White House & Text4Baby Conference
Call for Faith and Community Leaders:
Promoting Healthy Moms, Healthy Babies, and Healthy Families
Maternal & Child Health in the U.S.

- The United States has one of the highest infant mortality rates in the industrialized world.
- Each year in the United States:
  - 500,000 (1 in 8) babies are born prematurely.
  - 28,000 die before their first birthday.
- Many factors contribute to these negative outcomes including:
  - Lack of access to healthcare
  - Negative health behaviors
  - Poverty
- Research supports that increasing knowledge around health can help people stay healthier.
In the United States, 11.3% of live births were to women receiving inadequate care.
Maternal & Child Health in the U.S.

Percentage of women aged 18--49 years pregnant at any time during October 2010-January 2011 (N = 1,457) who received influenza vaccination before, during, or after pregnancy for the 2010--11 influenza season, by month of delivery or expected month of delivery --- United States, Internet panel survey, April 2011

in 2010-2011, only 49% of pregnant women had received influenza vaccination: 32% during pregnancy and 17% before pregnancy or after delivery.
Maternal & Child Health in the U.S.

Each year in the United States, more than 4,500 infants die suddenly of no immediately, obvious cause. Half of these deaths are due to Sudden Infant Death Syndrome (SIDS), the leading of all deaths among infants aged 1–12 months.

SIDS Rate and Back Sleeping (1988 – 2006)

SIDS Rate Source: CDC, National Center for Health Statistics,
Sleep Position Data: NICHD, National Infant Sleep Position Study.
What is text4baby?

- A free mobile information service designed to promote maternal and child health.
- An educational program of the National Healthy Mothers, Healthy Babies Coalition (HMHB).
- A service that provides pregnant women and new moms with information to help them care for their health and give their babies the best possible start in life.
- The largest national mobile health initiative to date.
Why Go Mobile?

82% of adults age 18 and older in the U.S. have cell phones.

81% of adult women in the U.S. have cell phones.

72% of adults with cell phones send and receive text messages.

Adults who text typically send and receive a median of 10 texts a day.

Texting by Insurance Type

Figure 11: Text message usage by insurance type

- 43% Medicare
- 45% Veteran’s Health
- 63% No Insurance
- 65% Individual policy
- 68% Employee-sponsored
- 74% Tricare
- 79% Medicaid

Source: PricewaterhouseCoopers
HRI Consumer Survey, 2010
Text4baby Program Goals

- Develop a base of evidence on the efficacy of mobile health interventions to:
  - Address a critical national health priority: maternal and child health.
  - Reach underserved populations with important health information.
- Catalyze new models for public-private partnerships in the area of mobile health.
- Reach 1 million users by end of 2012.
National Partnership

Voxiva

CTIA: The Wireless Foundation

Department of Health & Human Services (USA)

Executive Office of the President of the United States

Founding Sponsor: Johnson & Johnson

Grey Healthcare Group
Text4baby Mobile Operator Partners

Participating mobile operators have agreed to deliver text4baby to their subscribers at no charge.
Content Development & Review Process

**Priority Topics**
- Federal Government
  - U.S. Department of Health and Human Services:
    - Centers for Medicare and Medicaid Services
    - Centers for Disease Control and Prevention
    - Health Resources and Services Administration, Maternal and Child Health Bureau
    - HHS Office on Women’s Health
    - National Institutes of Health
  - U.S. Consumer Product Safety Commission
  - U.S. Department of Agriculture, Food and Nutrition Service
  - U.S. Department of Defense Military Health System
  - U.S. Department of Transportation
- Organizations
  - Alliance for Hispanic Health
  - American Academy of Pediatrics
  - American Academy of Pediatric Dentistry
  - American College of Nurse-Midwives
  - American Congress of Obstetricians and Gynecologists
  - National Domestic Violence Hotline
  - Postpartum Support International
  - Text4baby Breastfeeding Council

