

## 2012 Text4baby State Enrollment Contest

### *Large State Winner: Michigan*

Each year, approximately 117,000 babies are born in Michigan. According to data from March of Dimes' Peristats, unfortunately, 12.4% of births are pre-term, 8.4% of babies are born at a low birth weight, and 7.4 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 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). Michigan competed in the large state category along with: **CA, TX, NY, FL, IL, PA, OH, GA, NC, NJ, VA, WA.**

### Enrollment Numbers

Michigan won the large state category by enrolling 4,904 new moms into the text4baby service during the contest period. With a 47.42% increase, total enrolled users went from 10,341 to 15,245.

### Promotional Activities during the Contest Period

Michigan boasts over forty text4baby partners who have all contributed to the state's success during the Contest. Partner organizations developed and implemented a multi-faceted outreach strategy, including media, websites, and direct service providers.

The Michigan Department of Community Health (MDCH) promoted the service collaboratively by disseminating materials and sharing information about text4baby across the state. Through the MI Healthy Baby initiative, MDCH was able to present on text4baby at conferences and meetings, include information on their mobile website, and reach out to healthcare providers to encourage them to become partners and share text4baby with their patients. MDCH funded a statewide media campaign, attaining placement on radio and television stations throughout the state using customized versions of the national text4baby PSAs. A full-page article on text4baby featured in the *Michigan Banner* explained how individuals can enroll in the service and provided information about text4baby message content.

Michigan Primary Care Association included text4baby as part of all Children's Health Insurance Program (CHIP) enrollment and outreach activities. Specific activities included adding text4baby to existing materials that were distributed during CHIP outreach efforts, adding web banners to their website, and using text4baby tear pads in encounters and mailings with clients. Community outreach staff were trained on how to sign women up for the service and how to incorporate text4baby into their intake processes. Other partners in Michigan have utilized digital strategies to promote the service. Marquette Hospital, for example, added the text4baby enrollment button to their website to make it easier for women to enroll.

Thanks to the "surround sound" promotion of the Michigan partner network, women heard about text4baby multiple times and through various channels. As a result, over 4,900 pregnant women and moms with babies under one were connected to critical health and safety information through text4baby.

## Text4baby State Partners in Michigan:

- Allegan County Great Start Collaborative
- Babies R Blessings
- Berrien County Health Department
- BHK Child Development Board
- Blue Care Network of Michigan
- Caidan Management Company, LLC
- Cancer Services
- Cassopolis Family Clinic-MIHP
- Center for Family Health
- Central Michigan District Health Department
- Charlevoix, Emmet, and Northern Antrim Counties Great Start Collaborative and Parent Coalition
- Delta-Schoolcraft Great Start Collaborative
- Doulas Care
- The Gratiot Isabella Great Start Collaborative
- The Great Start Collaborative of Jackson County
- The Great Start Collaborative - Oakland Health Department of Northwest Michigan
- Healthy Moms and Babies
- Huron County CA/N Council
- Inter-Tribal Council of MI, Inc.
- Macomb County Community Services Agency
- Macomb County Great Start Collaborative
- Macomb County Health Department
- Marquette General Hospital
- Michigan Department of Community Health
- Michigan Health & Hospital Association
- Michigan Healthy Mothers, Healthy Babies Coalition
- Michigan Primary Care Association
- Monroe County Intermediate School District
- My Baby and Me
- Oakland County Health Division
- Positive Images
- ProCare Health Plan, Inc.
- Safe Harbor Children's Advocacy Center
- St. Clair County Great Start Collaborative
- State of Michigan-Urban Indian Affairs
- Washtenaw Area Council for Children
- Washtenaw County Public Health
- Western Upper Peninsula Health Department
- Women's Integrated Health Care
- Zeta Phi Beta Sorority, Inc. Kappa Theta Chapter

