

Text4baby Program



Harnessing the Power of Mobile for
Maternal & Child Health in the U.S.



Why Go Mobile?

- 89% of young women have cell phones
- 99% of text messages are read. 90% are read within 3 minutes
- People of color are more likely to text than their White counterparts
- Low-income Americans text more than higher-income adults

Figure 11: Text message usage by insurance type



Source: PricewaterhouseCoopers
HRI Consumer Survey, 2010



WIC Moms & Technology

USDA Western Region WIC Electronic Technologies Project Advisory Group*

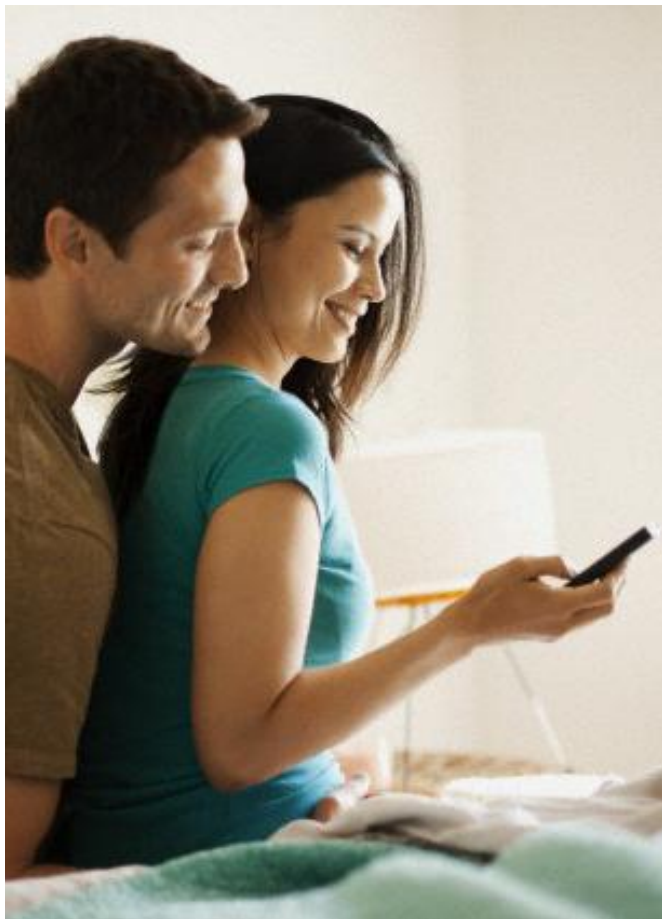
- 8144 WIC Moms participated on on-line survey
 - Text messaging is among top 3 technologies used by WIC moms of all races (text messaging, e-mail, internet)
 - 92.5 % own cell phones
 - 93.6 % are texting (79 % unlimited texting)
 - 67.4 % download apps
 - 54.6 % unlimited data plans (18 % limited data plans ~ estimate)

*source:<http://www.cdph.ca.gov/programs/wicworks/Documents/Millennial%20Generation/Project%20Information/WR%20WIC%20Electronic%20Technology%20Project%20Abstract--%20NWA%20May%202022%202012.pdf>

Program Summary

- Text4baby is a **free service** of the non-profit National Healthy Mothers, Healthy Babies Coalition (HMHB).
- The Founding Sponsor is Johnson & Johnson.
- The White House Office of Science & Technology and the Department of Health & Human Services are among the over 1,000 partners who are actively promoting the service.
- Text4baby is the largest national mobile health initiative reaching **over 600,000** moms since launch three years ago.
- Through free text messages, pregnant women and moms with babies under age one receive customized health and safety information and public health alerts to support them in achieving key developmental milestones, giving their babies the best possible start in life.
- We reach low-income and young women, particularly those who identify as Hispanic or African-American. Research shows that these women are at a higher risk of having disproportionately poor birth outcomes.

How Text4baby Works



Mom texts BABY/BEBE to 511411



Mom gives due date/DOB & zip code



Mom gets free tips 3x/week throughout pregnancy & until baby's 1st birthday



Through text4baby, moms can also learn more about certain topics; get support for enrolling in Medicaid/CHIP; take quizzes; get urgent health alerts; sign up for appointments, WIC meetings and vaccination reminders; provide feedback on specific messages; and get connected to support hotlines.