**Content Development**
- Institute for Health and Recovery
- Just in Time Parenting
- Kansas Dept of Health & Environment
- Lamaze International
- Massachusetts Breastfeeding Coalition
- National Center for Hearing Assessment and Management
- National WIC Association
- Nevada Dept of Health
- New York State Dept of Health
- Ohio Dept of Health
- Oral Health Kansas
- Oregon Dept of Human Services
- Organization of Teratology Information Specialists
- Prevent Child Abuse Arizona
- Safe Kids USA
- The AOA Foundation
- The National Campaign to Prevent Teen & Unwanted Pregnancy
- Utah County WIC
- Virginia Dept of Health
- Washington State Dept of Health
- DC Breastfeeding Coalition
- West Virginia Hospital Association
- Wisconsin Childhood Lead Poisoning Prevention Program

**Expert Review**
- Alliance for Hispanic Health
- American Academy of Pediatrics
- American Academy of Pediatric Dentistry
- American College of Nurse-Midwives
- American Congress of Obstetricians and Gynecologists
- National Domestic Violence Hotline
- Postpartum Support International
- Text4baby Breastfeeding Council

**Audience Testing**
- Arizona Dept of Health Services
- Association of Poison Control Centers
- Berkeley University
- California Dept of Social Services
- Carolina Breastfeeding Institute
- Cincinnati Children’s Hospital
- Fairview Hospital (Cleveland)
- First Candle
- Florida Dept of Health
- Georgia Dept of Community Health
- Healthy Fathering Collaborative
- Alliance for Hispanic Health
- American Academy of Pediatrics
- American Academy of Pediatric Dentistry
- American College of Nurse-Midwives
- American Congress of Obstetricians and Gynecologists
- National Domestic Violence Hotline
- Postpartum Support International
- Text4baby Breastfeeding Council

*Please note. This is not a comprehensive list of organizations that submitted content feedback.*

**Message feedback from organizations, including (but not limited to):**
- Arizona Dept of Health Services
- Association of Poison Control Centers
- Berkeley University
- California Dept of Social Services
- Carolina Breastfeeding Institute
- Cincinnati Children’s Hospital
- Fairview Hospital (Cleveland)
- First Candle
- Florida Dept of Health
- Georgia Dept of Community Health
- Healthy Fathering Collaborative
- Arizona Dept of Health Services
- Association of Poison Control Centers
- Berkeley University
- California Dept of Social Services
- Carolina Breastfeeding Institute
- Cincinnati Children’s Hospital
- Fairview Hospital (Cleveland)
- First Candle
- Florida Dept of Health
- Georgia Dept of Community Health
- Healthy Fathering Collaborative

**Ongoing Revision**

*Text4baby Breastfeeding Council*
Message Development & Review

- Goal to provide text messages that are relevant, clear, and actionable.
- Focus groups determined topics of importance and relevance and comprehension of messages.
- Focus group tested by the Grady Health Literacy Team at Emory University in Atlanta, GA.
- Educational and scientifically accurate
- No product promotions.
- 5th grade reading level.
- Evaluation underway examining cultural competency and literacy level of Spanish-language messages.
Messages on Critical Issues

- Smoking Cessation
- Breast Feeding
- Health Care Access
- Diabetes
- Nutrition
- Oral Health
- Immunization
- Prenatal Care
- Disabilities
- Family Planning
- HIV/AIDS Prevention
- Violence Prevention
- Physical Activity
- Safety & Injury Prevention
- Mental Health
- Substance Abuse Prevention
- Developmental Milestones
- Labor & Delivery
- Car Seat Safety
- Safe Sleep
- Exercise
Sample Messages

Premature babies need extra help with breastfeeding. Even if your baby can’t breastfeed at first, she can still be fed your pumped milk.

Diabetes can happen for the 1st time in pregnancy. You may be tested at 24-28 weeks. If you have it, you & your Dr. will make a plan to control it.

A seat belt protects you & your baby. Shoulder belt goes between your breasts & lap strap goes under your belly (not on or above). Wear it every time.

Keep your baby away from tobacco smoke. It can damage baby’s heart, lungs & brain and increase baby’s chances of getting colds and ear infections.

Time for baby’s 2-month checkup! Time for him to get vaccines to protect him from serious diseases. And time for you to share how your baby’s doing!

