

Text4baby: Launching an App!



Harnessing the Power of Mobile for
Maternal & Child Health in the U.S.



Why Are We Launching An App?

It's where moms are

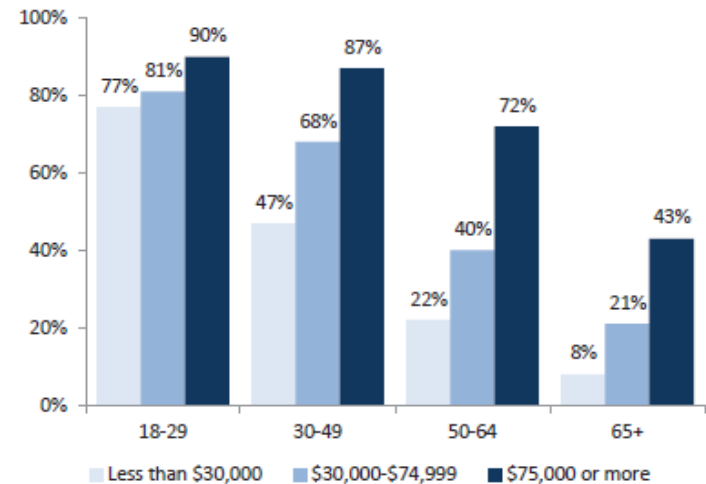
- ❖ Smartphone penetration among target audience is much higher now than at launch (According to Pew, **77%** of people aged 18 - 29 with incomes of less than \$30,000 own a smartphone)

Moms want more

- ❖ Provide more information and utility: top cancellation reason is “information is too simple” (**30%**)
- ❖ According to our research (National survey), **75%** of respondents say they have a smartphone and **77%** have clicked on a link received in text messages

Smartphone ownership by income/age grouping

% within each age/income grouping who own a smartphone (example: 77% of 18-29 year olds with an annual household income of less than \$30,000 are smartphone owners)

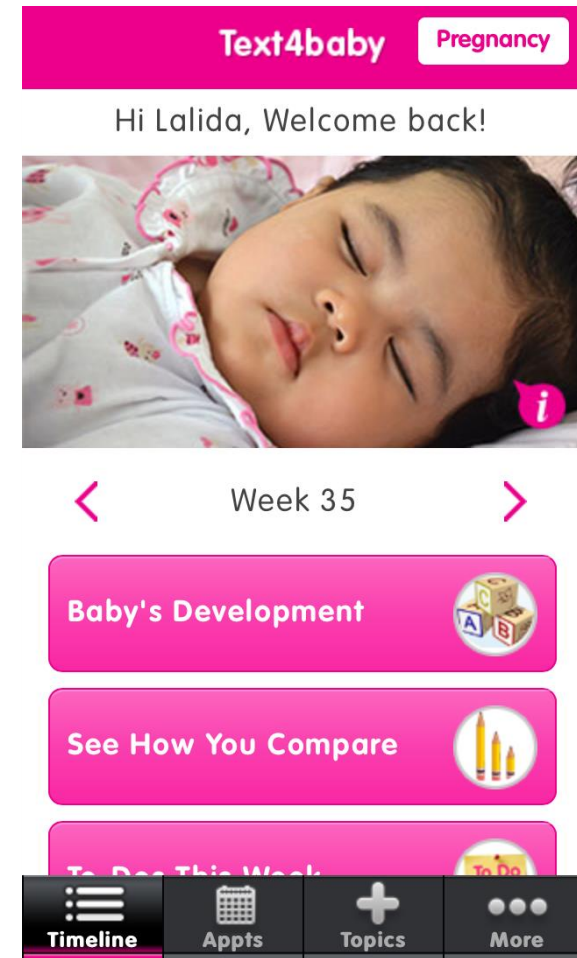


Source: Pew Research Center's Internet & American Life Project April 26-May 22, 2011, January 20-February 19, 2012, and April 17-May 19, 2013 tracking surveys. For 2013 data, n=2,252 adults and survey includes 1,127 cell phone interviews. All surveys include Spanish-language interviews.

What Is The Text4baby App For?

Text4baby App Goals

- ❖ Complement information found in Text4baby text messages
- ❖ Provide another channel for accurate health information
- ❖ Increasing our program's reach and retention



Text4baby App Complements Text Messages

The interactive app offers information to complement the text messages

- ❖ Weekly developmental milestones through pregnancy and baby's 1st year
- ❖ A weekly, timed planning list of medical, developmental, and lifestyle calendar items
- ❖ Polls that allow participants to see how they stand compared to other moms on topics such as pregnancy symptoms, infant development, and emotional experiences

How Big is Baby?



Week 9: Blackberry



Weight: Less than .5 oz

Height: .66 inches

Your baby is the size of a blackberry!