We Deliver Messages on Critical Issues



- Smoking Cessation
- Breast Feeding
- Health Care Access
- Diabetes
- Nutrition
- Oral Health
- Immunization
- Prenatal Care
- Disabilities
- Family Planning
- HIV/AIDS Prevention
- Violence Prevention
- Physical Activity
- Safety & Injury Prevention
- Mental Health
- Substance Abuse Prevention
- Developmental Milestones
- Labor & Delivery
- Car Seat Safety
- Safe Sleep
- Exercise

Current Text4baby Nutritional Message

- Connect moms to Health & Nutrition resources: WIC resources, Women and Infant Health Resources, National Hunger Helpline, Breastfeeding Support, etc.
- Provide moms with Critical Health and Nutritional Information & Reinforce WIC/SNAP nutrition messages:
 - You need calcium to build your baby's teeth & bones. Good sources of calcium are low-fat or fat-free milk, yogurt & hard cheeses (like cheddar).
 - Healthy eating is important for you & your baby! If you need help buying food, connect to WIC. Call 800-311-2229 & ask for your local WIC office.
 - If you need help getting food, call the National Hunger Hotline at 866-348-6479.

Improve WIC Appointment Attendance

- Your WIC clients can set up a reminder for their next WIC appointment for free using these simple steps:
 1. To set up the appointment reminder have them text **REMIND** (or “CITA” for Spanish) to **511411**.
 2. When prompted, enter the appointment date (e.g. 10/12/13) and a short description for their appointment (e.g., “with WIC at Front St. office/bring proof of address/ get lab results for Jose”).
 3. The participant will receive the following automated text message: “Your reminder is set for your appointment on 10/12/13. We will send you a reminder three days before.”
- Participant will receive reminder three days before and morning of appointment.

Case Study: Neighborhood WIC of Public Health Solutions, NYC & Text4baby

In June 2013, implemented **in-depth training** for ALL client-interacting staff, particularly focusing on the Breastfeeding Peer Counselors.

- Strong emphasis on on-site enrollment and **WIC-specific appointment reminders** with goal of text4baby enrollment leading to retention and increased WIC appointment adherence.
- Use of **promotional materials**:
 - Flyers in waiting rooms, nutritionist's office, and displayed on digital screens in centers.
 - Staff wear "Ask me about text4baby!" pins.
 - Digital promotion (website, social media).
 - Media outreach to press and local congressional leaders.
- So far, **1200 women have enrolled** using WIC participant code in Neighborhood WIC counties.



Text4baby Impact

Research from the University of California/Cal State University has demonstrated that text4baby is **increasing mother's health knowledge, appointment attendance, immunization adherence, interaction with providers, and access to health resources.**

A George Washington University randomized evaluation demonstrated that text4baby mothers were nearly **3X times more likely to believe that they were prepared to be new mothers** compared to those in control group.



"The information in the text messages that I receive from text4baby has been very helpful. Thank you text4baby!"

-Devonna H, Milwaukee, WI, Cellcom Customer

"I love that text4baby gives out really good ideas for my baby to be safe, and it goes by your baby's age, so it's just the right timing. Text4baby has been so helpful; even though I have four boys already, text4baby gave me great support throughout my pregnancy, advised me on how to make myself more comfortable, and when to call my doctor. When I gave birth, text4baby was still there congratulating me! It felt great!"

-Norma C, San Elizario, TX, Cricket Customer



Program Impact

46%

Register in 1st trimester

95%

Would refer a friend

UC San Diego & National Latino Research Center (N=625)

65%

Reported that text4baby helped them remember an appointment or immunization that they or their child needed

74%

Reported that text4baby messages informed them of medical warning signs that they did not know

67%

Reported talking to their doctor about a topic that they read on a text4baby message

40%

Reported that they called a service or phone number that they received from a text4baby message

50%

...of participants *without* health insurance reported calling a service number

Alliance of Chicago Community Health Services

11% vs 17%

There was a lower percentage of missed appointments among t4b users (n=917) vs. non-users (n =1647) *

