

2015 Text4baby State Enrollment Contest Medium State Winner: Oklahoma

Text4baby's 5th Annual State Enrollment Contest ran from May 10 to October 17, 2015. The State Enrollment Contest is a national competition that aims to empower pregnant women and new mothers with important health and safety information by encouraging them to enroll in Text4baby.

States competed in three distinct groups based on the overall distribution of 2013 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%).

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.

Enrollment in Text4baby

According to the March of Dimes' Peristats, there are approximately 53,350 live births in Oklahoma annually—and state partners' efforts focused on recruiting these expectant and new mothers during the contest period. As a result of their outreach, **Oklahoma earned first place for the medium state group**, enrolling 106 per 1,000 estimated new pregnant women and moms into the service. During the contest period, a total of 4,961 new users enrolled in the Text4baby service in Oklahoma. Oklahoma's enrollment was 5% higher during the contest compared to the same period during the year prior.

Promotional Activities during the Contest Period

Thanks to the innovation of partners in Oklahoma, the state currently has the highest rate of enrollment for Text4baby in the country. Following a competitive bidding process, in August 2013, the Centers for Medicare & Medicaid Services awarded Text4baby a 3-year contract to support the implementation of the Text4baby service in four states (CA, LA, OH, and OK) in collaboration with state Medicaid agencies. Through this partnership, the Oklahoma Health Care Authority has been integrating Text4baby enrollment into its outreach and enrollment efforts with pregnant women and caretakers of infants. In October 2014, OHCA became the first and only state Medicaid agency to implement an automatic notification process via text message for members to easily opt-in to receive Text4baby messages. Since this process began, more than 10,000 SoonerCare members have opted to enroll through this process. To further automate enrollment, OHCA will add Text4baby enrollment option to the SoonerCare application.

Sixty-five organizations (see below) in Oklahoma have partnered with Text4baby to help reach pregnant women and families with critical health and development information, including the Oklahoma Health Care Authority, Oklahoma State Health Department, the George Kaiser Family Foundation, hospitals, and local health departments. Partners are promoting the service by enrolling and disseminating materials to moms during prenatal and pediatric appointments, in birthing hospitals, in WIC clinics, in faith-based organizations, and through community outreach events. Furthermore, OHCA implemented various marketing campaigns across the state through PSAs, social media campaigns, and advertising. OHCA also partnered with Blue Cross, Blue Shield of Oklahoma to conduct a state-wide infant mortality reduction campaign that included newspaper, radio, and television advertisements, all of which listed Text4baby as the call to action.

Congratulations to Oklahoma – your efforts have proven to be successful in continuing to connect more women to critical health and safety information!

Special Thanks go out to Text4baby's Partners in Oklahoma, including:

Bailey Medical Center
CAP Tulsa
Central Oklahoma Family Medical Center
Cherokee Nation Hastings
Chicksaw Nation Medical Center
The Children's Hospital at OU Medical Center
Choctaw Nation Health Care Center
Comanche County Memorial Hospital
Community Action Project
Deaconess Hospital
Duncan Regional Hospital
EASTAR Healthcare Systems
Estar Health System-East
Family & Children's Services
Family Expectations
Generation Family Medical Clinic
Great Plains Regional Medical Center
Healthy Women, Healthy Futures
Hillcrest Medical Center
Infant Crisis Services
Integris Baptist Medical Center
Integris Baptist Regional Health Center
Integris Clinton Regional Hospital
Integris Grove Hospital
Integris Health Edmond
Integris Health, Inc.
Jackson County Memorial Hospital
Jane Phillips Medical Center
Lakeside Women's Hospital
Family & Children's Services
Family Expectations
Generation Family Medical Clinic
Great Plains Regional Medical Center
Healthy Women, Healthy Futures
Hillcrest Medical Center
Infant Crisis Services
Integris Baptist Medical Center
Integris Baptist Regional Health Center
Integris Clinton Regional Hospital
Integris Grove Hospital
Integris Health Edmond
Integris Health, Inc.
Jackson County Memorial Hospital
Jane Phillips Medical Center
Lakeside Women's Hospital
March of Dimes, Oklahoma Chapter
McCurtain Memorial Hospital
Medical Center of Southeastern Oklahoma
Memorial Hospital of Texas County
Mercy Hospital Ardmore
Muscogee (Creek) Nation
Newman Memorial Hospital
Norman Regional Health System
Northeast Health System Tahlequa

The Office of Perinatal Quality Improvement at OUHSC
Oklahoma City-County Health Department, Fetal and Infant Mortality Review
Oklahoma City Indian Clinic
Oklahoma City Inter-Tribal Health Board
Oklahoma Health Care Authority*
Oklahoma Healthy Mothers, Healthy Babies Coalition
Oklahoma State Department of Health
Oklahoma State Department of Health - WIC Service
Oklahoma State University Medical Center
OU Medical Center Edmond
OU Physicians OBGYN
Ponca City Medical Center
Reed Family Pharmacy
St. Anthony Hospital
St. Anthony Shawnee Hospital
Saint Francis Hospital
Saint Francis Hospital South
St. John Medical Center
St. Mary's Physician Associates, LLC
St. Mary's Regional Medical Center
Smart Start Oklahoma
Start Right Positive Parents
Stillwater Medical Center
Valley View Regional Hospital
Weatherford Regional Hospital
Women's Health and Wellness
Woodward Regional Hospital