Why Mobile?

Text messaging allows text4baby to share health and safety information through a convenient and popular communications channel. In fact, among cell phone owners:

- 99% of text messages are read
- 90% of text messages are read within three minutes of receipt

Among U.S. 18-29 year-old cell phone owners:

- 95% send or receive text messages
- 79% of African Americans text
- 83% of English-speaking Hispanics text

Text messaging also provides an opportunity to help address health inequalities for populations at the highest risk for poor health outcomes - low-income and young women, particularly those who identify as Hispanic or African American. These populations are more likely to:

- own a cell phone
- text more frequently
- do most of their online browsing on their mobile device

Mobile works! Text-based interventions have been proven to improve health behaviors, including appointment attendance, medication and immunization adherence and management of asthma, diabetes and other chronic diseases. The following are results from other texting services:

- In a recent review of nine studies with sufficient power, eight supported the role of text messaging in behavior change in disease prevention and/or management.
  Cole-Lewis H, Kershaw T. Text Messaging as a Tool for Behavior Change in Disease Prevention and Management. *Epidemiologic Reviews.* 2010;32(1):56-69
- A recent study of SMS behavior change interventions showed positive outcomes in 13 of 14 studies.
  Fjeldsoe, Brianna, Marshall, Alison, and Miller, Yvette. *The American Journal of Preventative Medicine*. 2009, Vol. 36.
- Another study showed the effectiveness of smoking cessation support delivered via mobile phone text messaging (text2stop) in a single-blind, randomized trial.
  Free C., Knight R., Robertson S., et al. (2011) *Lancet*. 378 (9785): 49-55.
- A recent study documented increased flu vaccination of children (minority, low-income, urban with low underlying rates of influenza vaccination) whose parents received text reminders; influenza vaccination for those using text messages increased to 46.3% compared to the 39.9% for usual care group.
  Stockwell, 2012a.