* Note: not the result of rigorous research methods

George Washington University and Emory University Evaluation Findings

• George Washington University Randomized Evaluation:

- Text4baby mothers were nearly **3X times** more likely to believe that they were prepared to be new mothers compared to those in control group (N=123).
- Text4baby mothers with high school education or greater were significantly more likely to believe that drinking alcohol during pregnancy will harm the unborn baby
- Approaching significant ($p < .10$) improvement in the following attitudes among t4 mothers with a HS education or >:
 - Fruit/vegetable consumption
 - Taking prenatal vitamins
 - Understanding effects of smoking
 - Importance of visiting health care provider

• Emory University Evaluation:

- Text4baby “widely accepted by low income underserved pregnant women and new mothers” (baseline sample of 468 WIC participants)
 - 99% participants reported they had no concerns about enrolling in text4baby
 - 95% who self-enrolled reported the enrollment process was easy
 - 92% reported they regularly read text4baby messages
 - 88% reported they planned to continue to use text4baby

Medicaid Module

+ 1 week

Insurance Type?

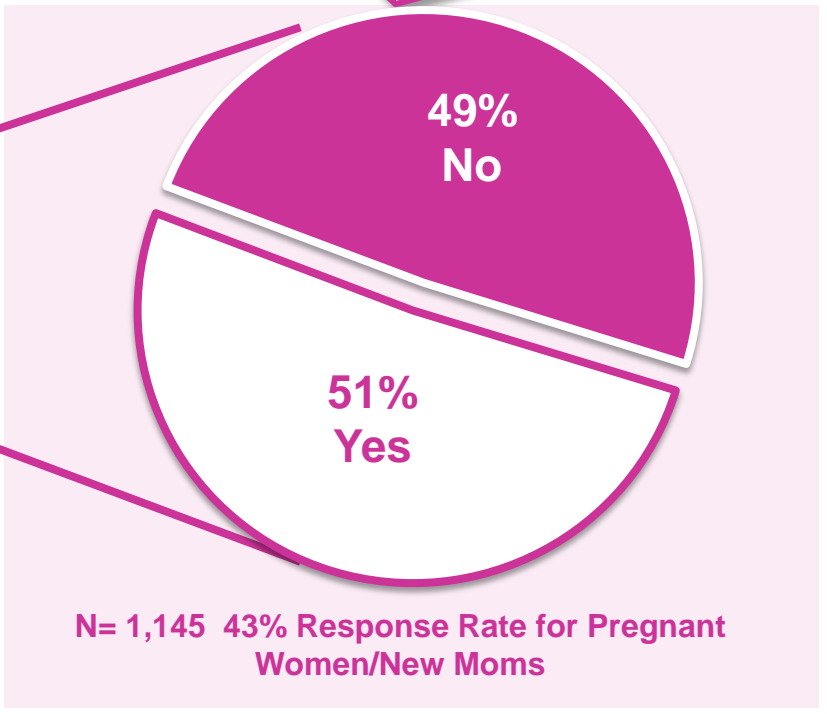
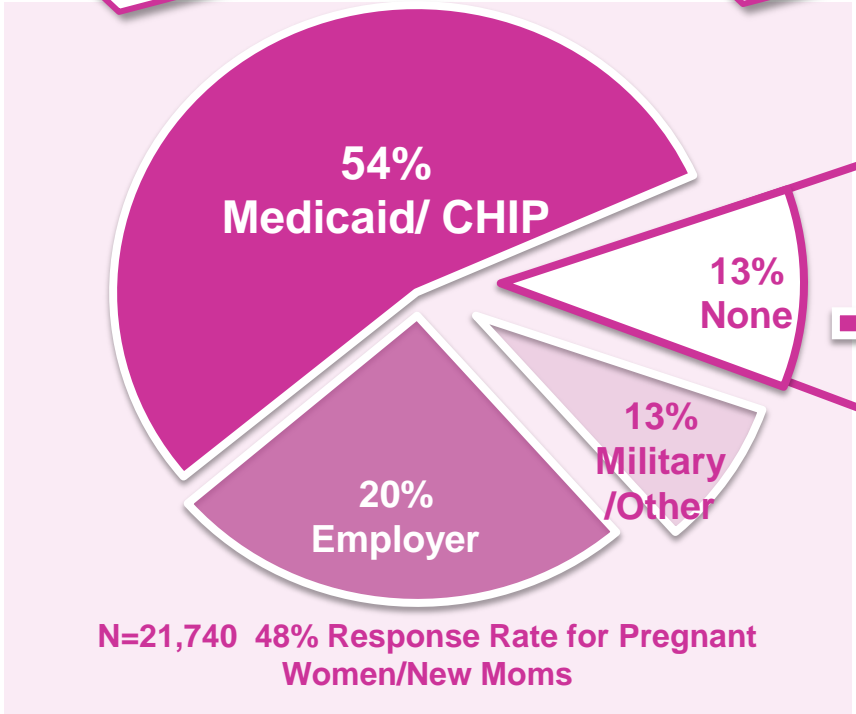
text4baby wants you to know about free/low-cost health insurance. What type of health insurance do you have? Reply 1-No health insurance, 2-Employer/ Union; 3-Medicaid/CHIP; 4-Veterans/Military; 5-Other

