



Text4baby: Key Programmatic Highlights

February 2010 - April 2013

Below please find a list of key accomplishments for the text4baby service, covering partnership development, materials development and distribution, media coverage, and more.

2013

- In early 2013 text4baby enrolled its 500,000th participant and 900th partner coinciding with the 3rd birthday.
- Text4baby and Discovery Fit & Health (DFH) partnered for the channel's Baby Week 2013 with a dedicated text4baby microsite on DFH's website, on-air banners during baby-themed DFH programming during the week, and a Twitter contest for participating moms.
- A provider-specific video was created to show how easy it is to integrate text4baby into an existing office. The video showcases a physician in Brooklyn, NY who implemented text4baby into her practice.
- In summer 2013, The American College of Obstetricians and Gynecologists sent out text4baby tearpads and an ACOG-specific factsheet to over 38,000 members to encourage their patients to get the flu vaccine.
- Text4baby was featured in many media outlets in 2013, including: PSAs on MTV Tr3s and DFH.com; blogs on Bicultural Mama, Huffington Post, Disruptive Women, official blogs of the Gates Foundation and the UN Foundation; an original article in Kansas Child and the Girlfriend's Guide to Health; and TV/radio features in TVB4, the #1 TV station for Chinese-Americans, and Radio MD.
- Text4baby was awarded the 2013 Spirit of Motherhood Award - given to organizations that make a significant difference in the lives of pregnant women and families, and the 2013 United Way of Tennessee Advocacy Leadership Award.

2012

- In January, the American Academy of Pediatrics (AAP) announced their partnership with text4baby, distributed a letter of support from their president, and sent customized marketing materials to over 40,000 pediatricians across the U.S.
- In early 2012, The American College of Obstetricians and Gynecologists (ACOG) also announced its new partnership with text4baby. To reinforce the value they see in text4baby, print and digital materials were distributed to the organization's senior leaders and members.
- In February 2012, text4baby, HHS Secretary Kathleen Sebelius, Surgeon General Regina Benjamin, Cindy Mann, CMS Deputy Administrator and Director of the Center for Medicaid and CHIP Services, and Marilyn Tavenner, CMS Acting Administrator announced a closer partnership with the Centers for Medicare and Medicaid's Connecting Kids to Coverage program. This joint partnership works to reach more moms with text4baby and Medicaid/CHIP health resources at the state and local levels. A text4baby web enrollment button was also featured on the Social Security Administration's popular Baby Names website.
- Thanks to the support of CTIA- The Wireless Foundation, two television (Spanish and English) public service announcements (PSAs) were distributed to TV stations nationwide and 20 Outreach Partners customized the PSAs with their logos for their states. Since the February distribution, over \$5 million worth of earned air time has exposed text4baby to thousands of more moms around the country.

