

Text4baby App: Frequently Asked Questions

1.) Why is Text4baby launching an app?

The Text4baby app provides an additional way for participants to access key information beyond the character limit of text messages. We know that some pregnant women and moms want even more information from Text4baby, and the app offers content to build upon the existing text messages.

We know that our participants own smart phones and are looking to mobile apps for information. When Text4baby was launched in 2010, 89% percent of women in America owned a cell phone but only 25% of our target moms used a smartphone. Times have changed, and according to the Pew Research Center, 57% of women currently own a smartphone. With this dramatic increase of access to smartphones, we feel that it will benefit moms most in need to have a Text4baby app.

The app also allows for more in-depth information and interactivity, so Text4baby participants can access useful features and feel more connected to the information they're learning. This includes:

- Resources and information at their fingertips
- Images to illustrate content
- The ability to view information for weeks ahead or prior during pregnancy and baby's first year; and;
- Appointment reminders to help mom stay on track.

2.) There are multiple pregnancy and baby apps on the market. What is unique about the Text4baby app?

Text4baby is the only texting/app pairing on the market today, and both text message and app content is developed with and reviewed by trusted medical experts. As a natural companion to the SMS messaging service, the app provides detailed information that complements the texts moms receive.

While the text service is a critical health intervention that provides personalized information and interactive features, the app provides robust content for mom to access at any time to learn as much or as little as she wants. Once open, the app offers information based on due date or baby's birth date the same as the text messages, but moms are also able to learn about forthcoming milestones and take a look back, if desired. She can also choose to view more about specific topics like feeding, safe sleeping, prenatal care and nutrition, by exploring the variety of resources provided.

The app is interactive and includes the following features:

- A weekly planning list of medical, developmental and lifestyle calendar items.

- Polls that allow participants to compare themselves to other moms on topics such as pregnancy symptoms, infant development and emotional experiences.
- Appointment reminders that are set up through the application itself and received through the text message service.
- Helpful health hotlines and community resources.

4.) Is the app free?

Like many apps, the Text4baby app is free to download and data use rates may apply. Participants can use their mobile data plan or Wi-Fi access when using the app.

6.) Does the app work on every smartphone?

The app will work on all iOS (iPhone) and Android operating systems. At this time, the app does not operate on Windows or Blackberry technology.

7.) How do you sign up for the app?

Anyone can download the app through the iTunes and Google Play stores by searching “Text4baby.” After opening the app, all users will be prompted to enter a phone number.

- If the individual is not already using the Text4baby service, sign up is complete after she submits her phone number, which automatically signs her up for the text messages.
- If the participant is already signed up for Text4baby text messages, she’ll be sent a text message with a six digit code, and she’ll then enter that code in the app to sync the text and app accounts.

Instructions and prompts will be given during registration to guide moms through the process.

9.) Does the app impact the text messages?

The app does not change the text messages received by Text4baby participants, including any information provided through the Text4baby modules (Medicaid, annual flu module, immunization module, etc.).

5.) How does the Text4baby app impact states with customized text messages?

The app won’t interfere with any customized text messages. Participants will continue to receive state-specific text messages based on their zip codes.

At this point, the app information itself can’t be customized. However, we are continuously working to improve the app, and this is a feature we would like to explore.

12.) How will the Text4baby app impact information in the data portal?

A new dataset will be available via the Text4baby data portal to outreach partners who have signed a data use agreement. This dataset will allow partners to track the number of participants in their state who have enrolled in Text4baby via the app and some basic information on their usage (i.e., number of times logged in). If you have any questions about this new data element, email info@text4baby.org.

10.) Does the Text4baby app contain advertising or product promotion?

No, there is no advertising in the app. Just like the text messages, the Text4baby app is educational in nature and there are no product promotions.

8.) What app features are being planned for the future?

We hope to expand and evolve the Text4baby app over time and will continue to engage partners and participants for valuable feedback to inform next steps. We are currently exploring the following app features for future versions:

- “Ask the Expert” section: participants will be able to ask health questions and receive prompt responses from medical professionals.
- Enhanced appointment reminder functionality: participants will be able to delete appointments and view which text reminders were set via the app vs. text.
- A Spanish version of the app.

11.) How can participants report problems with the app?

Please direct any questions or technical problems with the app to: info@text4baby.org.