If none, apply!

Medicaid/CHIP pays for pregnancy check-ups & delivery. For kids, it covers check-ups, sick visits, medicine, dentist visits & more. You may qualify if your family (of 4) income is below \$46,100 (maybe more). Call [877-543-7669](tel:877-543-7669) or go to insurekidsnow.gov/state

Did you apply?

Text4baby check in! Were you able to apply for free/low-cost health insurance called Medicaid/CHIP? Reply 1 for Yes or 2 for No.



Source: Text4baby database 4/29/2013

Text4baby is Reaching its Target Audience

- Text4baby is reaching individuals early in their pregnancy: Of the users who signed up to receive pregnancy messages, over 46% enrolled during the first trimester.
- Text4baby is reaching women in high-poverty areas: A higher percentage of text4baby users live (or lived upon enrollment) in zip codes with the highest levels of poverty compared to the overall U.S. distribution.

Users Like the Service

- **95%** of users who responded to a survey (n=25,707) said they would refer text4baby to a friend and rated the helpfulness of the service as a **7.8 out of 10**.
- **99%** of WIC participants in an Emory University study (baseline n=468) had no concerns about enrolling in text4baby; **95%** reported the enrollment process was easy; **92%** regularly read text4baby messages; and **88%** planned to continue to use text4baby.
- The average satisfaction rating for users who participated in the first California State University San Marcos National Latino Research Center and University of California San Diego (CSUSM/UCSD) evaluation was **8.5 out of 10**, with Spanish-speaking users reporting a higher level of satisfaction compared to English-speaking users.

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Text4baby as an Interactive Tool



In October, 2011, **31%** (29,316 of 96,070) of users responded to a text asking about their intention to get a flu shot, indicating that the user base is engaged and willing to respond to questions of this nature.

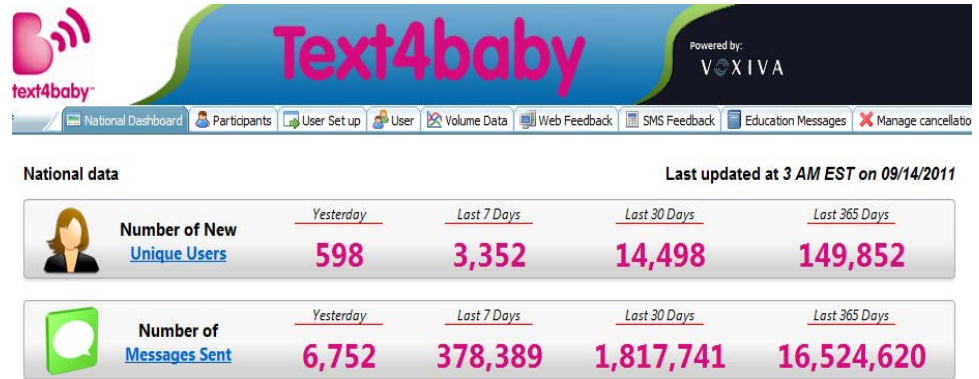


Respondents planning to get the vaccine expressed interest in receiving a text reminding them to get the shot; **55.7%** of those who responded to a text asking if they wanted to receive a reminder (n=4,578) replied “yes”.



