

Using a Flash Mob to Get Moms Excited and Enrolled: Immunize Nevada's Text4baby Flash Mob

Who: Immunize Nevada, a formal text4baby partner, is an organization with a mission of promoting health and preventing the incidence of vaccine preventable diseases for all ages.

What: Immunize Nevada organized the first ever "Text4baby Flash Mob." To recruit women to participate, organizers sent out a call to action via social media. The request asked for pregnant women or moms of babies under the age of one to respond if they were interested in participating in a "secret project promoting maternal and child health and safety." Seventeen women agreed to participate and wore pink text4baby t-shirts while performing a choreographed dance.

When: The flash mob was held in front of the Reno Aces' Stadium in downtown Reno, Nevada on Friday, June 24th 2011.

Where: About a half an hour before the game, women convened outside of the stadium by the main ticket office entrance. The ballpark was crowded with men, women and families of all ages.

Why: The goal of the event was to increase awareness of and enrollment in the text4baby service in Nevada. Immunize Nevada works to promote life-saving immunizations for children and is supportive of text4baby's messages to keep kids healthy from the start. This innovative promotional approach helped to raise awareness of the maternal and child health issues facing Nevada.



How: Moms who volunteered were sent a YouTube video which gave step-by-step instructions of the dance, followed by two in person "dress rehearsals". The practices allowed participants to ask questions, see the venue, find out more about text4baby, and get to know other moms in the area. To begin the flash mob and grab the attention of bystanders, "Twinkle, Twinkle Little Star" was played before the music changed into Justin Bieber's song "Baby" for the main event. The participants received a gift certificate to the local mall and two tickets to the baseball game following the performance as an incentive for their bravery to dance in public, as well as their time and dedication. Additionally, a partnership was made with the Reno Aces baseball team to run seven big screen ads during seven games leading up to the main event.

Results: All moms and moms to be who participated were enrolled in text4baby if they had not been previously. Additionally, a number of women that attended the game signed up on the spot. After the performance, the video of the flash mob was played during game for all those in attendance to see, resulting in thousands of people viewing the dance who had missed the initial performance.

[Click here to see the video!](#)



