

2013 Text4baby State Enrollment Contest Small State Winner: South Dakota

According to data from the Centers for Disease Control and Prevention, each year approximately 11,846 babies are born in South Dakota. Unfortunately, 11.2% of these births are pre-term, 6.5% are born at low birth weight, and 6.9 babies per 1,000 died 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

South Dakota came in first place for the small state group, enrolling 47.6 per 1,000 estimated new pregnant women and moms into the service. During the contest period, a total of 525 new users enrolled in the text4baby service in South Dakota. Total enrolled users went from 2,656 to 3,181.

Promotional Activities during the Contest Period

The South Dakota Department of Health (SD DOH) promoted text4baby at every opportunity by disseminating text4baby marketing materials through WIC offices, domestic violence shelters and the Teddy Bear Den in Sioux Falls, a program that provides incentives such as infant furniture and products to pregnant women who participate in health promotion activities. SDOH also promotes text4baby digitally on their new ForBabySakeSD website and Facebook page.

When healthcare providers order SD DOH health education print resources, the department includes text4baby information. Additionally, SD DOH included text4baby materials in the *Bright Start* box sent to parents of newborns to provide them with health and parenting information and the department also included text4baby materials in its education display at the annual SD Perinatal Association Conference where it encourages prenatal care providers, nursery staff, and postpartum unit staff to promote the service to their clients.

SD DOH encourages WIC staff across the state to enroll clients, distribute materials at community events (health fairs, farm & home shows, etc.) and make personal contacts with local health care providers. Brightly colored marketing folders that are assembled for provider visits include copies of the text4baby pregnancy and infancy text messages, samples of promotional materials, provider pieces, and instructions for ordering pre-printed promotional materials. SD DOH representatives

personally visited seven healthcare facilities to promote the state's infant mortality prevention efforts and included text4baby information and materials.

Finally, SD DOH collaborated on a text4baby marketing campaign in several clinics, including a large practice in Sioux Falls that serves low-income pregnant women. Congratulations to SD DOH and the other South Dakota partners for their great work connecting women to critical health and safety information through text4baby.

Text4baby Partners in South Dakota:

- State of South Dakota Department of Health
- DAKOTACARE
- Medica

