

Using Bus Advertisements to Promote Text4baby: Minnesota

Who: The Minnesota Department of Health (MDH) worked with Metro Transit, which is the primary bus service for the Twin Cities Metro area.

What: Two phases of a bus advertisement campaign were implemented. Phase one of the campaign included designing and producing the ads and a 4-week campaign on 35 (or more) buses that service the metro area on a daily basis. Phase two continued for four months with advertisements on the inside and outside of buses and added Quick Response (QR) codes.

When: The first phase of the campaign ran for four weeks throughout the month of September in 2011. The timing coincided with the Minnesota State Fair and the beginning of the school year, which meant there was a high volume of people using public transportation. A second phase of the bus advertisements began in April of 2012, and lasted for four months and targeted the Twin Cities metro area and three other communities in greater Minnesota.

Where: Throughout the Twin Cities Metro area, several bus routes were specifically chosen to display text4baby advertisements.

Why: In 2010, MDH received a federal Pregnancy Assistance Fund grant through the Office of Adolescent Health. The purpose of the Young Student Parent Support Initiative (YSPSI) was to develop student parent support centers at colleges and universities to encourage pregnant and parenting 18-25 year olds to pursue and continue their secondary education goals. The objective of the bus campaign was to promote text4baby among tech-savvy pregnant or parenting student parents.

How: This campaign was funded through a federal Pregnancy Assistance Fund grant offered by U.S. Department of Health and Human Services' Office of Adolescent Health. The campaign cost for Phase 1 was \$9,000 and \$53,000 (all four communities) for Phase 2 which included the design and production of the advertisements.

Results: The campaign included advertisements on 35 buses that serviced the entire metro area on a daily basis reaching a broad population. Phase 1 saw an increase of text4baby enrollment in the Twin Cities by 50% during the campaign. Phase 2 saw an increase in enrollment in three of the four markets where the bus campaign ran.

