

## **2014 Text4baby State Enrollment Contest Small State Winner: Delaware**

According to the March of Dimes' Peristats, there are approximately 11,023 live births in Delaware annually. Unfortunately, 12.3% of these births are pre-term, 8.3% are born at low birth weight, and 7.5 babies per 1,000 died before their first birthdays. These statistics highlight the need for innovative strategies at the national and state level to address maternal and child health.

### **2014 Text4baby State Enrollment Contest**

In honor of Mother's Day, Text4baby launched the 4<sup>th</sup> Annual State Enrollment Contest. The State Enrollment Contest is a national competition that aims to empower more pregnant women and new moms with important health and safety information through Text4baby by encouraging friendly competition between the states. The Contest ran from May 11 through November 1, 2014.

States competed in three distinct groups based on the overall distribution of 2012 live births with the goal of having states with similar numbers of estimated NEW pregnancies and NEW infants competing against each other. The large state category includes all states with live births in the upper quartile (highest 25%). The medium state category includes all states with live births in the middle 50%. The small state category includes all states with live births in the lower quartile (lowest 25%).

This approach balanced the distribution of live births and provided states with the fairest possible opportunity to win given the wide variation in live birth rates across the country. The states were ranked based on how many new users enrolled in Text4baby in each state during the contest period as a percentage of eligible moms (based on a calculation of estimated pregnancies and live births for each state).

### **Enrollment in Text4baby**

Delaware came in first place for the small state group, enrolling 78 per 1,000 estimated new pregnant women and moms into the service. During the contest period, a total of 839 new users enrolled in the Text4baby service in Delaware. Delaware's enrollment was 52% higher during the contest compared to the same 25 week time period before the contest began.

### **Promotional Activities during the Contest Period**

Throughout the competition, partners in Delaware kept a steady lead through targeted promotional strategies and strong outreach efforts through health plans to encourage enrollment in Text4baby. In June of 2013, Text4baby partnered with the White House to reach expecting fathers by incorporating targeted messages to dads who enroll encouraging them to engage with their children beginning at birth. During the 2014 Contest, the Delaware Text4baby state lead, the University of Delaware, Center for Disabilities Studies led efforts to reach fathers in the state. In hopes of sharing experiences with others, the center launched a challenge to encourage professionals to register three or more dads over a three week period and then to share feedback about registering dads. Those professionals who met the challenge were offered a prize (Amazon gift card). This effort helped to spur enrollment in Delaware within three weeks.

In September, Delaware Physicians Care (DPC), an Aetna health plan, started participating in Connect4health, a free text-messaging program to help families' adopt healthy behaviors and receive preventive care. Text4baby is one of the services offered through Connect4health, and it was a great opportunity to educate more mothers about the service in connection with other mobile health resources.

Additionally, Child, Inc., incorporated Text4baby materials and education into their statewide parenting classes, and Birth to Three: Child Development Watch promoted Text4baby in their newsletter and distributed Text4baby information at all of their events in the state.

Congratulations Delaware – your efforts went a long way in connecting more women to critical health and safety information!

**Text4baby Partners in Delaware:**

- Delaware Division of Public Health
- Telamon Corporation Delaware Head Start Programs (Georgetown, DE)
- University of Delaware Center for Disabilities Studies\* (Newark, DE)
- Westside Family Healthcare (Wilmington, DE)