

A Guide for Enrolling Patients and Clients in Text4baby



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



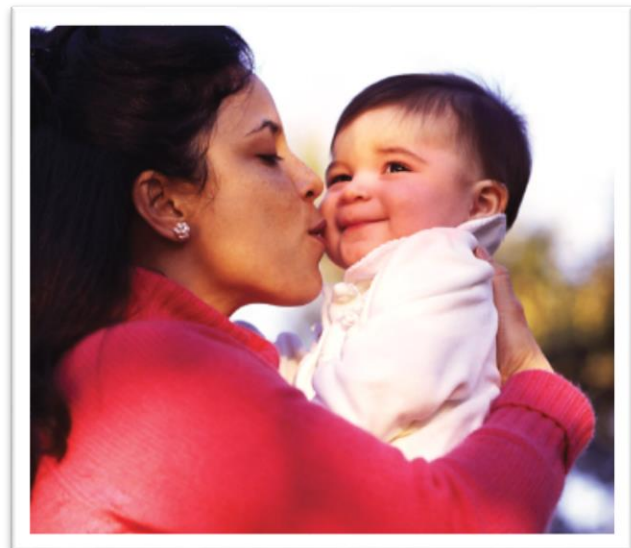
Text4baby Supports Patients

- Text4baby is the largest mobile health initiative in the nation reaching almost **1,000,000** 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** messages three times per week timed to due date or baby's birthdate
- Experts review messages routinely to ensure medical accuracy (CDC, ACOG, AAP, March of Dimes, etc.)
- 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.
- Independent research demonstrates that Text4baby increases women's health knowledge, facilitates interaction with doctors, and improves appointment and immunization adherence.
- There is also an **app available for download** in the Google Play and iTunes stores, which provides additional information about baby's development, pregnancy, childcare tips and more.

Text4baby

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

- ✿ What to Expect for Labor
- 👉 Mom and Baby's Appointment and Immunization Reminders
- 🍎 Healthy Eating for Mom and Baby
- 🕒 Safe Sleep
- 📅 Urgent News (e.g. pertussis outbreaks and product recalls)
- 🏠 Health Insurance Information
- ☎️ Resource Hotlines and Websites