To-Dos This Week



Weekly Checklist

Get a star every time you complete a total of three tasks. When you collect 5 stars, you'll get a Text4baby badge

In "More" you can see all your badges!

See How You Compare

Take our poll and see what Text4baby moms have

- Talk to your Dr. about prenatal testing
- Buy crackers to keep with you to help with sickness

One thing that helps me with my morning sickness is:

Chewing gum

Crackers or pretzels

Peppermint candies

What Makes The Text4baby App Different?

Designed for our target population

- ❖ Culturally sensitive
- ❖ Written for low literacy audience
- ❖ Focuses on support and resources

High quality content

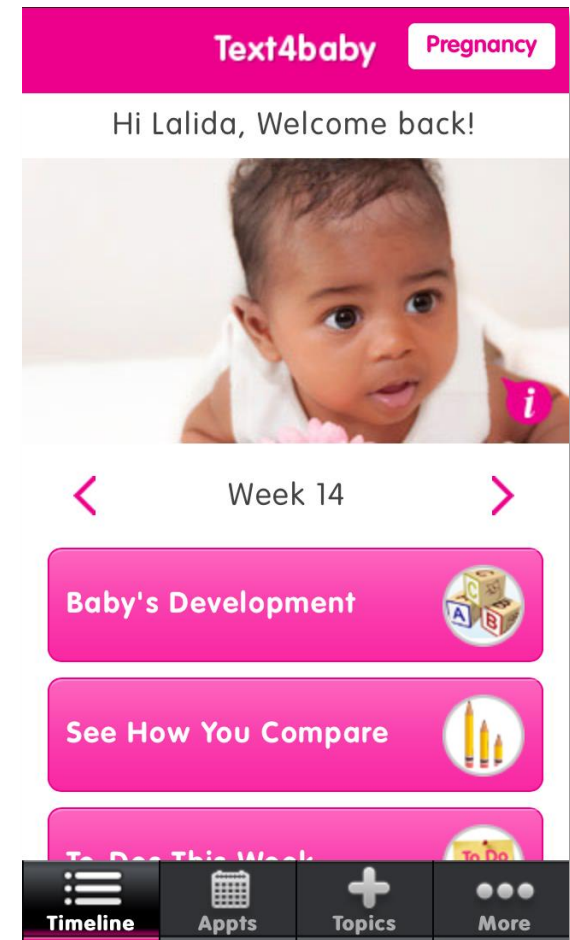
- ❖ All text/photos are medically accurate

Supports Text4baby objectives

- ❖ Connects mom with support
- ❖ Complete module focused on check-ups & vaccinations (information, schedule, reminders)

Fully integrated with text

- ❖ Must enroll in text to access the app
- ❖ App incorporates mobile web content and info on support/resources in texts



Text4baby App Reminders & Resources

The app offers text message appointment reminders and links to resources

- ❖ A list of recommended prenatal and new baby visits and what to expect at each visit
- ❖ Ability to set text message appointment reminders from the app
- ❖ Connects participants to helpful health hotlines and resources

Here are the appointments you should have during weeks 14-27.

- Prenatal Visit 3
Baby's heartbeat & growth
- Prenatal Visit 4
Determine sex, ultrasound
- Prenatal Visit 5
Ultrasound & check up
- Prenatal Visit 6
Glucose test & check up
- Add an Appointment

Free & Low Cost Health Care

Health Insurance

InsureKidsNow.gov

Provides information about Medicaid and CHIP services for families who need affordable health insurance coverage.

[877-543-7669](tel:877-543-7669)

What you need to know

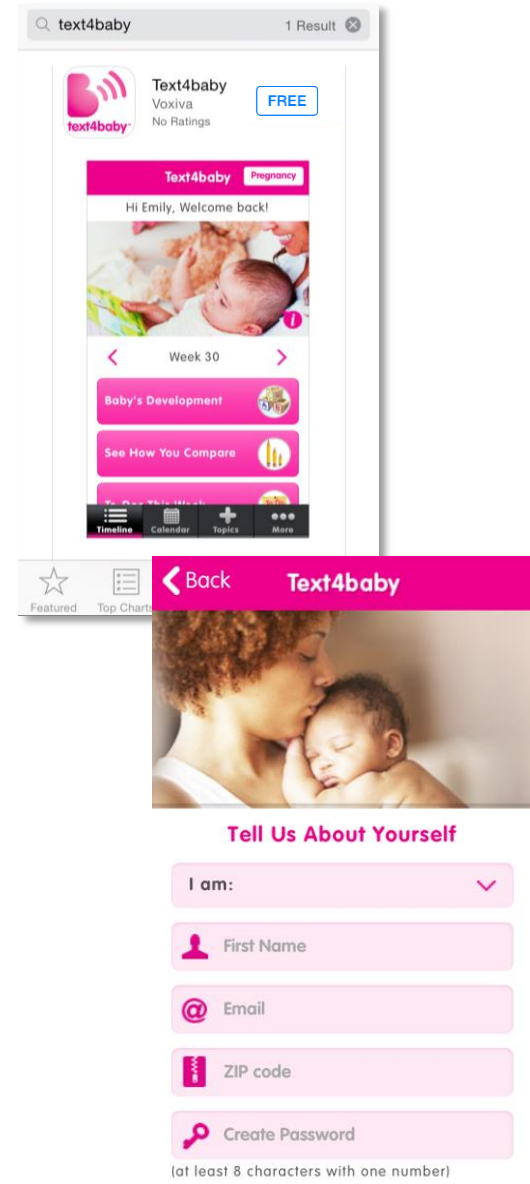
At your 12 week visit, your provider will listen to baby's heartbeat and check your urine. A special test for Down's Syndrome (+ other abnormalities & birth defects) can be done now. This "first trimester screen" is two parts: a blood sample and an ultrasound. If you do this screening, your provider will schedule a separate ultrasound.

