

Finding women where they are: Michigan Primary Care Association Promotes Text4baby at Women's Expo

Who: The Michigan Primary Care Association (MPCA)

What: MPCA exhibited and had text4baby materials at the West Michigan Women's Expo which features women's products and services. In 2012, nearly 400 exhibitors and over 17,000 attendees were at the Women's Expo, which presented an opportunity outside of the traditional healthcare setting to reach a lot of pregnant women and moms with information about how to enroll in text4baby and health coverage.

When: The weekend-long event took place from March 9th-11th, 2012 and focused on health, home, and style.

Where: The West Michigan Women's Expo took place at DeVos Place in Grand Rapids, Michigan.

Why: In addition to promoting the service in community health centers and other more traditional healthcare settings, MPCA also promotes text4baby at community events where moms and families will be in attendance. Finding moms where they are is an effective way to reach new pregnant women and moms with infants with information about the service. According to Phillip Bergquist, Manager of Health Center Operations, CHIPRA Project Director at Michigan Primary Care Association, *"It is a natural extension of our outreach, enrollment, and access work at the Michigan Primary Care Association to partner with text4baby! We have made it standard practice to include information on how clients can enroll in the service on the materials we distribute as part of our children's health insurance outreach and we've added banners to our website for online cross-promotion. We also use text4baby's free tearpads in our follow-up encounters and mailings with clients and include in-person text4baby and Medicaid/CHIP enrollment at outreach events focused on women and families."*



How: During the event, women were encouraged to sign-up for text4baby on the spot. A gift card drawing was used to encourage women to sign-up, while booth staff informed women about the benefits of the text4baby service and health insurance options available to them.

Results: Approximately 17,000 women attended the expo and were exposed to MPCA's Medicaid/CHIP and text4baby enrollment efforts. Additionally, at least 30 pregnant women and new moms pulled out their phones during the event to enroll in text4baby on the spot. After the event, MPCA also worked with its Health Center members to spread the word about text4baby to their patients, which helped to sustain enrollment across the state after the event. [Read more](#) about other successful outreach strategies in Michigan that helped drive and sustain enrollment state-wide.