Keeping your baby’s mouth clean is important even before she has teeth! Wipe her gums each day with a wet washcloth or use a soft baby toothbrush.
How Text4baby Works

User registration via text or website: Text BABY/BEBE to 511411

User gives zip and due date/DOB

If pregnant, user gets a starter-pack of 6 key messages (over 2wks)

User gets free tips 3x/week

Ends if user texts STOP or on the baby’s 1st b-day
About the Service

- **Access**
  - Available to anyone who has a cell plan with a participating carrier.
  - If user’s carrier is NOT participating in text4baby, the messages are blocked (she won’t be charged).
  - If texting capabilities are turned OFF on a phone, she will not be able to send or receive the messages. She should call her carrier to have the service turned on.

- **Cost**
  - No cost to user, even if she does not have a text message plan.
  - If user does have a text plan, text4baby will not deduct from the total number of texts she pays for with her regular plan.
About the Service

▪ Updates
  ▪ Close to due date, there are messages instructing the user to text UPDATE to update her baby’s date of birth in the system so she can continue receiving the infant messages.

▪ Privacy & Security
  ▪ All user data is encrypted and stored on HIPAA-compliant secure servers.
  ▪ HMHB does not sell or share any personally-identifiable user data with any third parties.

▪ Quit and Help
  ▪ Users can text STOP to quit service. We are unable to ask why users quit.
  ▪ Users can text HELP for technical assistance.
Text4baby Outreach Partners

- 655 + Outreach Partners who have signed a MOU
- Types of partners:
  - Federal Agencies
  - Health plans
  - Hospitals, Health Delivery Networks, and Clinics
  - Businesses
  - National nonprofits
  - State Government Agencies
  - County and City Health Departments
  - State and Local Nonprofits
  - Federally Qualified Health Centers
Spreading the Word

Sample Promotional Activities Include:

- Mass emails
- Posters in churches, community centers & meeting rooms
- Encourage health ministries, outreach programs, women ministries and other members of your community to promote text4baby
- E-newsletter or print newsletter
- In-person conferences or “baby showers”
- Home visiting programs
- Referral card distribution
- “Hold” messages
- Media events
- Outreach to elected officials
Congressional Support

**Congresswoman Lois Capps (D-CA):**
- Held a Congressional Briefing
- Distributed a press release expressing her support of text4baby
- Sent a letter to members of the House of Representatives encouraging her colleagues to host text4baby events in their local districts.
- Attended events in California to launch the text4baby campaign

**Congressman Trey Gowdy (R-SC):**
- Strong advocate of program
- Working with the South Carolina Department of Health and the Environment to spread word about text4baby to constituents

**Senator Tom Carper (D-DE):**
- Encourages organizations in Delaware to promote text4baby
  “Text4baby works by providing patients with the information they need to have a safe, healthy pregnancy in an inexpensive, easy to use format that is delivered regularly to their cell phone. This simple tool can help ensure healthier pregnancies and reduce health care costs that stem from a lack of access to important information about prenatal health.”
Association of Women’s Health Obstetrics and Neonatal Nurses
State Events: PA Maternity Care Coalition

- Press Conference at the Please Touch Museum
- Health Commissioner Donald F. Schwarz spoke
- Text4baby user testimonials
- Local media attended
Nevada Flash Mob
Spreading the word: NYC Text4baby Coalition

- NYC Text4baby Coalition consists of over 35 organizations
- NYC Text4baby Coalition received funding from the Aetna Foundation
- Text4baby buck slips included in every birth certificate mailing in New York City (est. 129,000 / year).
- New York City Human Resources Administration mailing 1000 text4baby flyers weekly through Pregnancy Care Assistance Program.
- Information Tool kits sent to 700 health care providers in Harlem, the South Bronx, North and Central Brooklyn, and parts of Queens.
Spreading the word: Palm Beach County

- Healthy Mothers, Healthy Babies Coalition of Palm Beach County kick off with local Wal-Mart.
- Bilingual text4baby flyer in shopping bags
- Local radio promoted event and provided entertainment
- Local restaurants offered free food and drinks
- Raffle with gifts for new moms and babies
First 5 Solano worked with the local mall to display text4baby posters in kiosks where over 8 million shoppers pass through each year!
Ready To Be A Parent?

