

2013 Text4baby State Enrollment Contest Large State Winner: North Carolina

According to data from the Centers for Disease Control and Prevention, each year approximately 120,389 babies are born in North Carolina. Unfortunately, 12.6% of these births are pre-term, 9.1% of babies are born at a low birth weight, and 7.9 babies per 1,000 die before their first birthday. These statistics highlight the need for innovative strategies at the national and state level to address maternal and child health.

2013 Text4baby State Enrollment Contest

In honor of Mother's Day and National Women's Health Week, U.S. Health and Human Services Secretary Kathleen Sebelius helped launch text4baby's 3rd annual State Enrollment Contest through a special Mother's Day blog. The State Enrollment Contest is a national competition that aims to reach more pregnant women and new moms with important health information through text4baby by encouraging healthy competition between the states. The Contest ran from May 12 through October 21, 2013.

States competed in the contest in three distinct groups based on the overall distribution of 2011 live births with the goal of having states with similar numbers of estimated NEW pregnancies and NEW infants competing against each other. The large state category includes all states with live births in the upper quartile (highest 25%). The medium state category includes all states with live births in the middle 50%. The small state category includes all states with live births in the lower quartile (lowest 25%).

This approach balanced the distribution of live births and provided states with the fairest possible opportunity to win given the wide variation in live birth rates across the country. The states were ranked based on how many new users enrolled in text4baby in each state during the contest period as a percentage of eligible moms (based on a calculation of estimated pregnancies and live births for each state).

Enrollment in Text4baby

North Carolina came in first place for the large state group, enrolling 45.4 per 1,000 estimated new pregnant women and moms into the service. During the contest period, a total of 4,882 new participants enrolled in the text4baby service in North Carolina and moved total enrollment from 21,467 to 26,349. North Carolina's enrollment was 81.9% higher during the contest compared to the 23 week period before the contest began.

Promotional Activities during the Contest Period

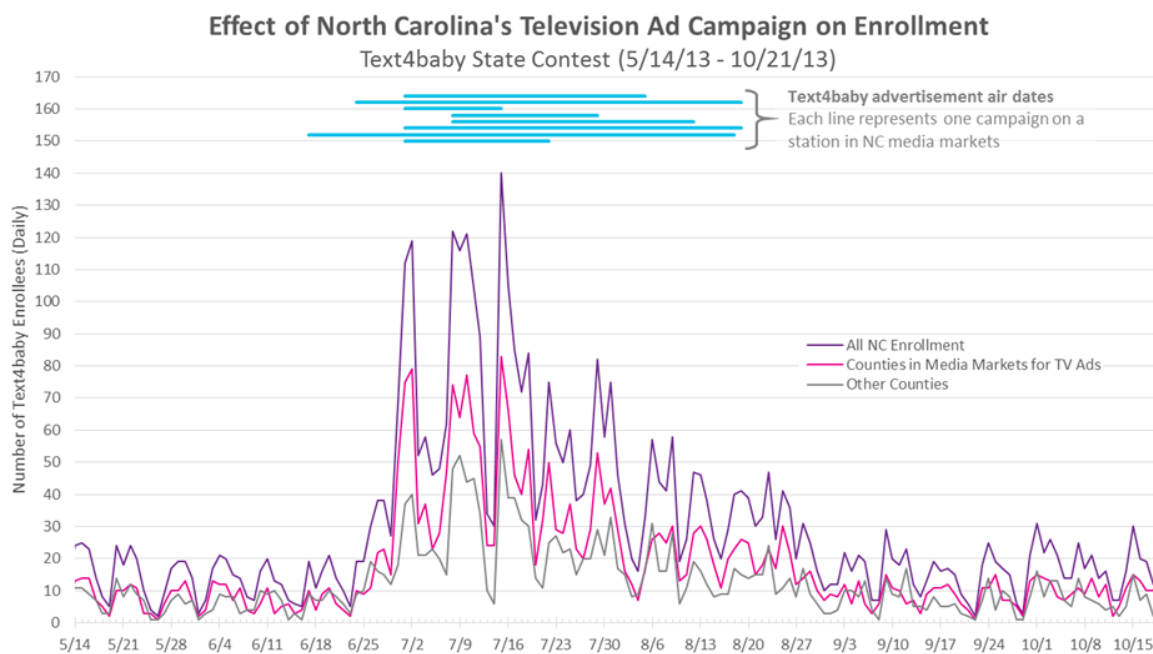
North Carolina partners, including the North Carolina Department of Health and Human Services (NCDHHS) and the North Carolina Healthy Start Foundation (NCHSF) have actively promoted text4baby across the state through media and grass roots efforts, which resulted in thousands of local women being connected to critical health and safety information during the contest period.