- The White House Council on Women and Girls cited text4baby as one of their key strategies for increasing maternal health access in the report, *The Key to an Economy Built to Last*, which outlined domestic programs, policies and initiatives aimed at increasing opportunities, equality and economic security for women.
- On May 17, in honor of Mother's Day and National Women's Health Week, U.S. Senators Tom Carper (D-DE), Thad Cochran (R-MS), Mary Landrieu (D-LA), and Kelly Ayotte (R-NH), and others announced the 2012 Text4baby State Enrollment Contest at a Congressional Briefing on Capitol Hill. The State Enrollment Contest is a key way to locally promote text4baby to reach more moms in the represented states. Michigan, Indiana, and South Dakota were named the winners of the contest at the American Public Health Association Annual Meeting in October. Honorable mention went to the U.S. Virgin Islands.
- Text4baby was featured on multiple panels and presentations in 2012, including at SXSW Interactive; American Public Health Association Mid-Year Meeting and fall conferences; National Conference on Health Communication, Marketing and Media; BlogHer 2012; International CTIA Wireless 2012; and the mHealth Summit in Washington, D.C.
- In November 2012, text4baby launched the Feel Rich contest with Quincy Jones III and R&B superstar Tyrese where one lucky text4baby mom received a personalized lullaby from Tyrese.
- Text4baby was featured on the big screen with the nationwide DVD distribution of the *What to Expect When You're Expecting* feature film which included a text4baby PSA. We were also mentioned in tweets from Shakira, Mayor Cory Booker of Newark, NJ, Nia Long, Kourtney Kardashian, Giuliana Rancic, and Lala Anthony.
- To spotlight National Infant Mortality Awareness Month in September, text4baby held a fall sign up contest with the winner receiving a year's supply of Johnson's Baby products, and partnered with the U.S. Department of Health of Human Services' Office of Minority Health, the National Healthy Start Association and Zeta Phi Beta Sorority, Inc. In addition, events with key leaders were held in Baltimore, MD; Congressman Michael Burgess held a text4baby event in Fort Worth, TX; and Mayor George Evans of Selma, AL and Congresswoman Teri Sewell held a joint text4baby event in Alabama.
- In 2012, evaluations of the service demonstrated that text4baby has an impact. A George Washington University randomized evaluation found that text4baby mothers were "nearly three times more likely to believe that they were prepared to be new mothers compared to those in the no exposure control group." According to the authors, text4baby is a "promising service in that exposure to the text messages was associated with changes in specific beliefs targeted by the messages."
- Likewise, in a California State University study, 65% said text4baby helped them remember an appointment or immunization, 74% said text4baby informed them about medical warning signs, 67% talked to their doctor about a topic that they read in a message, and 40% called a phone number they received in a message.
- Text4baby received many awards and accolades in 2012, including the Congressional Black Caucus Health Braintrust Leadership in Advocacy Award; Web Health Awards Gold Award Winner for being the "Best Digital Health Resource"; the "Best Multicultural Mobile Campaign Award" from Latinos in Social Media (LATISM); and the CTIA Industry Achievement Award for Outstanding Leadership.

2011

- In 2011, text4baby received an increased level of media attention, with coverage in The New York Times, The Huffington Post, Chicago Tribune, MTV Tr3s, parenting.com, time.com, and others. Text4baby was also mentioned in the Health Watch news segment on CBS Philly; in CNN's Health Minute segment; on WABC-TV in New York City; on WZDC Telemundo television in Virginia; on Fox 10 in Mobile, AL; on Indiana Kids Count Radio Show; and on the online radio program Native America Calling.

- Text4baby received the prestigious Best of Silver Anvil Award from the Public Relations Society of America given to organizations that have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness.
- In an effort to spread awareness of text4baby and to increase Spanish-languagetext4baby enrollment among U.S. Hispanics, text4baby worked with Edelman PR to produce a series of Spanish-language interviews via a Satellite Media Tour and media briefings in Miami, March 9-10, 2011. This resulted in 138 placements with 4,465,640 impressions in 10 text4baby priority markets (Washington, D.C., Miami, San Diego, New York, Chicago, Los Angeles, Virginia, Texas, Georgia, and North Carolina).
- On February 6, 2011, in conjunction with text4baby's first birthday, text4baby issued a matte release that was picked up by at least 12 weekly and daily print outlets with a combined circulation of 196,000; and by at least 689 online weekly and daily outlets with combined visits into the millions.
- To further engage text4baby participants in the service and leverage word-of-mouth promotion, text4baby hosted a Summer Sign-Up Contest from July - September 2011. The 20 winners received a year's supply of Johnson's Baby products. Text4baby received many thanks and grateful comments from the winners about how they would use the products.
- Text4baby staff actively participated in the 2010, 2011, and 2012 National Urban League, National Council of La Raza, and NAACP civic conferences, using these opportunities to connect with hundreds of consumers to spread the word about text4baby.
- In 2011, additional conference opportunities allowed text4baby to connect with bloggers. Staff members participated in the Latinos in Social Media (LATISM) conference, Blogalicious, and Evo. In 2012, text4baby staff attended BlissDom. Contests and other on-site promotions allowed for staff to interact with mommy bloggers and build relationships with these online thought-leaders.
- A full page text4baby ad was featured in the February issue of Ebony magazine. The magazine reaches an estimated 11 million predominantly African-American readers.
- Text4baby was featured on a panel presentation during the mHealth Summit 2011. The audience heard updates about the service's success both domestically and internationally with the launch of text4baby Russia.
- To foster friendly competition among state and local text4baby partners, a State Enrollment Contest launched in May of 2011, running through October 2011 to see which states could enroll the most moms as a percentage of their population. The winning states (Delaware, New Hampshire and North Carolina) were announced by Todd Park, Chief Technology Officer for HHS at the American Public Health Association Conference in November 2011.
- Sen. Tom Carper (D-DE) tweeted about text4baby: *#DE is 1 of top 3 states this week for enrollment in text4baby! Great work @Westsidehealth. Let's keep it up. Learn more @ www.text4baby.org.* The tweet resulted in a spike in subscribers in his home state of Delaware.

