

## 2015 Text4baby State Enrollment Contest Small State Winner: South Dakota

Text4baby's 5<sup>th</sup> 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 12,248 live births in South Dakota annually—and state partners' efforts focused on recruiting these expectant and new mothers during the contest period. As a result of their outreach, **South Dakota earned first place for the small state group**, enrolling 28 per 1,000 estimated new pregnant women and mothers into the service. During the contest period, a total of 300 new users enrolled in the Text4baby service in South Dakota.

### Promotional Activities during the Contest Period

Throughout the competition, South Dakota consistently held one of the top spots of Text4baby enrollment among the small states. Led by the South Dakota Department of Health, expectant and new mothers were primarily enrolled through targeted promotional strategies by the State WIC and Bright Start Home Visiting programs. Text4baby marketing materials were and continue to be included in gift boxes sent to parents of newborns in the state. Regular communication with WIC and Home Visiting staff has ensured that Text4baby promotion continues throughout the year.

Resource folders including Text4baby materials have also been available at SDDOH for public health nurses to use and distribute. Staff are eager to share more information about the service with local providers across the state. Nurses are encouraged to build relationships with private providers and clinics in their area to promote the Text4baby service. In addition to disseminating information about Text4baby via providers, the folders include samples of the Text4baby consumer marketing materials such as flyers and English/Spanish tear pads, a copy of Text4baby pregnancy and infant messages, and instructions on how to order additional marketing materials. Recently the service was promoted at the annual South Dakota Perinatal Association conference in September and at many other community events such as local health fairs. Text4baby is also promoted and shared online on both the ForBabySake's website and Facebook page.

Congratulations to South Dakota – 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 Partners in South Dakota, including:

Avera Health Plans  
DAKOTACARE  
Medica  
Sanford Health Plan  
State of South Dakota Department of Health\*