FREE text messages for healthy pregnancies & babies

TEXT BABY (BEBE en Español) to 511411 to sign up
Minnesota Bus Advertisements

- Advertising campaign on busses that serve the Twin Cities Metro area.
- Campaign started on September 2nd and will run for 4 weeks on 35 (or more buses) that service the metro area on a daily basis.
- Total cost: $9000. This included design and production of the ads and the 4-week campaign.
- Campaign funded by a federal Pregnancy Assistance Fund grant through the Office of Adolescent Health.
Billboards in Martinsville VA

Smart Beginnings of Martinsville-Henry County in Martinsville, VA placed six text4baby billboards in areas with high traffic.
Using Data to Drive Enrollment

text4baby Enrollment by Zip Code
Virginia Feb-Aug 2010

Number of Participants
- 1 - 11
- 12 - 42
- 43 - 109
- None

Six text4baby billboards went up in Martinsville
Text4baby Research Questions

- What do moms think about using a texting service to get health info?
- Do moms feel more supported because of text4baby?
- Do moms learn something from text4baby?
  - About how to take care of baby? (safety, foods)
  - About how to take care of themselves? (mental health, exercise)
- Do moms behave differently as a result of text4baby?
  - Calling hotlines
  - Visiting the doctor when it's recommended
  - Engaging in positive health behaviors (eating well, breastfeeding)
  - Stopping negative health behaviors (smoking, drinking)
<table>
<thead>
<tr>
<th>RESEARCH LEAD</th>
<th>DESCRIPTION/OBJECTIVES</th>
<th>FUNDING AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mathematica Policy Research</td>
<td>Mixed mode; provides national perspective on implementation and use of text4baby through mobile survey and national stakeholder interviews; provides community-level insights on enrollment, retention, utilization, satisfaction, and effects through consumer survey and electronic health records analysis for sample of participants and non-participants in four communities; provides qualitative perspectives through focus groups with participants and key informant interviews with providers and outreach partners to assess lessons learned and areas for program improvement</td>
<td>U.S. Department of Health and Human Services</td>
</tr>
<tr>
<td>George Washington University and Madigan Army Medical Center</td>
<td>RCT: Control does not enroll participants recruited (only &lt;14 weeks gestation)</td>
<td>Department of Defense Telemedicine and Advanced Technology Research Center (TATRC)</td>
</tr>
<tr>
<td>George Washington University</td>
<td>Assess aud exposure, awareness, cognitive and affective reactions to t4b messages; Identify direct effect of messages on attitudes, behaviors, knowledge, beliefs.</td>
<td>CareFirst BlueCross BlueShield</td>
</tr>
<tr>
<td>Emory University</td>
<td>Assess the receptivity of the program including barriers to adoption and continued usage in WIC population. Evaluate whether text messages increase women's knowledge of relevant topics and change behaviors.</td>
<td>Beaumont Foundation</td>
</tr>
<tr>
<td>National Latino Research Center</td>
<td>Increase early/adequate prenatal care via customized SD messages; Assess participant knowledge, attitude, and behavior change and potential effects on utilization of prenatal services; Assess cultural/linguistic appropriateness of Spanish messages for SD pop.</td>
<td>Alliance Health Foundation</td>
</tr>
<tr>
<td>AmeriChoice/United Healthcare</td>
<td>We will be examining the birth outcomes of a high risk cohort of members participating in the Healthy First Steps Programs.</td>
<td>United HealthCare Community and State</td>
</tr>
</tbody>
</table>
Text4baby in the Media

- abc NEWS
- MSNBC
- The Washington Post
- MTV
- Los Angeles Times
- CNN
- Parenting.com
- momslike.me
- Houston Chronicle
- EmpowHER
- Star Tribune
- LittleAbout
- The Boston Globe
- The New York Times
- The Informer
- The Economist
- BusinessWeek
Mothers-to-Be Are Getting the Message

By DAVID BORNSTEIN

We’re used to hearing about public initiatives that get mired in politics or entangled in bureaucracy, but we rarely hear about programs that exceed expectations. So here’s one: last week marked the one-year anniversary of a program called text4baby, a service that sends free text messages to women who are pregnant or whose babies are less than a year old, providing them with information, and reminders, to improve their health and the health of their babies.

