

This influenza season encourage your patients to enroll in text4baby. This free service, endorsed by the College, encourages women to make healthy lifestyle choices during pregnancy and postpartum. Text4baby provides multiple reminders for your patients to ask you for the flu shot, as well as encourage family members to get the flu shot.

A study conducted by the National Latino Research Center at California State University, San Marcos and the University of California San Diego School of Medicine Department of Obstetrics and Gynecology concluded that text4baby is increasing users' health knowledge, facilitating interaction with health providers, improving adherence to appointments and immunizations, and strengthening access to health services. Their findings included:

- **67%** of respondents reported that text4baby helped them remember an **appointment or immunization** that they or their child needed (N=342).
- **73.4%** reported that text4baby messages informed them of **medical warning signs** that they did not know.
- **63.5%** reported **talking to their doctor** about a topic that they read in a text4baby message.

Making Your Job Easier

Text4baby supports you as a physician by providing accurate health information to your patients in a format they know and use – texting. Given the limited time available to discuss every health topic, text4baby is an important tool to reinforce the guidance obstetricians provide. **The American College of Obstetricians and Gynecologists** is a key content reviewer of the program's text messages.

"Text4baby has helped over 390,000 women in the U.S. care for their own health and get their babies off to a healthy start in life. It can also be a real help to a busy obstetrical office, as a better informed patient is good for your practice. Text4baby is a truly valuable resource, and we are proud to be a part of this innovative program."

-James N. Martin, Jr, MD, Immediate Past President,
The American College of Obstetricians and Gynecologists.

How Do Patients Sign Up?

Patients sign up by texting **BABY (or BEBE in Spanish) to 511411**. They can cancel the service at any time.

About Text4baby

- Sends three FREE text messages each week with relevant health information through pregnancy and baby's first year.
- Standard text messages fees have been waived so even moms without text plans can get these messages for free.
- Messages are timed to mom's due date or baby's birthday, so information is clinically relevant.

For more information about text4baby, visit www.text4baby.org



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