Text4baby: Reaching Latinas with Important Health Information

Text4baby is the nation's only free text messaging service that makes it easy for expecting and new moms to receive important health and safety information.

It is the largest mobile health initiative reaching over 800,000 individuals since launch in Feb 2010. The service is FREE thanks to the support of the mobile carriers.

Since the program launched, over 40,000 individuals have signed up for the service in Spanish.[1]
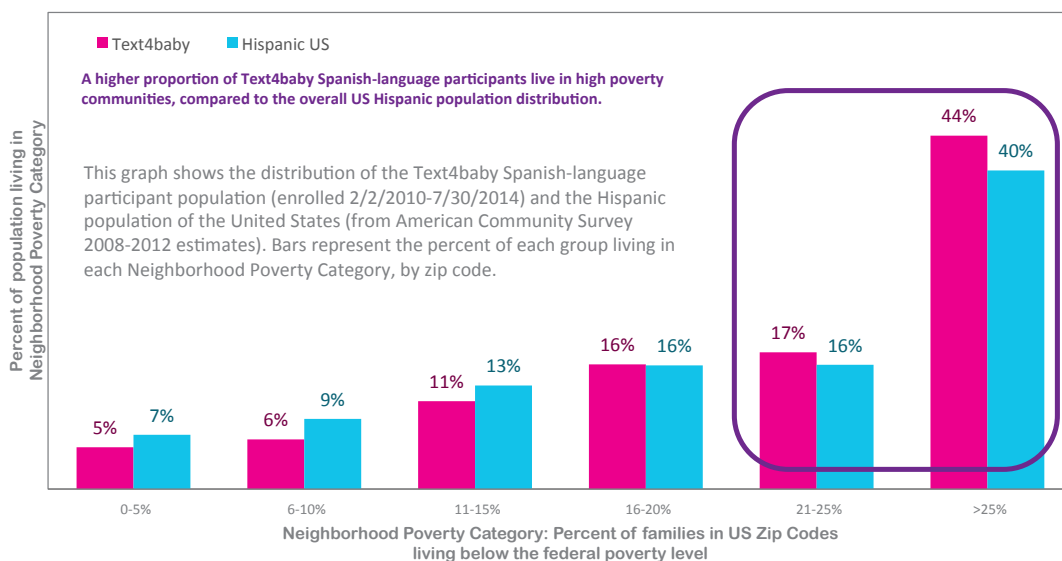
Data from internal and external research efforts suggest that Text4baby is reaching Latinas most in need and that it is overwhelmingly embraced by Latinas. More information on the characteristics, satisfaction, engagement and referral sources of individuals who have signed up for the service in Spanish (i.e. Spanish-language participants) is shared below.

Participant Characteristics:

- Among the Spanish-language participants, 44% live in a zip code where over 25% of families live in poverty, compared with 40% of the general US Hispanic population [Figure 1].
- Over one-third (35%) of Text4baby Spanish-language participants who enrolled between 12/24/2012 and 3/24/2014 reported being uninsured, and 41% reported that they have Medicaid/CHIP [Figure 2].
- Among the Spanish-language respondents who participated in a survey conducted by the National Latino Research Center (NLRC), the majority reported being of Hispanic origin (62%), married (64%), having less than a high school education (52%) and an income of less than $16,000 (61%).
- The majority (98%) of NLRC Spanish-language respondents reported that the content included in the messages was clear and understandable.
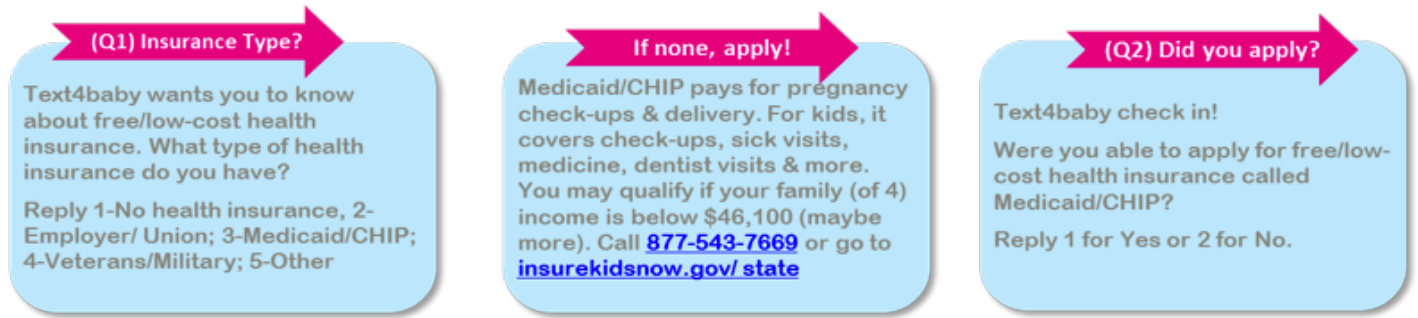
Figure 1:
Poverty Level of Text4baby Spanish-speaking Participant Population vs. US Hispanic Population
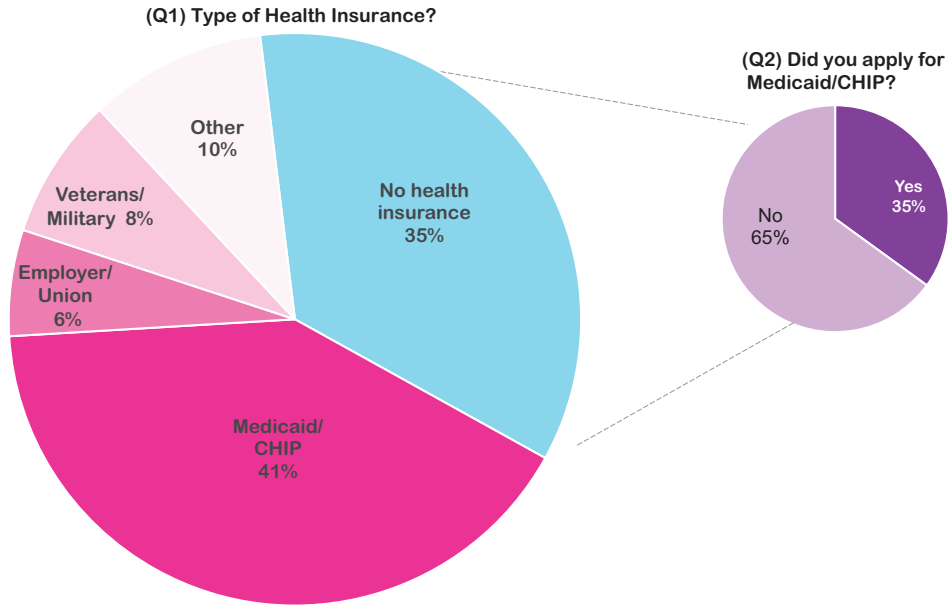

Text4baby   Hispanic US

A higher proportion of Text4baby Spanish-language participants live in high poverty communities, compared to the overall US Hispanic population distribution.

This graph shows the distribution of the Text4baby Spanish-language participant population (enrolled 2/2/2010-7/30/2014) and the Hispanic population of the United States (from American Community Survey 2008-2012 estimates). Bars represent the percent of each group living in each Neighborhood Poverty Category, by zip code.

Percent of population living in Neighborhood Poverty Category

Neighborhood Poverty Category	0-5%	6-10%	11-15%	16-20%	21-25%	>25%
Text4baby	5%	6%	11%	16%	17%	44%
Hispanic US	7%	9%	13%	16%	16%	40%

Neighborhood Poverty Category: Percent of families in US Zip Codes living below the federal poverty level

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[1] Text4baby does not routinely collect race or ethnicity data, therefore, the results included in this overview apply only to the Text4baby participants who have signed up for the service in Spanish.

Figure 2:

Health Insurance Status of Text4baby Spanish-Language Respondents Who Enrolled between 12/24/2012 and 3/24/2014.

(Q1) Insurance Type?

Text4baby wants you to know about free/low-cost health insurance. What type of health insurance do you have?

Reply 1-No health insurance, 2-Employer/ Union; 3-Medicaid/CHIP; 4-Veterans/Military; 5-Other

If none, apply!

