



Text4baby Message Content and Development

About Text4baby

Text4baby is the largest and only free mobile information service designed to promote maternal and child health through text messaging. The service uses SMS technology, taking advantage of the fact that 99% of text messages are read and 90% within three minutes.

Women who text **BABY (or BEBE for Spanish) to 511411** receive three free text messages a week, with health and safety information through pregnancy and baby's first year. The messages are timed to mom's due date or baby's birthday, so information is clinically relevant. Text4baby is committed to providing a free, quality, evidence-based service. Messages are free of advertising and do not contain product promotions.

Text4baby is a free service of the nonprofit National Healthy Mothers, Healthy Babies Coalition (HMHB), in collaboration with Founding Sponsor Johnson & Johnson and founding partners Voxiva, CTIA - The Wireless Foundation and Grey Healthcare Group (a WPP company).

Messages on Critical Issues

The text4baby service includes over 250 messages for pregnant women and new mothers. The comprehensive set of messages address:

- Prenatal Care
- Safe Sleep
- Immunizations
- Access to Health Care
- Nutrition
- Oral Health
- Labor Signs and Symptoms
- Physical Activity
- Safety
- Birth Defect Prevention
- Developmental Milestones
- Breastfeeding

Additional Text4baby Features

Text4baby includes a range of interactive features including special modules that encourage moms to apply or re-enroll for Medicaid/CHIP and address individual concerns moms may have about receiving a flu vaccine to protect themselves and their babies. Half of the messages include links to mobile web pages, and many link to videos and health hotlines. Interactive features also allow people to set up appointment reminders and to LIKE messages. Text4baby also sends urgent health and safety alerts (e.g., during natural disasters, after product recalls, etc.) targeted by participant zip code if necessary.

Examples of Urgent Alerts:

- Tylenol recall, May 2010
- New car safety seat guidelines, March 2011
- Warning about crib bumpers, October 2011
- Pertussis outbreak-7 states, April 2012
- Hurricane Sandy (refrigerated food warning), October 2012

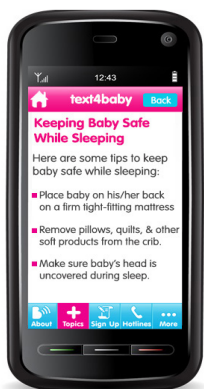
Text Message



Mobile Web Page



Videos and More Information



Message Development

Text4baby is committed to providing messages that are relevant, easy to understand and actionable by mothers of all literacy levels. A Content Development Council reviews every message quarterly and ensures its medical accuracy. Additional leading topic-specific experts and health organizations are consulted to provide the latest information on issues of particular significance. For example, breastfeeding messages are developed with a breastfeeding council made up of experts in that particular field.

In originally developing the service, text4baby worked with the Health Literacy Team at Emory University School of Medicine to perform one-on-one cognitive testing of a sample set of messages. Feedback from pregnant women and new moms helped gauge interest in the service, determine topics and explore the relevance and comprehension of sample messages. Simultaneously, with the Centers for Disease Control and Prevention (CDC), text4baby conducted a review of the literature and major medical guidelines to identify priority topics and critical content. A formal evaluation with a Spanish Health Literacy Team, made up of eight professional, independent linguists and translators utilizing the industry-standard Translation Quality Assessment Tool, ensured Spanish-language messages are culturally relevant and clinically accurate.

Sample Messages

Pregnancy

- Calcium helps to build your baby's teeth and bones. Good sources of calcium are fat-free or low-fat milk, yogurt & hard cheeses (like cheddar).
- Have you visited a Dr. or midwife (CNM/CM) yet? Call your health plan or find low-cost quality care at 800-311-2229 or finder.healthcare.gov. After you've scheduled your prenatal visit, reply REMIND to set up a text message reminder. That way we can help remind you of your next appointment!
- Your baby can feel you dance & can hear lots of sounds. So play some music & have some fun moving together!
- Every week of pregnancy is important for your baby's development. So if you have a healthy pregnancy, wait for labor to begin on its own. Go to text4b.org/088 to watch a fun video about waiting for at least 39 weeks.

New baby

- Safe sleep for a newborn is on her back in a crib near your bed. Go to text4b.org/106 for more info & a video about keeping baby safe during sleep.
- You are your baby's first teacher! When you feed your baby, talk to your baby, calm your baby when crying, you are building your baby's brain. Going to need child care? Call Child Care Aware at 800-424-2246 or visit text4b.org/092 for info on finding high quality care (3-4 babies per teacher).
- WIC supports moms with healthy foods, referrals, nutrition education & breastfeeding support. Call 800-311-2229 or visit text4b.org/018 for WIC info. You're a busy mom and text4baby can help! Reply REMIND to set up a free text message to remind you about your next doctor's visit or WIC appointment.

Content Development Council:

American Academy of Pediatrics
American College of Nurse-Midwives
The American College of Obstetricians and Gynecologists
Association of Women's Health Obstetric and Neonatal Nurses
Centers for Disease Control and Prevention
March of Dimes
National Association of Pediatric Nurse Practitioners
Society for Maternal-Fetal Medicine
U.S. Department of Health and Human Services

To receive a full copy of text4baby messages for review,
please email info@text4baby.org.