In 2011, NCHSF created and aired the first text4baby advertisement on television using funding from a grant from NCDHHS and the U.S. Department of Health and Human Services' Office of Adolescent Health (here: <http://www.youtube.com/watch?v=GIXvKxO4acg&feature=relmfu> and is also available to other states without the NC logos too). Because of the previous success of these ads (NC was the third place winner in the 2012 Contest), outreach and media efforts were continued and tracked into 2013. The television advertisements aired again in late June through August 2013 on 8 stations in 10 different regions of the state, including Raleigh-Durham and Greensboro regions. It was also shown on FOX affiliates in Raleigh-Durham-Nash-Fayetteville and Charlotte, and on popular cable channels such as Time Warner Cable's BET, ABC Family, VH-1, and MTV and on Charter Communications' channels including Lifetime, Oxygen, and TRU TV. During July and August free (bonus) spots were provided by many of the stations as part of the media schedule originally negotiated. In September

through October, four stations made a significant commitment to the campaign by continuing to run ads at no cost. In total, almost 500 free ads were documented in 2013.

The ad campaign had an immediate and significant impact, as there was a sharp increase in enrollment in the state immediately following the launch of the ad campaign. North Carolina moved in the rankings from 4th place, prior to airing the ads, to the number one spot in the State Enrollment Contest for the rest of the contest period. The chart below illustrates the increase in enrollment correlated with advertisement airings in July and August.

In addition to the media campaign, text4baby was promoted through numerous “on the ground” community efforts and local websites, including Young Moms Connect (supporting young pregnant and parenting women in five NC counties), Healthy Start, Healthy Beginnings (state minority infant mortality program), the Pregnancy Medical Home clinics (Medicaid managed care for pregnant women), home visiting, and WIC projects in NC, representing the statewide network of 500+ community-based agencies serving women of child-bearing age. Congratulations to our North Carolina text4baby partners on their great work and continued success in connecting women to critical health and safety information through text4baby.



- Spikes in enrollment in North Carolina coincide with dates when PSA campaigns began. For example, the first spike (around 7/1) coincides with the launch of campaigns on four new stations in major media markets. The second spike coincides with the launch of two additional campaigns, and the third spike occurred when all eight campaigns were running simultaneously.
- In counties outside of targeted media markets, spikes still occurred around the launch of PSA campaigns, indicating that the impact of the ads spread widely throughout the state.

Text4baby State Partners in North Carolina:

- North Carolina Department of Health and Human Services*
- Alamance Partnership for Children
- Atrium Ob/Gyn
- Blue Cross Blue Shield of North Carolina
- Cabarrus Partnership for Children
- Carolinas Medical Center-Myers Park OB-GYN
- Carteret County Health Department
- Columbus County Health Department
- Durham Early Head Start
- Granville-Vance District Health Department
- ECU Adult and Pediatric Health Center
- North Carolina Healthy Start Foundation
- Iredell Health System
- North Carolina Chapter of March of Dimes
- Onslow County Health Department
- Park Ridge Health
- Pender County Health Department
- Robeson County Partnership for Children, Inc.
- Smart Start of New Hanover County
- Wake County Human Services
- Wilkes County Health Department