Medicaid/CHIP pays for pregnancy check-ups & delivery. For kids, it covers check-ups, sick visits, medicine, dentist visits & more. You may qualify if your family (of 4) income is below $46,100 (maybe more). Call **877-543-7669** or go to **insurekidsnow.gov/ state**

(Q2) Did you apply?

Text4baby check in!

Were you able to apply for free/low-cost health insurance called Medicaid/CHIP?

Reply 1 for Yes or 2 for No.

SPANISH

(Q1) Type of Health Insurance?

(Q2) Did you apply for Medicaid/CHIP?

Other 10%

Veterans/ Military 8%

Employer/ Union 6%

No health insurance 35%

Medicaid/ CHIP 41%

No 65%

Yes 35%

Participant Satisfaction and Engagement:

- NLRC Spanish-language participants reported an average satisfaction of 4.8 on a scale of one to five. Satisfaction was higher for Spanish-language participants compared with English-language participants (4.8 vs. 4.4, respectively).[i]
- 52% of Text4baby Spanish-language participants reported that they asked a doctor or midwife about a Tex4baby topic, and just over a quarter (26%) reported that they called a resource number they received in a Text4baby message [Table 2]

Table 1: Characteristics of National Latino Research Center (NLRC) Text4baby Spanish-Language Survey Respondents

Age	30 years=Average age
Ethnicity (N=242)	62%= Hispanic • 69%=Mexican • 5%=Puerto Rican • 5%=Cuban • 21%=Other Hispanic Origin
Family Size (N=249)	4.0=Average number of people living in the household
Marital Status (N =251)	64%=Married
Education (N=251)	52%= Less than high school education
Income (N=251)	61%=Have an annual household income of under $16,000
Health Insurance Status (N=251)	47%=Report they are uninsured 34%=Report they have Medicaid

Table 2:
Responses to Feedback Questions among Text4baby Spanish-Language Participants

% who reported they asked doctor or midwife about a Text4baby topic (n=2002)	% who reported they called a Text4baby resource number (n=1659)
52%	**26%**

Note: Feedback questions have been integrated into the Text4baby service incrementally since the launch in 2010. The feedback questions included in these analyses were implemented in early March 2013 and therefore the results captured above include all responses provided by Spanish-language participants from 3/8/13 – 7/25/14.

Top Referral Sources for Spanish-Language Participants:

- The most popular referral source reported by Text4baby Spanish-language participants who enrolled from March 2013 – July 2014 is "Health Plan" (23%), followed closely by "Dr. or Nurse" (22%) [Table 3].

Table 3:
Referral Sources Reported by Spanish-Language Text4baby Respondents Who Enrolled between 3/2/2013-7/30/14 (N= 4,886; RR=41%)

Health Plan (%)	Dr./Nurse (%)	Health Dept. (%)	Friend/ Family (%)	Magazine (%)	Other (%)	TV/Radio (%)	Facebook/ Twitter (%)
23%	22%	17%	12%	10%	9%	6%	1%

How We are Engaging Latinas:

Text4baby engages Latinas across the country through targeted marketing, media outreach and a diverse partner base.

- In partnership with the National Council of La Raza (NCLR) a co-branded radio PSA, "Family Dinner" was created and distributed to various media markets throughout the country including "Dr. Quintero's" nationally syndicated radio show.

- Text4baby was included in "Quiero Mi Baby," a popular reality show on MTV Tr3s.

- The Food and Drug Administration (FDA) Office of Women's Health created a telenovela series in partnership with Text4baby. This short video, in Spanish and English, was created to inform pregnant women about safe medication use and the FDA's pregnancy registry.

- Text4baby's success reaching Latinas is also attributed to the support from partners like the National Alliance for Hispanic Health, the American Public Health Association's Latino Caucus for Public Health, the Migrant Clinician's Network and Latinos in Tech, Innovation & Social Media (LATISM).

text4baby℠

FOUNDING SPONSOR

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i i Martinez, K. and Uekusa, S. 2013 National Survey of Text4baby Participants. California State University San Marcos (CSUSM).
Available from: http://www.csusm.edu/anthropology/docsandfiles/Text4baby.pdf.