

Collaborating with Medicaid: Text4baby Mailing Sent to Medicaid Recipients in Idaho

Who: The Idaho Department of Health and Welfare's Children's Special Health Program Department and the Newborn Screening Program Department.

What: An [informative mailing](#) regarding the text4baby service was sent to all pregnant women enrolled in Medicaid encouraging them to enroll in the service.

When: The letters promoting text4baby were sent out in a mass mailing on September 10, 2012.

Where: The mailings were sent to all pregnant Medicaid recipients throughout the entire state of Idaho.

Why: The goal of the mailing was to promote the text4baby service to Medicaid recipients in order to connect pregnant women in Idaho with reliable health information.

How: The Idaho Department of Health and Welfare drafted a letter outlining the text4baby service and sent it to all pregnant women who were enrolled in Idaho Medicaid on September 10, 2012. The Idaho Department of Health and Welfare also made visits later that week to various hospitals, midwifery practices, and pediatric offices in Northern Idaho in order to promote text4baby to these providers. The following week, the Idaho Department of Health and Welfare issued a request in their monthly memo for all newborn screening providers to consider adding the text4baby enrollment button to their websites in order to further promote the service.

Results: There was a 1,427% increase in weekly enrollment in Idaho during the week of September 9th -15th with 210 users enrolling in the service compared to a previous weekly average of 14. Referral data show a notable increase in the percentage of users reporting "health department", "health plan", "other" and "tv/radio/newspaper" as their referral sources. While other outreach efforts concurrently contributed to the spike in Idaho, over 60% of respondents selected "health department", "health plan" or reported "mailing" as their free text response, suggesting the mailing was the primary driver of the spike.



Name and address:

We would like to share an exciting new way for you to receive free information about your health and the health of your baby. The Department of Health and Welfare has joined with the National Healthy Mothers, Healthy Babies Coalition to tell you about **Text4baby**. **Text4baby** is a free health text messaging service for pregnant and new moms. Even if you don't have a texting package for your cell phone, you can get three free text messages each week with tips and the latest health information to help you take good care of yourself and your baby.

The text messages talk about things like healthy eating, prenatal care, labor and delivery, breastfeeding, caring for your baby, and much more. **Text4baby** messages also tell you how to find services you need while you are pregnant and after your baby arrives.

To sign up, text **BABY** to 511411 (or **BEBE** for Spanish) or visit www.text4baby.org. You'll be asked to enter your baby's due date or your baby's birthday and your zip code. You will start receiving free text messages with tips for your pregnancy or caring for your baby that are timed to your due date or your baby's birth date. Once you have your baby, be sure to text **UPDATE** to 511411 with your baby's birthday so you keep getting messages until your baby's first birthday. If you want to stop receiving messages at any time, text **STOP** to 511411. Enroll today!

