

2013 Text4baby State Enrollment Contest Medium State Winner: Arkansas

According to data from the Centers for Disease Control and Prevention, each year approximately 38,715 babies are born in Arkansas. Unfortunately, 13.5% of these births were pre-term, 9.2% of babies were born at a low birth weight, and 7 babies per 1,000 died before their first birthday. These statistics highlight the need for innovative strategies at the national and state level to address maternal and child health.

2013 Text4baby State Enrollment Contest

In honor of Mother's Day and National Women's Health Week, U.S. Health and Human Services Secretary Kathleen Sebelius helped launch text4baby's 3rd annual State Enrollment Contest through a special Mother's Day blog. The State Enrollment Contest is a national competition that aims to reach more pregnant women and new moms with important health information through text4baby by encouraging healthy competition between the states. The Contest ran from May 12 through October 21, 2013.

States competed in the contest in three distinct groups based on the overall distribution of 2011 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

Arkansas came in first place for the medium state group, enrolling 57.9 per 1,000 estimated new pregnant women and moms into the service. During the contest period, a total of 1,938 new users enrolled in the text4bbay service in Arkansas. Arkansas's enrollment was 32% higher during the contest compared to the 23 week period before the contest began. Total enrolled users went from 7,485 to 9,423.

Promotional Activities during the Contest Period

Arkansas came out on top as the overall winner for the medium state group. Partners in the state implemented a targeted media campaign that included press releases, 21 billboards in 11 cities, and a media tour featuring Dr. David Grimes, the Branch Chief for Family Health. The Arkansas Department of Health (ADH) sent information about how to enroll women in text4baby to health clinics, 135 OB/GYNs and primary care physicians and members of the Junior League of Little Rock. ADH also worked closely with the Department of Vital Records to distribute 550 flyers about text4baby in birth certificate mailings.

Another successful component of the text4baby outreach campaign in Arkansas was promotion led by SISTERS United, a community-based initiative, spearheaded by ADH's Office of Minority Health & Health Disparities, in partnership with African-American sororities, physicians, nurses, social workers, public health professionals, students, educators and faith-based leaders. State representatives from Alpha Kappa Alpha Sorority, Inc., Delta Sigma Theta Sorority, Inc., Sigma Gamma Rho Sorority, Inc., and Zeta Phi Beta Sorority, Inc. who work collaboratively to address the state's infant mortality rates and improve birth outcomes promoted text4baby through baby showers, social media channels, vigils and other community events. Congratulations Arkansas partners for your great work connecting women to critical health and safety information through text4baby.

Text4baby Partners in Arkansas:

- Arkansas Department of Health
- University of Arkansas for Medical Sciences
- Community Clinic at St. Francis House NWA, Inc.
- Helena Regional Medical Center
- QualChoice of Arkansas, Inc.

