

## **2014 Text4baby State Enrollment Contest Large State Winner: New York**

According to the March of Dimes' Peristats, there are approximately 240,916 live births in New York annually. Unfortunately, 10.7% of these births are pre-term, 7.9% are born at low birth weight, and 5.1 babies per 1,000 died before their first birthdays. These statistics highlight the need for innovative strategies at the national and state level to address maternal and child health.

### **2014 Text4baby State Enrollment Contest**

In honor of Mother's Day, Text4baby launched the 4<sup>th</sup> Annual State Enrollment Contest. The State Enrollment Contest is a national competition that aims to empower more pregnant women and new moms with important health and safety information through Text4baby by encouraging friendly competition between the states. The Contest ran from May 11 through November 1, 2014.

States competed in the contest in three distinct groups based on the overall distribution of 2012 live births with the goal of having states with similar numbers of estimated NEW pregnancies and NEW infants competing against each other. The large state category includes all states with live births in the upper quartile (highest 25%). The medium state category includes all states with live births in the middle 50%. The small state category includes all states with live births in the lower quartile (lowest 25%).

This approach balanced the distribution of live births and provided states with the fairest possible opportunity to win given the wide variation in live birth rates across the country. The states were ranked based on how many new users enrolled in Text4baby in each state during the contest period as a percentage of eligible moms (based on a calculation of estimated pregnancies and live births for each state).

### **Enrollment in Text4baby**

New York came in first place for the large state group, enrolling 30 per 1,000 estimated new pregnant women and moms into the service. During the contest period, a total of 7,004 new users enrolled in the Text4baby service in New York. New York's enrollment was 16% higher during the contest compared to the 25 week period prior to the contest.

### **Promotional Activities during the Contest Period**

More than 50 partners in New York joined together to promote Text4baby through a variety of creative efforts including a state wide marketing campaign and targeted outreach through health plans and community activities.

The New York State Department of Health launched a broad-reaching marketing campaign for three months during the Contest, which included subway and bus advertisements, targeted Facebook ads and other web promotion. These ads were very visible in high traffic areas of New York, going a long way to boost awareness and enrollment. The State Department also customized Text4baby for New York participants, providing the added benefit of offering local resources in their text messages.

Additionally, health plans, including HealthFirst in New York, promoted Text4baby to their members. HealthFirst promoted Text4baby through their online resources for members and has a dedicated page to educate women about the service and how to enroll. Hospitals, community clinics, WIC programs and healthy start projects around the state also increased promotion of Text4baby, helping to bring more women to the service as they were offered other health resources. Congratulations to New York partners on this significant effort to connect more mothers to Text4baby!



#### Text4baby Partners in New York:

- Affinity Health Plan
- Allied Pediatrics of New York (Riverhead, NY)
- Association of Perinatal Networks of New York\*
- Baby Brainers (Sunnyside, NY)
- Barbara Anne Hessel MD PLLC (Forest Hills, NY)
- Beta Psi Sigma Chapter, Sigma Gamma Rho Sorority, Inc. (Long Island, NY)
- Big Brothers Big Sisters of New York City (New York, NY)
- Brownsville Multi-Service Family Health Center (Brooklyn, NY)
- Capital District Physicians (Albany, NY)
- Catholic Health Systems (Buffalo, NY)
- Columbia Center for Children's Environmental Health (New York, NY)
- Community Healthcare Network (New York, NY)
- EmblemHealth Services Company, LLC
- Excellus Health Plan, Inc
- Greene County Family Planning (Catskill, NY)
- Healthfirst (New York, NY)
- HealthNow NY (Buffalo, NY)
- Health Plus
- Hudson Health Plan
- Independent Health Association, Inc.
- Lakota Children's Enrichment, Inc. (Scarsdale, NY)
- Lower Hudson Valley Perinatal Network (Dutchess, Putnam, Rockland, & Westchester counties, NY)
- MAS, Inc. (Bronx, NY)
- Mental Health Association of the Southern Tier (Binghamton, NY)

- Midtown Pregnancy Support Center (New York, NY)
- Nassau County Department of Health Perinatal Services Network (Hempstead, NY)
- New York City Department of Health & Mental Hygiene (New York, NY) (See NY Coalition here)
- The New York State Department of Health (Albany, NY)
- New York State Perinatal Association (Binghamton, NY)
- Northern Manhattan Perinatal Partnership, Inc. (New York, NY)
- Once Upon A Time Preschool & Daycare (Putnam Valley, NY)
- Open Door Family Medical Center WIC (Ossining, NY)
- Planned Parenthood of Nassau County (Hempstead, NY)
- Public Health Solutions (New York, NY)
- Queens Health Coalition (Queens, NY)
- Reach Out and Read of Greater New York (New York, NY)
- Ready, Set, Parent!
- Richmond University Medical Center (Staten Island, NY)
- Samantha Slotnick, OD, FAAO, FCOVD (Hartsdale, NY)
- Schoharie County Department of Health (Schoharie, NY)
- Schoharie County Community Action Program (Cobleskill, NY)
- Staten Island University Hospital (Staten Island, NY)
- Stony Brook Children's Hospital (Stony Brook, NY)
- Suffolk County Department of Health-Maternal & Infant Community Health Collaborative (West Islip, NY)
- Tompkins County Health Department (Ithaca, NY)
- Weill Cornell Medical College-Clinical and Translational Science Center (New York, NY)
- Westchester-Bronx OB/GYN Group, PC (Yonkers, NY)
- Whitney M. Young Health Center (Albany, NY)
- Winthrop Women's Wellness (Hempstead, NY)
- Wycoff Heights Medical Center (Brooklyn, NY)
- Zeta Phi Beta Sorority, Inc., Iota Theta Zeta Chapter (Nassau County, NY)
- Zeta Phi Beta Sorority, Inc., Kappa Epsilon Zeta Chapter (Bronx, NY)
- Zeta Phi Beta Sorority, Inc., Omicron Epsilon Zeta Chapter (Albany, NY)
- Zeta Phi Beta Sorority, Inc., Tau Gamma Zeta Chapter (Rockland County, NY)
- Zeta Phi Beta Sorority, Inc., Theta Alpha Zeta Chapter (Rochester, NY)