

## 2015 Text4baby State Enrollment Contest Guidelines

### Winner Selection Criteria

- The State Enrollment Contest runs from May 10 to October 17, 2015.
- Participation is open to partners in all 50 states, as well as the District of Columbia, Puerto Rico and the U.S. Virgin Islands.
- The population-adjusted rate of NEW Text4baby enrollment (during the Contest Period) is calculated by using 2013 live birth data from CDC for each state/territory to approximate the number of NEW pregnancies and NEW infants for each state.
- These are the same criteria that were used to determine the winners of the 2011, 2012, 2013, and 2014 contests.

### State Groupings

- To create more equity among states among different sizes, Text4baby has organized the competition into three groups of states (based on number of live births). Each group will have its own winner.
- The groups have been determined 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.
- Group 1 includes all states with live births in the upper quartile (highest 25%). Group 2 includes all states with live births in the middle 50%. Group 3 includes all states with live births in the lower quartile (lowest 25%).
- For a list of states that comprise each group, please visit: <http://bit.ly/1dPNRjN>

### Winners

- This year we will have both weekly and overall winners for each of the three groups of states.
- The state within each group that has the highest rate of weekly Text4baby enrollment will be a weekly winner.
- Three weekly winners (one from each group) will be announced in Text4baby Tuesday during the contest. The calculation that is used to determine weekly winners is as follows: (# NEW T4B Unique Users in Week X) / (Estimated Weekly NEW Pregnancies and Infants in the State).
- The state within each group that has the highest overall rate of new Text4baby enrollment over the duration of the contest will be the overall winner.
- Three overall winners (one from each group) will be announced and recognized in the fall. The calculation that is used to determine overall winners is as follows: (# NEW T4B Unique Users since Contest Start) / (Estimated NEW Pregnancies and Infants in the State since Contest Start).