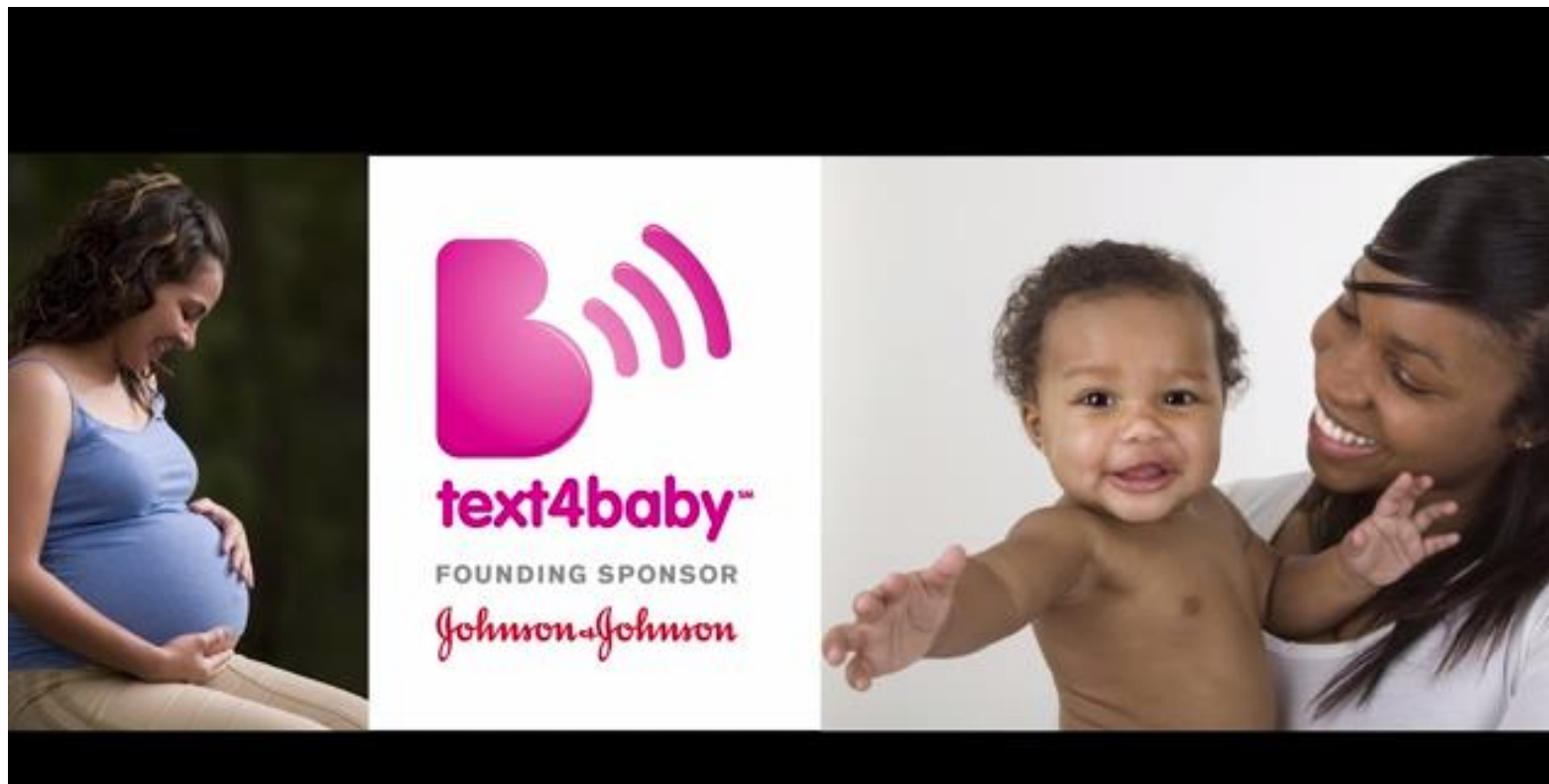
Text4baby is a FREE Service

- Text4baby is a free service; patients will not be charged for messages
- Even if a patient doesn't have a text messaging plan, messages are free.
- If she has limited texting per month, Text4baby won't take away from total amount of messages.
- Participating mobile providers have agreed to deliver text4baby to their subscribers **at no charge**.



