

Using Billboards to Promote Text4baby: Martinsville, Virginia

Who: Smart Beginnings of Martinsville-Henry County in Martinsville Virginia

What: Six text4baby billboards were used to promote the service in a wide-spread effort throughout the southwestern region of the state.

When: The billboard advertising campaign took place in September of 2010.

Where: The billboards were placed near Patrick Henry Community College, Memorial Hospital, and the Department of Social Services, as well as on major highways heading into Danville and Roanoke, Virginia and Greensboro, North Carolina. The locations for the billboards were specifically chosen because of their visibility in high traffic areas throughout the county, turning these billboards into effective marketing tools that caught the attention of drivers' and passengers alike.

Why: Billboards present a way to reach a broad audience outside of the traditional healthcare setting.

How: The funding for this initiative came from funds allocated by Smart Beginnings of Martinsville-Henry County. The costs for this initiative totaled \$4,000 for implementation. Marketing funds from a grant allocated to increase parent awareness were used to cover costs and a local advertising company also provided a volume discount.

Results: In the zip code data collected during this time period, the billboards made a significant difference in enrollment numbers in Martinsville, VA. As evidenced by the map below, Martinsville had the highest enrollment numbers across the state from February- August of 2010, with approximately 43 to 109 individuals enrolling there during that six month period.

text4baby Enrollment by Zip Code Virginia Feb-Aug 2010