The service, made available through a broad partnership of community health organizations, wireless carriers, businesses, health care providers and government health agencies, is catching on like wildfire: to date, about 135,000 women have signed up – and organizers have set a new goal of reaching one million users by the end of 2012 (there are four million births each year in the U.S.) What are they doing right?
“With cell-phone companies comping the text charges, text4baby is the first free, large-scale foray into mobile health education in the U.S. States are creating text4baby coalitions and encouraging nurses to talk up the program. Word is also going out through local health departments and TV channels like Telemundo and MTV.”
I didn’t know I was supposed to be cleaning out her mouth already…And they sent me messages about trying to find daycare. They also reminded me about her two-month doctor appointment. I had completely forgotten about it. For me, since I’m new at this and really don’t know, it’s helpful.”
Text4baby Wins Outstanding Innovation Award

Posted by Hilary Chen on August 04, 2010 at 06:05 PM EDT.

Today Secretary of Health and Human Services Kathleen Sebelius announced that text4baby has been selected as one of three winners of the Department’s new HHSinnovates award. Congratulations to all who have been involved in making this important service a reality.

Text4baby is a free text messaging service that delivers timely health information during pregnancy and through a baby’s first year. Women sign up for the service by texting BABY (or BEBE for Spanish) to 511411. Since its launch by federal Chief Technology Officer Aneesh Chopra in February, more than 64,000 subscribers have signed up for the service, more than 3.5 million messages have been sent, and more than 300 outreach partners, including national, state, business, academic, non-profit, and other groups, have signed up to promote the service.

The HHSinnovates award is a key part of the HHS Open Government Plan. As HHS Chief Technology Officer Todd Park described it in a blog post earlier this summer, HHSinnovates is a competition to identify and celebrate the top innovations in how HHS does business—innovations that have succeeded in improving its service to the American public, including breakthroughs in HHS transparency, public engagement, and collaboration across HHS and with the world outside HHS.

At an awards ceremony at HHS headquarters in Washington, DC today, Secretary Sebelius and other...
Text4baby State Enrollment Contest

- **Launch:** The contest ends October 20, 2011
- **Contest Sponsors:**
  - American Public Health Association
  - Association of Maternal and Child Health Programs
  - CityMatCH
  - March of Dimes
  - National Alliance for Hispanic Health
  - National Association of County and City Health Officials
  - National Healthy Start Association
  - National WIC Association
  - U.S. Department of Agriculture

- **State Rankings:** States ranked on how many new users enroll in text4baby in each state during the contest period as a percentage of eligible moms. Rankings can be found on [www.text4baby.org](http://www.text4baby.org)

- **The Winners:** Three states that enroll most users will win. Winners will be announced at the American Public Health Association national conference in Washington, DC.

- **Prize:** Sponsored luncheon/press event for text4baby partners in three states.
Outreach Partner Benefits

- No cost to partners
- Resources available at [www.text4baby.org](http://www.text4baby.org) including flyer art, tip sheets, boilerplate language, press release templates, and more.
- Free bilingual promotional materials while supplies last.
- Access to text4baby logo and Adobe InDesign art files for customization.
- Access to zip code-level data to track local enrollment.
- Promotion in Text4baby Tuesday, a weekly e-mail alert providing program updates.
- Technical assistance through HMHB.
- Recognition on the text4baby website & in select communications.
- Opportunity to be connected with your peers.
Free Promotional Materials

- Posters (3 designs)
- Tear-off pads (4 designs)
- Referral cards (Spanish only right now)

Order at http://www.circlesolutions.com/text4baby
Thank You!

Questions? Contact info@text4baby.org or visit www.text4baby.org for more information