

## Text4baby and WIC: A Plan for Promotion

Text4baby, the nation's largest and only free text messaging service for pregnant women and moms with babies under one is one tool that WIC providers can utilize to support their clients and help their organizations meet Healthy People 2020 objectives around breastfeeding. The service sends tailored messages to women about a variety of topics critical to maternal and child health, including dozens of messages specifically dedicated to breastfeeding, WIC, and nutrition. Additionally, text4baby allows women to set up WIC- specific appointment reminders to help retain clients.

### 1) Identify appropriate staff and gain buy-in

- In order for text4baby to be fully utilized at a particular WIC site, it is essential to gain buy-in from all staff that interact with clients. Nutrition Assistants and Breastfeeding Peer Counselors in particular are natural advocates for text4baby and can use this service as a way to really engage with the WIC clients they are supporting around nutrition and breastfeeding.
- Use the resources listed below to explain to staff why text4baby is an important tool that can help them achieve their goals with their clients.
  - [Text4baby and WIC: Building Upon a Shared Mission](#)
  - [Text4baby Content Fact Sheet](#)
  - [Text4baby Breastfeeding Messages Fact Sheet](#)
  - [Text4baby Impact Fact Sheet](#)
  - [Text4baby Informational Video](#) (a brief video to share with staff about the importance of text4baby and how they can help sign clients up for the free service)
  - [Free, pre-printed promotional materials](#)
- Place a particular emphasis on the nutrition and breastfeeding messaging by sharing the specific messages with staff, so that they can see the educational information their clients will receive through text4baby.
- Describe the appointment reminder service that is included in text4baby to demonstrate how text4baby can help with client retention.

### 2) Train your staff to enroll women on site

- Providing training for your staff on text4baby ensures that each member of the team understands the service and can answer questions that clients may have and assist them with the enrollment process.

All staff that interacts with clients should be given some level of training on text4baby, including, but not limited to:

- Breastfeeding Peer Counselors
- Nutritionist Assistants
- Center managers
- Program assistants

- Clerical staff/receptionists
- Trainings can include:
  - Brief overview PowerPoint presentation
    - Provide background on text4baby and how clients can enroll
  - Review of Messages
    - Allow staff an opportunity to look through a print out of the text4baby messages so that they understand the content that will be included in the service and how this supports their goals related to breast-feeding and nutrition education
  - Review of Enrollment Process
    - Have staff practice enrolling in to the service themselves so that they can then teach clients how to do so
      - Text “BABY” (or BEBE for Spanish) to the short code 511411
      - Enter WIC (or miWIC for Spanish) to identify as a WIC participant
      - Text REMIND (or CITA for Spanish) to set up appointment reminder
        - When prompted, enter the appointment date (e.g. 101213) and a short description for their appointment (e.g., “with WIC at Front St. office/bring proof of address/ get lab results for Jose”).
        - 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.”
- Role-playing
  - Have staff go through different mock scenarios with clients to get practice speaking about the service and assisting with enrollment
    - How to text to 511411
    - Error messages: short-codes are sometimes automatically blocked with wireless carriers. Mom might need to call her carrier to turn off the short-code block.
    - Date format: Appointment reminders, mom’s due date, and baby’s birthday need to follow a specific numeric format. EX: April 16, 2013 would be 041613.
- Text4baby Training Manual
  - Put together a binder that can permanently live at each of your WIC centers for staff to refer to in an ongoing way that includes the step-by-step instructions for enrollment, messages, and other [tip sheets](#) found on the text4baby.org website

### 3) When to Enroll Moms:

WIC sites across the nation are working to integrate text4baby into their WIC program. Enrollment plans may vary with each WIC agency, below is an example of when moms can be informed and enrolled in text4baby.

**Pregnant Women** at **1.** Prenatal Enrollment **2.** Individual Educational Prenatal contacts (Single Trimester and Nutrition Assistant) and **3.** Following Prenatal Classes.

**Postpartum Women** at **1.** New Born Enrollment **2.** Individual Educational contacts (Nutrition Assistant) and **3.** Following Group class and Breastfeeding Support Groups (Breastfeeding Peer counselor and Nutrition Assistant)

Give participants written material on text4baby. Explain what text4baby is, how it works and help them enroll. Once enrolled, help mom use the appointment reminder for all her WIC appointments.

### 4) Promotional Materials

National Healthy Mothers, Healthy Babies Coalition provides FREE, pre-printed promotional materials that can be ordered [online](#). Materials include:

- Tear-off pads (about the size of an index card with 35-40 sheets per pad)
- Posters
- Referral cards
- You can use the materials to share information with moms about the service and prompt staff to talk about text4baby with clients:
  - Place text4baby tear-off pads next to your check-in/check-out desks and ask staff to encourage moms to take a sheet
  - Frame or Laminate posters to hang in nutritionists' offices and in waiting room
  - Create buttons for staff to wear buttons that say "Ask me about text4baby!" to facilitate discussion about text4baby with clients
  - Create Stickers for staff to put on mom's WIC envelope, reminding your staff that they are a text4baby mom and can set an appointment reminder for her next appointment.



### 5) Digital Promotion

- Web Enrollment Button:
  - Put the [text4baby web enrollment button](#) (available in English and Spanish) on your organization's website to encourage pregnant women and moms to sign-up for text4baby right from your page!



- This [enrollment button](https://www.text4baby.org/index.php/text4baby-enrollment-button-info) can be used to track enrollment to see how many individuals are signing up as a result of your promotion.  
<https://www.text4baby.org/index.php/text4baby-enrollment-button-info>
- Social Media
  - Use your existing social media channels to promote text4baby:  
If [Facebook](#) and/or [Twitter](#) are part of your outreach, follow text4baby to stay connected to our innovative campaign and spread the word to your followers. For example, you can post the following message on Facebook each Friday:  
  
*“Text BABY to 511411 and get support through your pregnancy and baby’s first year. You’ll get free messages each week on topics like prenatal care, labor signs and symptoms, nutrition, breastfeeding, safety, baby’s development, and more. Also visit [www.text4baby.org](http://www.text4baby.org).”*

National text4baby staff at the National Healthy Mothers, Healthy Babies Coalition is available to assist you with tailoring this plan for your WIC agency and can provide ongoing technical assistance and trainings for your staff. Email [info@text4baby.org](mailto:info@text4baby.org) for more information.