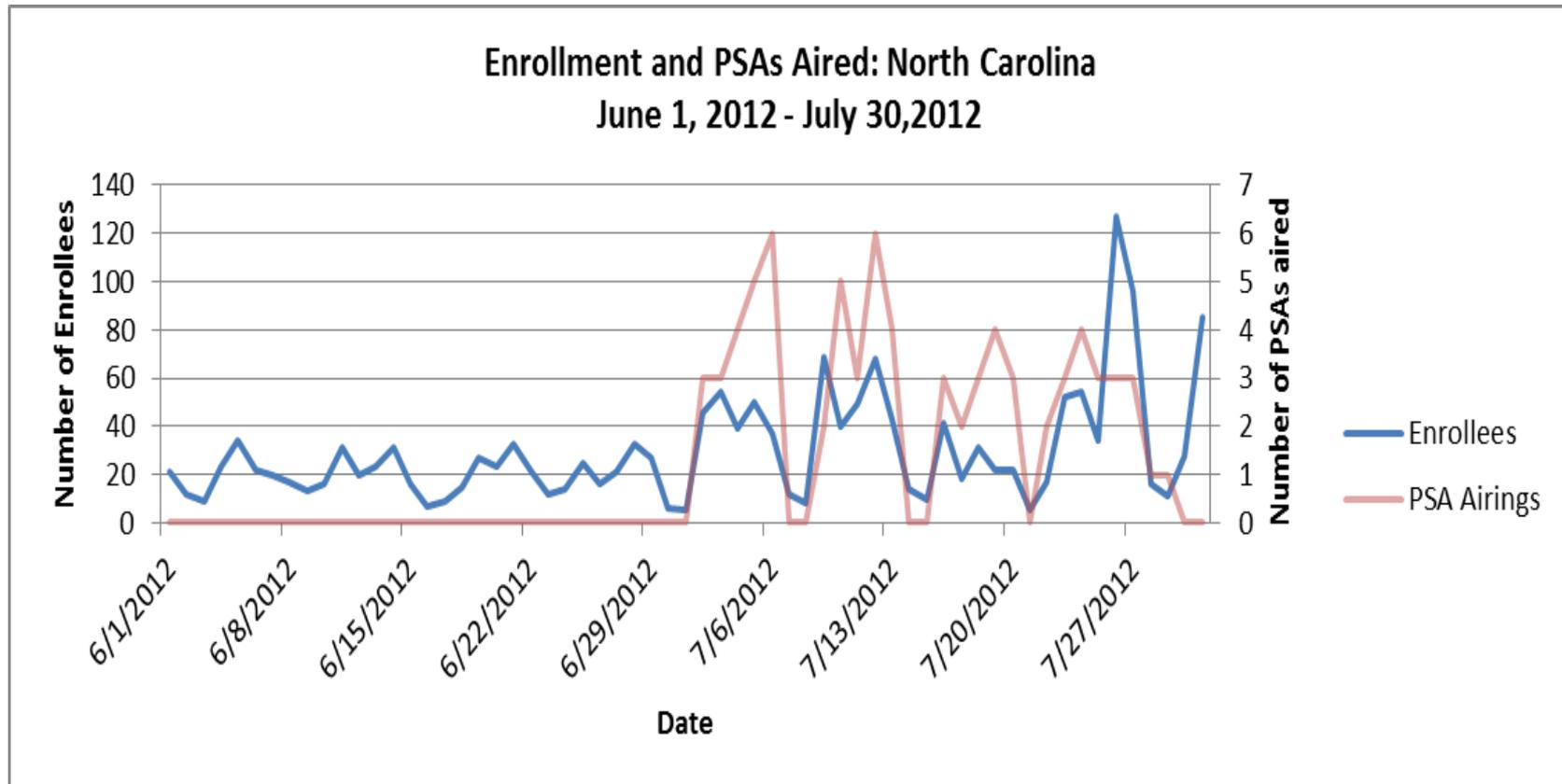
Communicating directly with pregnant women and moms - Idaho Medicaid



- ❖ In September 2012, January 2013, and April, 2014 the Idaho Department of Health and Welfare & Idaho Medicaid sent a mailing about Text4baby to all pregnant women on Medicaid. The mailing resulted in a 3385% increase, a 953% increase, and a 2100% increase in enrollment, respectively, the week following the mailing.
- ❖ They subsequently scheduled mailings to new pregnant Medicaid enrollees every 6 months.