The Wireless Foundation

Text4baby Video: Health & Safety Information

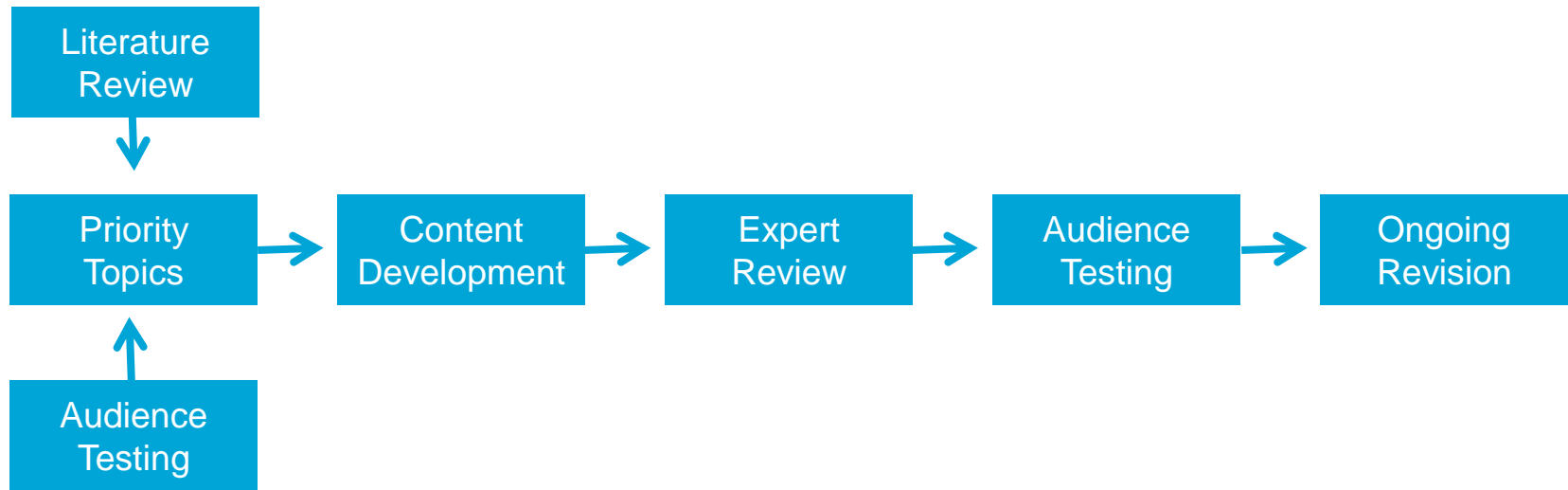


Click here to show video:

<https://www.youtube.com/watch?v=SeOrrF8ilPc>

Text4baby

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.



The American College of
Obstetricians and Gynecologists
WOMEN'S HEALTH CARE PHYSICIANS



AWHONN
PROMOTING THE HEALTH OF
WOMEN AND NEWBORNS



Pediatric
Nurse
Practitioners

U.S. Department of Health and Human Services
HRSA
Health Resources and Services Administration



American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™



Society for
Maternal-Fetal
Medicine



Experts Develop and Review ALL Text4baby Content

Content Development Council:

- American Academy of Pediatrics (AAP)
- American College of Nurse-Midwives (ACNM)
- The American College of Obstetricians and Gynecologists (ACOG)
- Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)
- Centers for Disease Control and Prevention (CDC)
- Health Resources & Services Administration (HRSA)
- March of Dimes (MOD)
- National Association of Pediatric Nurse Practitioners (NAPNAP)
- Society for Maternal-Fetal Medicine (SMFM)

Text4baby Addresses Critical Maternal and Child Health Topics

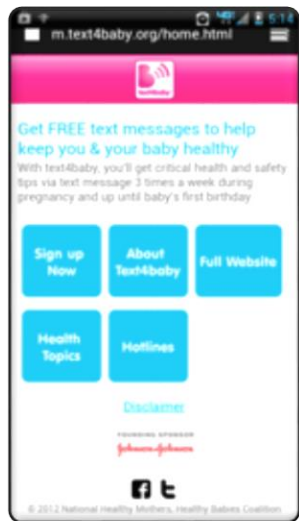
- 267 Messages Total
- Breakdown of messages by broad topic area:
 - 61 Safety
 - 56 Development
 - 45 Nutrition
 - 44 Support
 - 30 Infectious disease
 - 20 Health care access
 - 18 Well baby visit
 - 18 Symptoms
 - 11 Screening
 - 9 Prenatal care
 - 8 Oral health



Interactivity in Text4baby Service



- 58% contain additional health and resource info
- 46% (123 messages) link to text4baby mobile web pages 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 in pregnancy and car seat safety in infancy)



Mobile Web Pages Provide More Information

Message

(1/2) text4baby: Every week of pregnancy is important for your baby's development. So if you have a healthy pregnancy, wait for labor to begin on its own. (1/2) Go to text4b.org/088 to watch a fun video about waiting for at least 39 weeks.

Layers of Additional Resources

The screenshot shows the text4baby mobile app interface. At the top, there is a pink header with a home icon, the text "text4baby", and a "Back" button. Below the header, the main content area has a pink title "Why do babies need at least 39 weeks?". Underneath, there is a paragraph: "Being pregnant 39 weeks gives your baby's body all the time it needs to grow." This is followed by a list of bullet points:

- Important organs, like his brain, lungs and liver, get the time they need to develop.
- He is less likely to have hearing problems after birth.
- He has time to gain more weight in the womb. Babies born at a healthy weight have an easier time staying warm than babies born too small.
- He can suck and swallow and stay awake long enough to eat after he's born. Babies born early sometimes can't do these things.

