

## Finding Moms Where they are: Indiana Black Expo

**Who:** Indiana Minority Health Coalition (IMHC), the organization that led the statewide multi-faceted Indiana Text4baby Campaign in 2012. IMHC, a statewide health advocacy organization exists to eliminate health disparities and works with the Department of Health and a myriad of state and local partners to support efforts to achieve important infant mortality reduction goals.

**What:** The Indiana Black Expo Summer Celebration is the largest black expo in the U.S. It is a 10 day event that draws African Americans to Indianapolis from both around the state and around the country. Text4baby was showcased and IMHC was able to provide materials, informational hand-outs, and assist women with enrollment into the program on the spot.

**When:** The annual event took place in July of 2012.

**Where:** The expo is hosted in Indianapolis, Indiana.

**Why:** The Indiana State Health Improvement Plan 2011-2016 notes that “Infant mortality rates in Indiana are some of the highest in the nation.” Among the plan’s strategies are: 1) To decrease the percentage of preterm births, 2) Increase the percentage of African American pregnant women who have adequate prenatal care, 3) Decrease the proportion pregnant women on Medicaid who smoke during pregnancy. These goals coincide with text4baby messages and created the opportunity to combine resources to highlight these important maternal and child health concerns to a targeted population.

**How:** The Indiana Minority Health Coalition funded participation in this event through a grant that they were awarded by the Indiana State Department of Health.

**Results:** There was a 55% increase in text4baby enrollment the week of July 23<sup>rd</sup> compared to average weekly enrollment the prior four weeks of the Indiana text4baby campaign (368 users enrolled compared to an average of 238). This enrollment spike represents all outreach efforts in Indiana including PSAs on local stations, in addition to this event. [Read more](#) about Indiana’s multi-faceted, statewide campaign that helped them win the 2012 State Enrollment Contest for the medium state category.