Text4baby

Using Media: North Carolina Television Public Service Announcements



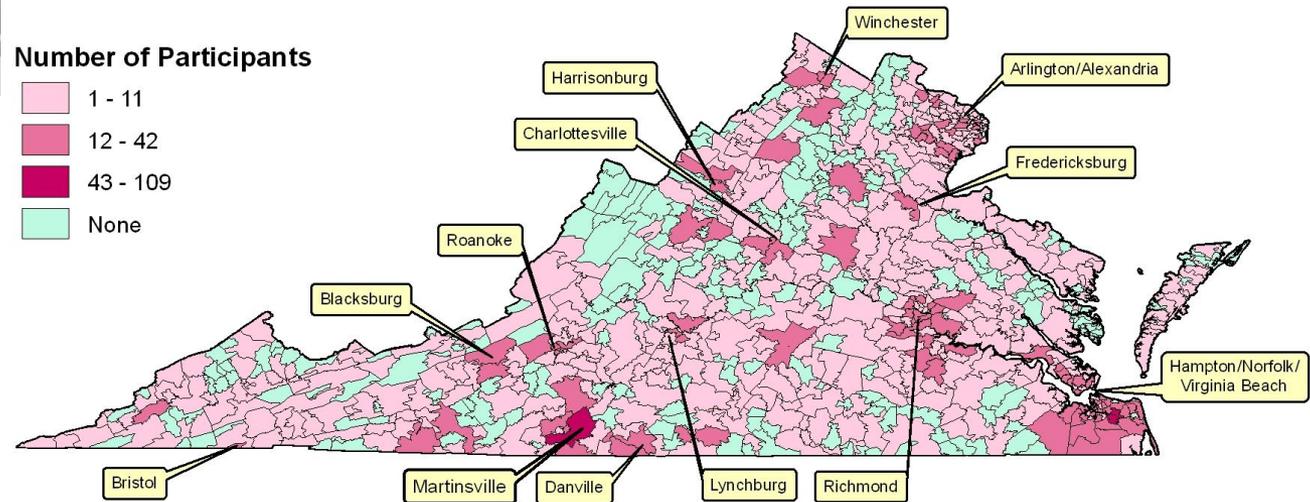
- ❖ The above graph shows increased enrollment corresponding with PSA airings in the first two weeks of July.
- ❖ 1203 users enrolled during July, compared to only 597 during June. This is an increase of over 200%.

Using Data to track promotional efforts



Smart Beginnings of Martinsville-Henry County in Martinsville, VA placed **six Text4baby billboards** in areas with high traffic.

Text4baby Enrollment by Zip Code Virginia Feb-Aug 2010



Text4baby

Text4baby Partnership



Partner Benefits

- ❖ It's **free!**
- ❖ Resources available at www.text4baby.org including toolkits, tip sheets, boilerplate language, social media posts, press release templates, and more.
- ❖ Free promotional **materials** in English and Spanish.
- ❖ **Technical assistance** through HMHB.
- ❖ Access to logo and InDesign art files for **materials customization**.
- ❖ Access to zip code-level **data** to track local enrollment and monitor outreach strategies.
- ❖ **Recognition** and promotion on website and in *Text4baby Tuesday*, a weekly e-newsletter to thousands of partners.
- ❖ Receive **program news** and updates from national staff.
- ❖ Opportunity to be **connected with peers** for collaboration.

Help Enroll Moms-Signing up is Easy!

1.) Pregnant? Have a Baby Under 1?



2.) Text4baby sends FREE text messages timed to YOU!

Monday Wednesday Friday



3.) Text **BABY** to 511411



Text STOP to discontinue service or HELP for technical help.

1) Text BABY to 511411 (BEBE for Spanish)

2) Follow prompt to enter due date or baby's DOB

3) Enter zip code

4) Receive FREE tips each week throughout pregnancy & until baby's 1st birthday!

