

## 2012 Text4baby State Enrollment Contest

### Communication Talking Points

- **Criteria:** The population-adjusted rate of NEW text4 baby enrollment (enrollment just during the Contest Period) using 2009 live birth data from CDC (the most recently available data for all states) for each state/territory to approximate the number of NEW pregnancies and NEW infants for each state, will be used to determine winners of the 2012 text4baby state enrollment contest. This is the same criteria that were used to determine the winner of last year's contest.
- **Groups:** This year, to improve competitiveness among states/territories, we will have three groups of states/territories and each state/territory will compete against the others in their group for a chance to win. The groups have been determined based on the overall distribution of 2009 live births with the goal of having states with similar numbers of estimated NEW pregnancies and NEW infants competing against each other. Group 1 includes all states with live births in the upper quartile (highest 25%). Group 2 includes all states with live births in the middle 50%. Group 3 includes all states with live births in the lower quartile (lowest 25%). See <http://text4baby.org/index.php/miscellaneous/198-2012stateenrollcontest> for a list of states that comprise each group.
- **Winners:** This year we will have both **weekly** and **overall** winners for each of the three groups of states. The state within each group that has the highest rate of weekly text4baby enrollment will be a weekly winner. Three weekly winners (one from each group) will be announced in each *Text4baby Tuesday* during the contest. The calculation that is used to determine weekly winners is as follows:  $(\# \text{ NEW T4B Unique Users in Week X}) / (\text{Estimated Weekly NEW Pregnancies and Infants in the State})$ . The state within each group that has the highest overall rate of new text4baby enrollment over the duration of the contest will be the overall winner. Three overall winners (one from each group) will be announced. The calculation that is used to determine overall winners is as follows:  $(\# \text{ NEW T4B Unique Users Since Contest Start}) / (\text{Estimated NEW Pregnancies and Infants in the State Since Contest Start})$ .