At the bottom of the main content area, there is a link: "Watch this fun [video](#) about making it to 39 weeks". Below the main content area, there is a blue navigation bar with icons for "About", "Topics", "Sign Up", "Hotlines", and "More".

Videos and more information



Enroll Your Patients-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!

Enroll Patients from Web Enrollment Button

- In addition to SMS enrollment, patients can enroll online at 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 who signs- up

[Home](#) > [Sign up](#)

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!



*Which one best describes you?

Select an Item

*What is your 5-digit ZIP code?

Continue >

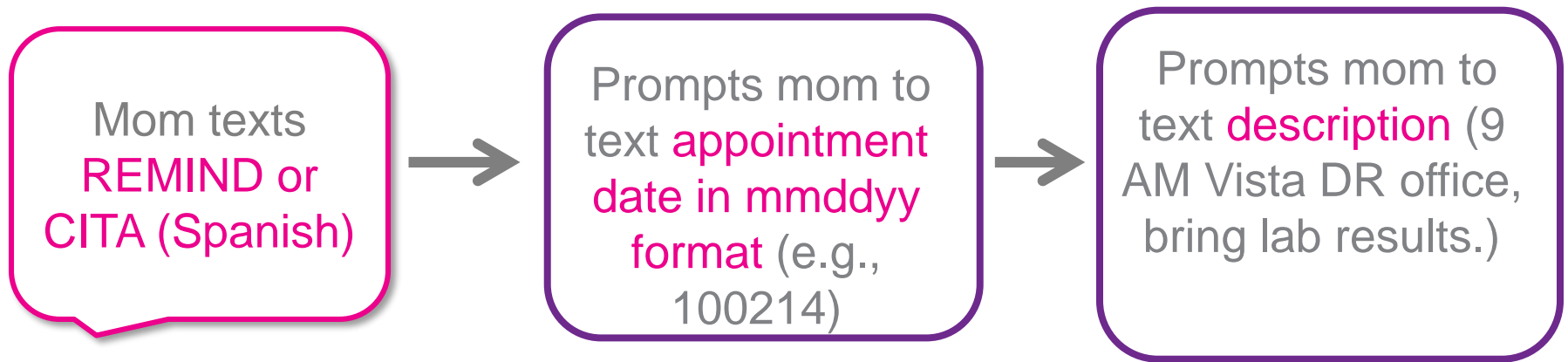
Welcome to text4baby! Use the form at left to sign up to receive timely health and safety tips by text message. When you sign up, you can expect 3 free text messages per week throughout your pregnancy and until your baby is one year old. [Click here](#) for examples of text4baby messages.

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

Improve Appointment Attendance: Use Text4baby Appointment Reminder Service



- Text4baby participants can set up reminders for their appointments (e.g. prenatal, postpartum, well baby, WIC, dental)
- Moms and parents enrolled in Text4baby with and without smartphones can receive **FREE** text appointment reminders
- Moms receive a reminder **three days before** and **morning of appointment**.