Other Important Information for Your Patients

Text4baby messages do not include any advertising or spam



Text STOP to cancel service or HELP for help



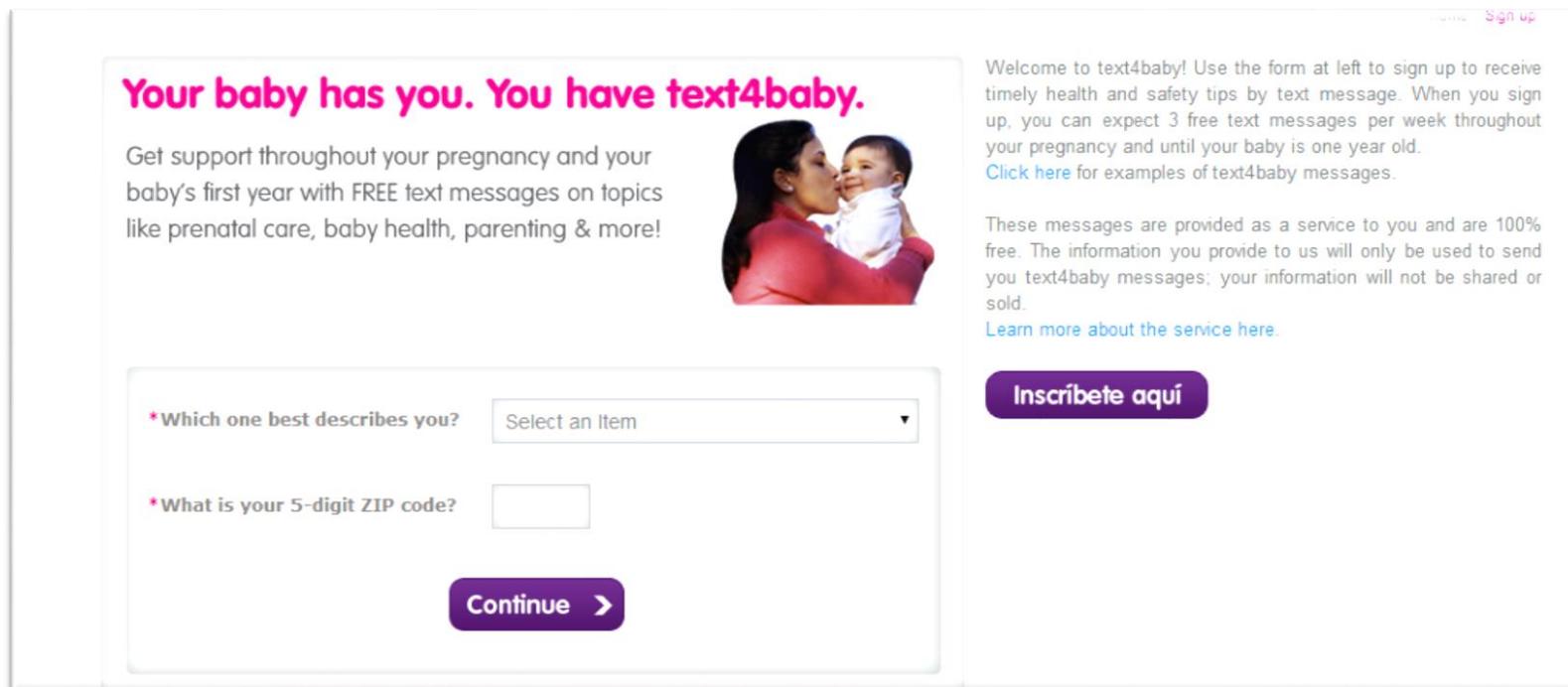
Text UPDATE to change due date/zip code



Text LIKE to share feedback on messages you enjoy

Enroll Patients through Web Enrollment Button

- In addition to SMS enrollment, women can sign up for Text4baby using www.text4baby.org.
- If you have access to a computer, consider enrolling patients online during appointment.
- You can add the web enrollment button to your website and track visitors who enroll in Text4baby through your website.