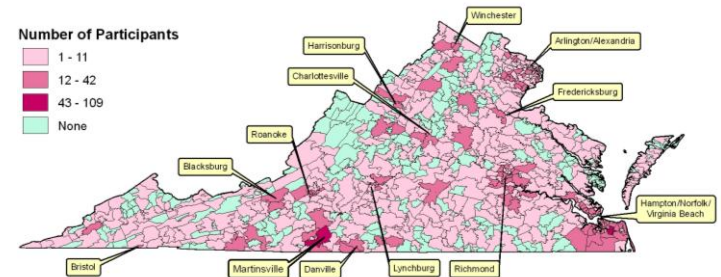
Nearly three quarters (73%) of respondents not planning to get the shot (n=8,841) were willing to provide a reason when asked, “why not?” via text.

Real-Time Data Driven Initiative



- HMHB and Partners have access to special data portal to view enrollment by zip code.
- Routine analysis.
- Real-time understanding of effective promotional strategies and engagement.

text4baby Enrollment by Zip Code Virginia Feb-Aug 2010



Text4baby Enrollment

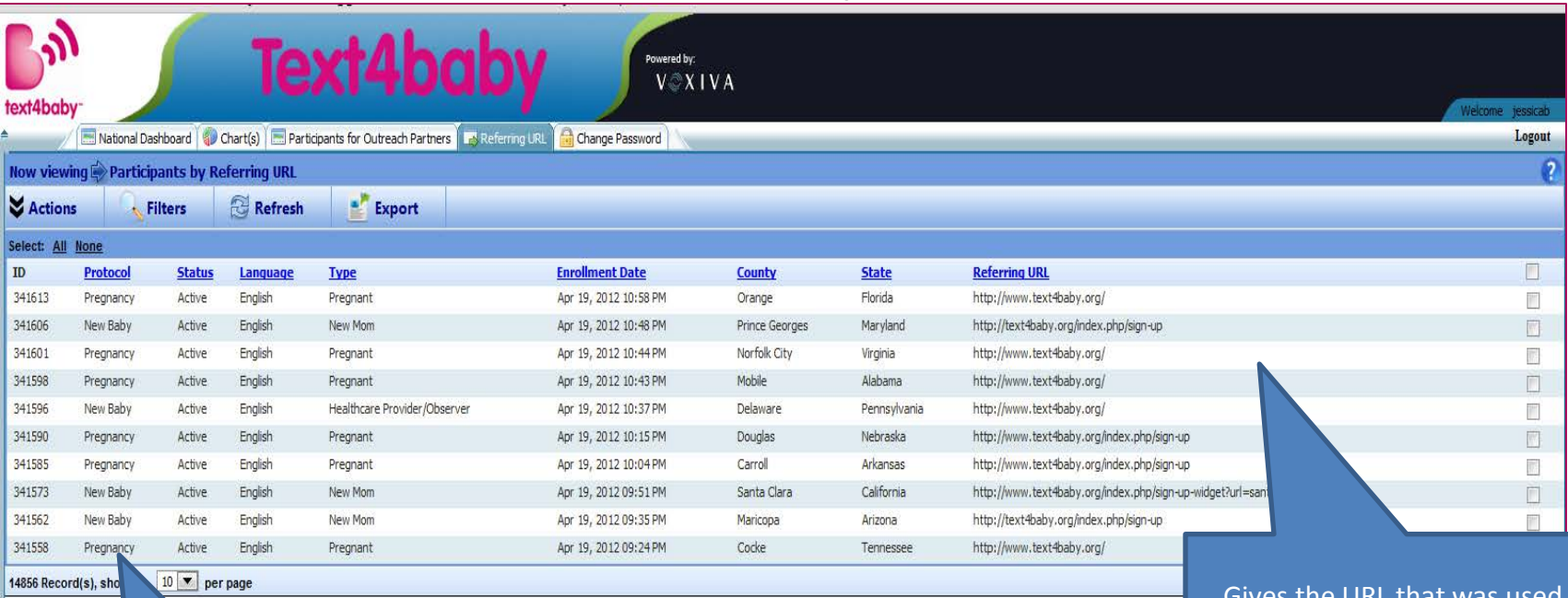
- Include text4baby web enrollment button on your website
 - Track Enrollment from patients who visit your site