2010

- Text4baby, a free service of the nonprofit National Healthy Mothers, Healthy Babies Coalition was launched in collaboration with Founding Sponsor Johnson & Johnson and founding partners Voxiva, CTIA - The Wireless Foundation and Grey Healthcare Group.
- Text4baby was featured in a plenary session and popular exhibit at the mHealth Summit.
- The Maternity Care Coalition and Pennsylvania partners held a text4baby press conference at the Philadelphia Touch Museum announcing their partnership with text4baby. The event also featured testimonials from text4baby moms.
- Congress members Lois Capps (D-CA), Kay Granger (R-TX), Tammy Baldwin (D-WI), Shelley Moore Capito (R-WV), Jan Schakowsky (D-IL), and Gwen Moore (D-WI) hosted an educational briefing on text4baby in May.

- Nevada Congresswoman Dina Titus spoke to Nevada constituents about text4baby and was featured on the local ABC evening news and Univision.
- Text4baby received the prestigious HHSinnovates Award from HHS Secretary Kathleen Sebelius, honoring text4baby as one of the top innovations to improve public health.
- The launch of text4baby received significant media attention thanks to the support of Hill & Knowlton including 650 placements with an estimated 75 million impressions. The AP exclusive ran in more than 200 outlets, including the New York Times, Business Week, Forbes, Atlanta Journal Constitution, and Miami Herald. Additional stand-alone stories appeared in top-tier publications such as The Washington Post, LA Times, and TIME Magazine. Broadcast coverage included stories on CNN's American Morning and CNN News Room, ABC national news, MSNBC, NPR, Telemundo, Telefutura, and others. In addition, 329 regional outlets aired pieces in markets across the country, ranging from New York [WCBS radio and TV & WPIX-TV], Los Angeles [KABC-TV, KCBS-TV, KTLA-TV], Chicago [WBBM-TV, WGN-TV, WLS-TV], Philadelphia [WPHL-TV, WPVI-TV, WTXF-TV], Dallas/Fort Worth [KTWT-TV, KXAS-TV, WFAA-TV], San Francisco [KGO-TV, KPIX-TV, KSTS-TV, KTVU-TV], Atlanta [WATL-TV], and Washington, DC [WJLA-TV, WTOP-FM, WFEED]. Additionally, a strong partnership with MTV was formed resulting in multiple promotions and radio PSAs were created and distributed featuring Sherri Shepherd of The View. Social media efforts with mommy bloggers secured stories on popular sites like BabyCenter.com, Mom's Like Me, The Spohrs are Multiplying, MochaMoms, and Parent Dish. Text4baby promotion was also largely supported by a growing number of national, state and local partners from health departments, academic institutions, and health plans.

Ongoing

- Since 2009, text4baby has had a physical presence at over 50 health and medical conferences, reaching tens of thousands of public health professionals and healthcare providers. Exhibits at these conferences have also featured co-branded collateral materials.
- Every Tuesday since text4baby's launch, interested individuals have received Text4baby Tuesday, the service's informational e-newsletter. Today, more than 1300 people are on the mailing list.
- The text4baby.org website serves as a public-facing digital home for the program and includes the ability for moms to enroll in the service online. In September 2012, an updated website launched with more consumer-friendly language and features and easier navigation for partners to find tailored resources and tools.
- Given text4baby's status as the first of its kind, the academic community continues to express interest in the service. Staff has given a number of presentations about text4baby at diverse conferences and events including the American Public Health Association's large annual conference. Additionally, academic publications have included a 2011 feature in the Association of Women's Health, Obstetric, and Neonatal Nurses' *Nursing for Women's Health* journal and in 2012 articles were published in the peer-reviewed *American Journal of Public Health*, *American Journal of Health Promotion*, and the *BMC Public Health Journal*. In 2013, text4baby was featured in *Health Communication*.