

## 2012 Text4baby State Enrollment Contest

### *Honorable Mention: U.S. Virgin Islands*

Each year approximately 1,784 babies are born in the U.S. Virgin Islands. Unfortunately, 14.2% of these births were pre-term, 9.2% of babies were born at a low birth weight, and 11.5 per 1,000 babies die before their first birthday. These statistics highlight the need for innovative strategies at the state level to address maternal and infant health.

### 2012 Text4baby State Enrollment Contest

On May 17, 2012, in honor of Mother's Day and National Women's Health Week, the National Healthy Mothers, Healthy Babies Coalition announced the launch of the 2012 Text4baby State Enrollment Contest at a Congressional Briefing hosted at the U.S. Senate. The contest, which ended on October 22<sup>nd</sup>, is a national competition that aimed to reach more pregnant women and moms with important health information through text4baby.

States competed in the contest in three distinct groups of states/territories. The groups were determined based on the overall distribution of 2009 live births with the goal of generating competition between states with similar numbers of estimated new pregnancies and new infants. 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 Numbers

The U.S. Virgin Islands received honorable mention for enrolling 135 new moms into the text4baby service during the contest period. With a 36.68% increase, total enrolled users went from 368 to 503.

### Promotional Activities

The Governor's Children and Families Council and Community Foundation of the Virgin Islands (CFVI) joined efforts to launch a text4baby campaign in the Virgin Islands. To recognize this partnership, a press conference was hosted by the First Lady Cecile deJongh. The idea to join the national effort originated in the Early Childhood Advisory Committee of the Council as part of their mission to coordinate efforts so that young children enter school safe, healthy, and ready to succeed. CFVI obtained a grant to support their outreach efforts, which included distribution of text4baby posters and tear pads in English and Spanish to offices, clinics, labs and pharmacies; Head Start and child care centers; WIC, SNAP, and TANF offices; school nurses' offices; public housing communities; and agencies working with children and families.

CFVI and its partners set up displays at community events where families with young children were likely to attend. They also customized the national text4baby TV PSAs and worked with local stations to place the advertisements.

In late October and early November 2012, partners are planning to recognize women in the territory who have signed up for text4baby with baby showers and raffle prizes. Text4baby has been well received by the community and CFVI plans to increase its outreach efforts to reach a majority of pregnant women and moms with babies under one in the U.S. Virgin Islands.

### Text4baby State Partners in the U.S. Virgin Islands:

- Community Foundation of the U.S. Virgin Islands
- Office of the Governor, Children and Families Council