Consejos para mamás y futuras mamás  text4baby™

Recibe mensajes de texto gratis acerca de:

- El cuidado antes del parto
- La salud del bebé
- Crianza de los hijos y más

[Regístrate ahora](#) 



The screenshot shows the Text4baby web dashboard. At the top, there is a navigation bar with the Text4baby logo and the text 'Powered by VOXIVA'. Below the navigation bar, there are several tabs: 'National Dashboard', 'Chart(s)', 'Participants for Outreach Partners', 'Referring URL', and 'Change Password'. The main content area is titled 'Now viewing Participants by Referring URL'. Below this title, there are buttons for 'Actions', 'Filters', 'Refresh', and 'Export'. A table of enrollment records is displayed, with columns for ID, Protocol, Status, Language, Type, Enrollment Date, County, State, and Referring URL. The table contains 14 rows of data. At the bottom of the table, there is a pagination control showing '14856 Record(s), show 10 per page'.

ID	Protocol	Status	Language	Type	Enrollment Date	County	State	Referring URL
341613	Pregnancy	Active	English	Pregnant	Apr 19, 2012 10:58 PM	Orange	Florida	http://www.text4baby.org/
341606	New Baby	Active	English	New Mom	Apr 19, 2012 10:48 PM	Prince Georges	Maryland	http://text4baby.org/index.php/sign-up
341601	Pregnancy	Active	English	Pregnant	Apr 19, 2012 10:44 PM	Norfolk City	Virginia	http://www.text4baby.org/
341598	Pregnancy	Active	English	Pregnant	Apr 19, 2012 10:43 PM	Mobile	Alabama	http://www.text4baby.org/
341596	New Baby	Active	English	Healthcare Provider/Observer	Apr 19, 2012 10:37 PM	Delaware	Pennsylvania	http://www.text4baby.org/
341590	Pregnancy	Active	English	Pregnant	Apr 19, 2012 10:15 PM	Douglas	Nebraska	http://www.text4baby.org/index.php/sign-up
341585	Pregnancy	Active	English	Pregnant	Apr 19, 2012 10:04 PM	Carroll	Arkansas	http://www.text4baby.org/index.php/sign-up
341573	New Baby	Active	English	New Mom	Apr 19, 2012 09:51 PM	Santa Clara	California	http://www.text4baby.org/index.php/sign-up-widget?url=santaclaracounty
341562	New Baby	Active	English	New Mom	Apr 19, 2012 09:35 PM	Maricopa	Arizona	http://text4baby.org/index.php/sign-up
341558	Pregnancy	Active	English	Pregnant	Apr 19, 2012 09:24 PM	Cocke	Tennessee	http://www.text4baby.org/

Gives total enrollment across all states (national-level) via the web since 7/7/2011 . Must use filter function to get total number of users who enrolled via the web from your state since 7/7/2011.

Gives the URL that was used to enroll. URLs such as this one:
<http://www.text4baby.org/index.php/sign-up-widget?url=santaclaracounty>
 indicate the user enrolled using an enrollment button that has been placed on an Outreach Partner website.

Reach WIC Clients with text4baby

- Talk to every client about text4baby and show them how easy it is to sign up!
- Order free promotional materials for your clients at <http://www.tinyurl.com/t4bstore>.
- Send an email to your staff and partners about text4baby, sharing
- details on how they can learn more and spread the word.
- Sign up for the Text4baby Tuesday e-newsletter to get weekly updates at <http://eepurl.com/h9h3>.

Become an Outreach Partner

- No cost to your organization.
- Access to text4baby logo and Adobe InDesign art files for customization.
- Access to zip code-level data to track enrollment.
- Promotion in Text4baby Tuesday, a weekly e-mail alert providing program updates.
- Technical assistance through HMHB.
- Recognition on the text4baby website & in select communications.
- Opportunity to be connected with your peers.
- Sign up here: <http://my.text4baby.org/page/s/partner>

Thank you!