Record Appointment
Set text message reminder

How To Sign Up for The Text4baby App

Users can now enroll for Text4baby text messages through the Text4baby app

- ❖ Anyone can search the app store for “Text4baby” (Apple and Android) and download the app for FREE
- ❖ Upon opening the app for the first time, users will be asked to enter their phone number to access the app
 - ❖ If the user is already enrolled in Text4baby, their account will be linked with the app
 - ❖ If the user is not enrolled in Text4baby, they will enter their due date or date of birth and zip code and will start receiving text messages
- ❖ User will receive Text4baby text messages and can use the app to complement the texts



Text4baby App Enrollment Data

Partners will be able to track the number of participants who enrolled via the Text4baby app

- ❖ “Mobile app” is a new value for “Channel of registration” in Outreach Partner Participants View

Resources for the Text4baby App

Dedicated Partner Webpage: www.text4baby.org/partnerapp

- App Frequently Asked Questions
 - Messaging to help you talk to moms about the app
 - Where to get help or submit feedback
- Promotional flyers
- Sample social media posts
- Sample newsletter article
- Explanation of impact to custom state messaging and other data implications

Introducing the Free Text4baby App!

The free Text4baby app makes it even easier for you to get more critical health and safety information.

As a companion to the text messages, you can get more health and safety tips and access fun, interactive features, including:

- How your baby is growing each week
- Your progress and medical updates
- Appointment reminders
- Fun quizzes

Download the app by searching for "Text4baby" in the [iTunes](#) or [Google Play](#) app stores.

Your baby has you, you have Text4baby.

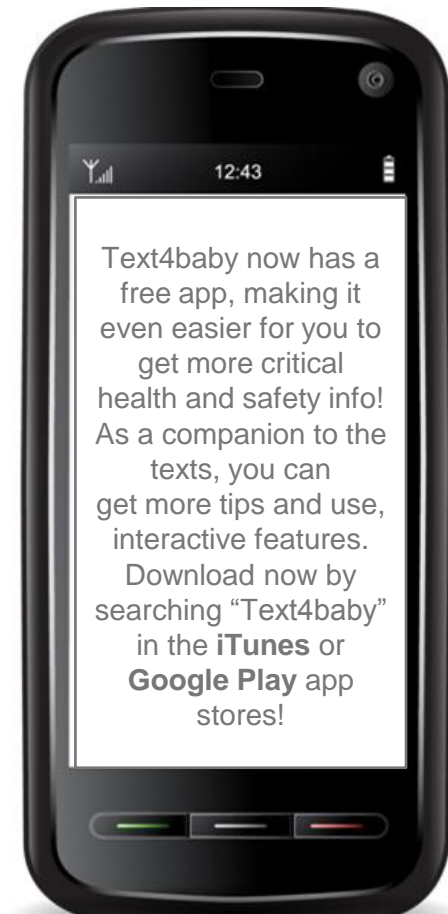
text4baby

Available on the App Store | GET IT ON Google Play

Consumer Launch – November 11

Launch Activities

- Text message to current T4b moms
- Text messages for all new T4b moms
(1 week after sign up)
- Consumer webpage and mobile page live
- Social Media
 - TEAM Text4baby members
 - Facebook/Twitter posts
 - Facebook and Google ads
 - Blogger outreach
- Other media and promotional opportunities



Post-Launch Assessment

We will continue to evaluate the app to inform future content and technical updates.

Mom Feedback

- Centering Groups in DC Metro area
- Online surveys

Partner Feedback

- Online surveys
- Questions or comments: Info@text4baby.org

Q&A Session

Don't forget to:

- Incorporate the new Text4baby app into your outreach to moms.
- Share your outreach activities with us! We would love to feature your creative outreach strategies in Text4baby Tuesday.

Additional questions? Contact: info@text4baby.org



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