Other Important Information for your Patients

- Text4baby messages do not include any advertising or spam



Text STOP to cancel service or HELP for help



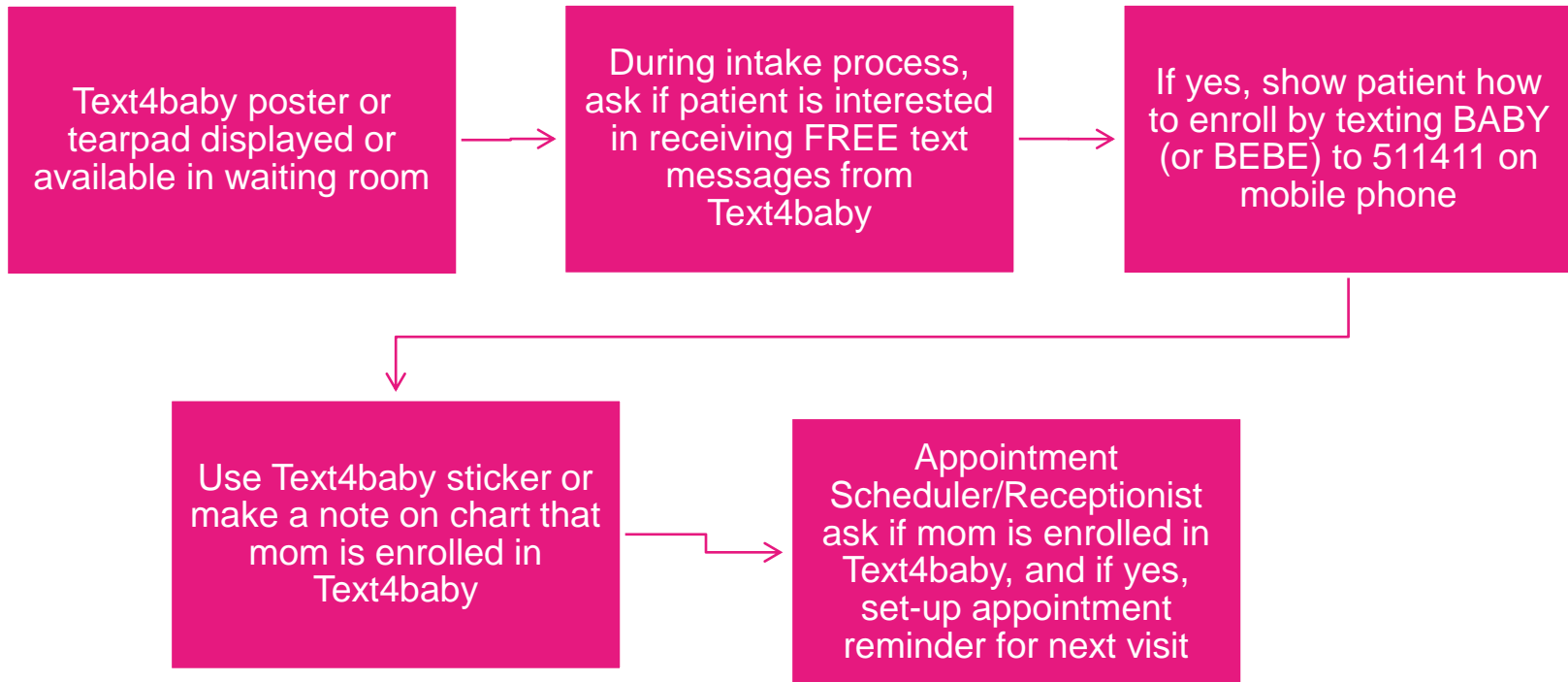
Text UPDATE to change due date



Text LIKE to share feedback on messages you enjoy

Integrate Text4baby Enrollment in to your process – SMS Enrollment

Is patient pregnant or a mom of a baby under 1?



Make it Easy to Promote Text4baby and Enroll Women

- Inform patients about Text4baby and encourage enrollment at every interaction (during intake, appointment scheduling, reception, etc.)
- Use Text4baby’s “**REMIND**” function to provide additional appointment reminders.
- Place web enrollment button on your website
 - Can track enrollments that come from the button on your site
- Show Text4baby video in your waiting room
- 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 venues where promotional flyers are displayed.
 - Include Text4baby material 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



Text4baby App Complements Text Messages

The interactive app offers information to complement the text messages

- ❖ SMS and/or app reminders for appointments with doctors and other providers (home visitors, WIC staff, case managers, etc.)
- ❖ Complete schedule of baby's doctor appointments based on baby's birth date
- ❖ Space for users to list questions/concerns to bring to appointments
- ❖ Vaccine tracker with visit date, creating an easily accessible vaccination history for baby
- ❖ Educational content on health topics moms seek most
- ❖ Content vetted by maternal and child health experts