Your baby has you. You have text4baby.

Get support throughout your pregnancy and your baby's first year with FREE text messages on topics like prenatal care, baby health, parenting & more!



Welcome to text4baby! Use the form at left to sign up to receive timely health and safety tips by text message. When you sign up, you can expect 3 free text messages per week throughout your pregnancy and until your baby is one year old. [Click here](#) for examples of text4baby messages.

These messages are provided as a service to you and are 100% free. The information you provide to us will only be used to send you text4baby messages; your information will not be shared or sold. [Learn more about the service here.](#)

Inscríbete aquí

*Which one best describes you?

*What is your 5-digit ZIP code?

Continue >

Make it Easy to Promote Text4baby and Enroll Women

- ❖ Train patient-facing staff (scheduler, application assistant, and others) to share Text4baby materials and encourage enrollment.
- ❖ Train visit schedulers about Text4baby's "REMIND" function to use Text4baby as an appointment reminder.
- ❖ Place the web enrollment button on your website.
 - ❖ Can track enrollments that come from the button on your site
- ❖ Order **FREE** materials
 - Include Text4baby materials in patient packets for pregnant women and families with infant under age 1.
 - Display Text4baby materials on walls in waiting area, offices, and in other areas where flyers are displayed.
 - Include Text4baby materials in educational classes, health fairs, and baby showers resource packets.
- ❖ Incorporate Text4baby information in to your ongoing Social Media efforts (i.e. Facebook, Twitter, etc.)



FREE Promotional Materials and Resources Available to Support your Efforts

- All promotional materials (available in English and Spanish) are shipped **free of charge**.
- Visit **Text4baby.org** to:
 - Order materials. You will need to create a username and password to login.
 - Download tip sheets, tool kits, videos, and other training materials.



Referral Cards

Text4baby



Tools to Assist with Outreach

- Sort by partner type on www.text4baby.org
- You can access free:
 - ❖ Tip sheets
 - ❖ Factsheets
 - ❖ Toolkits
 - ❖ Brand standards
 - ❖ Press release templates
 - ❖ Social media posts
 - ❖ Web enrollment button
 - ❖ Examples of best practices



Actions for partners

National Organizations Leverage your network to connect moms to critical health information.	Local Organizations and Advocates Promote healthy behaviors to moms and families in your community.	
State Organizations Implement a statewide program to improve maternal and child health.	Healthcare Providers Educate moms and families in your healthcare setting.	Health Plans Provide members with health education that supports your programs.
Businesses Encourage employees and customers to foster healthy behaviors for mom and baby.	WIC Connect women to critical health information that reinforces breastfeeding, nutrition, WIC and appointment attendance.	Medicaid Navigator Encourage Medicaid/CHIP beneficiaries to enroll in text4baby to receive timely information about coverage renewal.

Access Real-time Data: Text4baby Enrollment Dashboard



National data Last updated at 3 AM EST on 09/14/2011

	<u>Yesterday</u>	<u>Last 7 Days</u>	<u>Last 30 Days</u>	<u>Last 365 Days</u>
 Number of New Unique Users	598	3,352	14,498	149,852

	<u>Yesterday</u>	<u>Last 7 Days</u>	<u>Last 30 Days</u>	<u>Last 365 Days</u>
 Number of Messages Sent	6,752	378,389	1,817,741	16,524,620

Fast facts:

Total number of unique users since launch (2/2/2010) **227,476**

Total number of messages sent since launch (2/2/2010) **20,328,155**

Average satisfaction rating for all unique users who responded to survey question (n= 11656) **7.84**

Percent of unique users since launch (2/2/2010) who would refer a friend (n= 11656) **96.17 %**

- Partners can sign a *Data Use Agreement* to gain access to zip-code specific enrollment data
- DUA grants access to specific data fields to assist in developing outreach and marketing strategies and evaluating success
- Completed DUAs can be filled out and returned to Research Director, Jessica Bushar at jbushar@hmhb.org.

Q&A

Thank you!

Lindsay Handelsman
Ohio Text4baby Outreach Manager
lhandelsman@hmhb.org

