

Using Radio and TV Ads to Enroll New Users: North Carolina

Who: The North Carolina Healthy Start Foundation and the North Carolina Department of Health and Human Services.

What: The North Carolina Healthy Start Foundation created and aired the first text4baby advertisement on television using funding from a grant from the North Carolina Department of Health and Human Services and the U. S. Department of Health and Human Services' Office of Adolescent Health.

When: The television campaign was launched on July 27, 2011 and a 30 second advertisement aired throughout the month of August. The campaign was then repeated in March, April, and July of 2012. The advertisement was originally produced in late July 2011.

Where: The North Carolina Healthy Start Foundation initially aired the advertisement in three of North Carolina's major urban areas: the Triad (Greensboro/Winston-Salem), Charlotte, and the Triangle (Raleigh–Durham–Chapel Hill). When the television advertisement was aired again in 2012, the primary markets were the ones used in 2011 plus Fayetteville and eastern North Carolina (Greenville-Jacksonville).

Why: The objective of the campaign was to substantially increase enrollment in the text4baby program in order to connect more pregnant women and moms with babies under the age of one year to critical health and safety information.

How: In April 2011, enrollment in the text4baby program notably increased in the state after the North Carolina Healthy Start Foundation adapted and aired National Healthy Mothers, Healthy Babies' text4baby radio advertisement for a month on eight radio stations in three major media markets. Inspired by this success, the North Carolina Healthy Start Foundation decided to create a similar campaign for television.

In partnership with a local television station (CW Television Network), the creative concept for the advertisement was developed and the advertisement produced at no charge. Filming took place in a single day and featured two North Carolina women who were real text4baby moms. One of the women featured was Latina, so the advertisement included information in English and Spanish about how to sign up for the text4baby service. Input from focus groups with the intended audience about their television viewing preferences helped determine the stations used. The advertisement was aired on television channels popular with the 18-34 year old female audience (CW 22/WRDC-28 and Time Warner Cable stations: BET, MTV, Nickelodeon, Lifetime, and Learning Channel). It aired in three major urban areas in North Carolina through the month of August and into September. The North Carolina Healthy Start Foundation also posted both the radio and television advertisements on YouTube and on their [Young Moms Connect](#) website, an online resource for pregnant and parenting teens and young women to access health and safety information.

The television campaign was repeated in March and April of 2012, when the text4baby television advertisement was shown on FOX stations in the Raleigh-Durham-Fayetteville and Greenville-Jacksonville regions. It was also shown in July and August 2012 on the CBS affiliate station in Greensboro, the ABC affiliate in Durham, and the FOX affiliate in Charlotte. Because of the success of

these local airings, the North Carolina Healthy Start Foundation adapted the text4baby advertisement without logos to make it available for other partners to use in their outreach efforts. This advertisement can be viewed on text4baby's YouTube Channel [here](#).

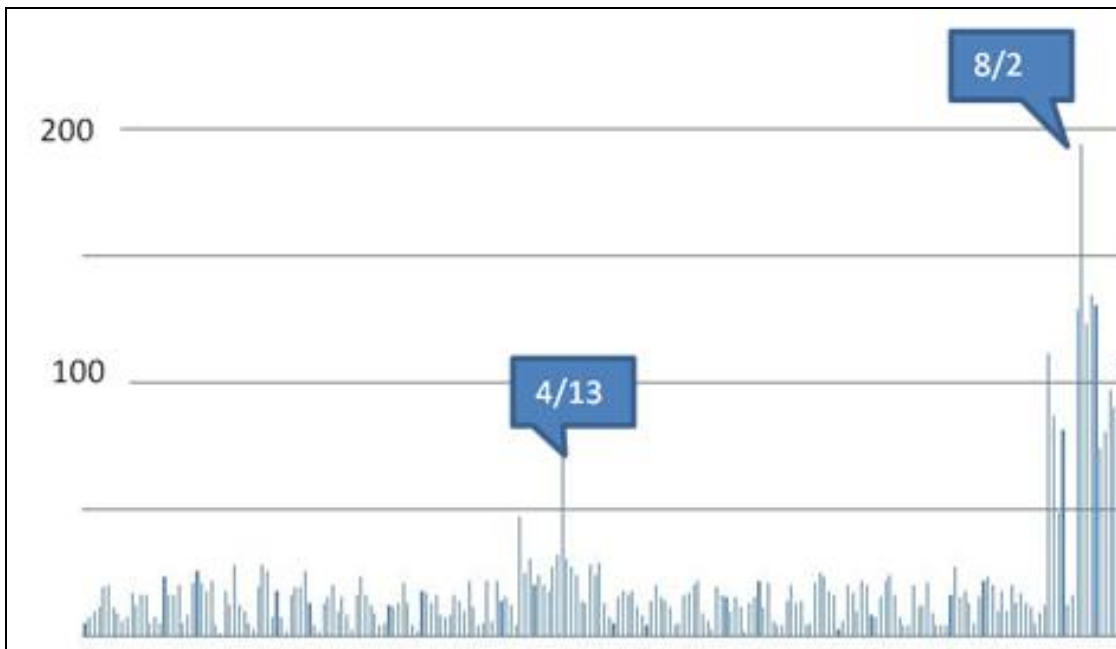
Results: Over the course of the television campaign, a total of 1,400 paid television advertisements ran in NC plus at least an estimated additional 160 free advertisements that can be documented. The total amount spent on paid advertising was: \$100,000. Half of it was spent in August 2011; \$20,000 was spent in March-April 2012 and \$30,000 from July-August 2012.

August 2011: A total of 1,095 paid ads plus at least 60 free ads ran. See the first graph below for North Carolina's August 2011 text4baby enrollment. During the first week that the advertisement aired on television, 451 new users in North Carolina joined text4baby. This was a 400% increase from the week before, (110 new users enrolled in North Carolina).

March-April and July-August 2012: Building upon the success of the initial television campaign, outreach and media efforts were continued and tracked into 2012. The text4baby television advertisements aired again in the spring of 2012 (March-April) and again in the summer (July – August). A total of 305 paid advertisements plus approximately 100 free advertisements aired over the course of these two time periods. In July, 1,203 users enrolled in the service, compared to only 597 during June - an increase of more than 200 percent. (See the second chart below for specific spikes in enrollment).



Enrollment Spikes from January 1, 2011 through August 11, 2011



North Carolina Enrollment June- July 2012

