

## **2014 Text4baby State Enrollment Contest Medium State Winner: Oklahoma**

According to the March of Dimes' Peristats, there are approximately 52,751 live births in Oklahoma annually. Unfortunately, 13% of these births are pre-term, 7.9% are born at low birth weight, and 7.5 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 4th 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**

Oklahoma came in first place for the medium state group, enrolling 148 per 1,000 estimated new pregnant women and moms into the service. During the contest period, a total of 7,586 new users enrolled in the Text4baby service in Oklahoma. Oklahoma's enrollment was 321% higher during the contest compared to the 25 week period before the contest began.

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

Oklahoma partners drove enrollment to lead the Contest by incorporating Text4baby into existing health processes and increasing media and other outreach efforts across the state. Oklahoma Health Care Authority (OHCA), the state's Medicaid agency, promoted Text4baby as an available benefit for eligible members. In October, approximately 50,000 pregnant women and mothers with infants who are enrolled in SoonerCare were sent a text message with information about Text4baby and how to opt-in directly through the text. Over 5,700 women enrolled into the service as a result of receiving this message. Because of the high interest women showed, OHCA is also exploring other ways to incorporate Text4baby into the agency's outreach and member service efforts, including through the SoonerCare online application, SoonerCare helpline's on-hold message and scripts that member services representatives use when consulting with members and more.

Oklahoma partners, including the Oklahoma Health Care Authority and the Oklahoma State Health Department (OSDH), also spearheaded elaborate media and outreach strategies to introduce Text4baby to new mothers and pregnant women. These efforts included television public service announcements; a Text4baby advertisement in a local bridal magazine (Garfield County); a Text4baby bus bench advertisement in Oklahoma City; inclusion of Text4baby on pharmacy bags; and adding Text4baby enrollment to existing trainings that OHCA conducts for OB/GYNs, pediatricians and their staff members about public health programs the agency is promoting.

The Oklahoma City County Health Department (OCCHD) – Fetal Infant Mortality Review supported the State Contest by leading a state-level competition with surrounding Oklahoma City metro counties. Counties launched local outreach efforts through health department clinics and community baby showers to connect women to Text4baby. They have also worked with their local tobacco coalition to create prenatal tobacco cessation “Quit Kits” that include Text4baby information. OSDH’s Immunization Department incorporated Text4baby into its statewide immunization coalition training program.

Additionally, the Office of Perinatal Quality Improvement at the University of Oklahoma Health Sciences Center coordinated efforts with many hospitals across the state to promote Text4baby to the women they serve. Congratulations Oklahoma for all of your efforts to reach more women through Text4baby!

#### **Text4baby Partners in Oklahoma:**

- Bailey Medical Center (Owasso, OK)
- Central Oklahoma Family Medical Center (Konawa, OK)
- Cherokee Nation Hastings (Tahlequah, OK)
- Chicksaw Nation Medical Center (Ada, OK)
- The Children’s Hospital at OU Medical Center (Oklahoma City, OK)
- Choctaw National Health Care Center (Talihina, OK)
- Comanche County Memorial Hospital (Lawton, OK)
- Craig General Hospital (Vinita, OK)
- Deaconess Hospital (Oklahoma City, OK)
- Duncan Regional Hospital (Duncan, OK)
- EASTAR Healthcare Systems (Muskogee, OK)
- Eastar Health System-East (Muskogee, OK)
- Family Expectations (Oklahoma City, OK)
- Generation Family Medical Clinic (Bartlesville, OK)
- Great Plains Regional Medical Center (Elk City, OK)
- Hillcrest Medical Center (Tulsa, OK)
- Infant Crisis Services (Oklahoma City, OK)
- INTEGRIS Baptist Medical Center (Oklahoma City, OK)
- INTEGRIS Baptist Regional Health Center (Miami, OK)
- INTEGRIS Clinton Regional Hospital (Clinton, OK)
- INTEGRIS Grove Hospital (Grove, OK)
- INTEGRIS Health Edmond (Edmond, OK)
- INTEGRIS Health, Inc. (Oklahoma City, OK)
- Jackson County Memorial Hospital (Altus, OK)
- Jane Phillips Medical Center (Bartlesville, OK)
- Lakeside Women’s Hospital (Oklahoma City, OK)
- March of Dimes, Oklahoma Chapter (Oklahoma City, OK)
- Medical Center of Southeastern Oklahoma (Durant, OK)
- Memorial Hospital of Texas County (Guymon, OK)
- Mercy Hospital Ardmore (Ardmore, OK)
- Muscogee (Creek) Nation (Sapulpa, OK)
- Newman Memorial Hospital (Shattuck, OK)
- Norman Regional Health System (Norman, OK)
- Northeast Health System Tahlequa (Tahlequa, OK)
- The Office of Perinatal Quality Improvement at OUHSC (Oklahoma City, OK)
- Oklahoma City-County Health Department, Fetal and Infant Mortality Review (Oklahoma, OK)
- Oklahoma City Indian Clinic (Oklahoma, OK)
- Oklahoma City Inter-Tribal Health Board
- Oklahoma Health Care Authority\*

- Oklahoma Healthy Mothers, Healthy Babies Coalition
- Oklahoma State Department of Health\*
- Oklahoma State Department of Health - WIC Service (Oklahoma City, OK)
- Oklahoma State University Medical Center (Tulsa, OK)
- OU Medical Center Edmond (Edmond, OK)
- OU Physicians OBGYN (Oklahoma City, OK)
- Ponca City Medical Center (Ponca City, OK)
- Reed Family Pharmacy (Ardmore, OK)
- St. Anthony Hospital (Oklahoma City, OK)
- St. Anthony Shawnee Hospital (Shawnee, OK)
- Saint Francis Hospital (Tulsa, OK)
- Saint Francis Hospital South (Tulsa, OK)
- St. John Medical Center (Tulsa, OK)
- St. Mary's Physician Associates, LLC (Enid, OK)
- St. Mary's Regional Medical Center (Enid, OK)
- Smart Start Oklahoma (Oklahoma City, OK)
- Start Right Positive Parents (Oklahoma City, OK)
- Stillwater Medical Center (Stillwater, OK)
- Valley View Regional Hospital (Ada, OK)
- Weatherford Regional Hospital (Weatherford, OK)
- Women's Health and Wellness (Enid, OK)
- Woodward Regional Hospital (Woodward, OK)