

Text4baby as a Resource for Michigan Home Visiting



Text4baby Supports Your Work

- Text4baby is the largest mobile health initiative in the nation reaching almost **780,000** moms (and **in Michigan** over **29,000** moms) since launch in 2010 and is available in all 50 states and the U.S. territories.
- Pregnant women and moms with babies under one sign up by texting **BABY** (or **BEBE** for Spanish) to 511411.
 - Receive **FREE** health and safety messages three times per week timed to due date or baby's birthdate.
- Experts (CDC, ACOG, AAP, March of Dimes, etc.) review messages routinely to ensure medical accuracy.
- Reaches low-income and young women, particularly those who identify as Hispanic or African-American. *Research shows that these women are at a higher risk of having disproportionately poor birth outcomes.*

- Text4baby **reinforces and supports** ongoing education and **assists with retention** through critical messages and reminders:

- ✿ Signs of Labor
- 👉 Mom and Baby's Appointment and Immunization Reminders
- 🍓 Healthy Eating for Mom and Baby
- 🕒 Safe Sleep
- 📅 Urgent News (e.g. pertussis outbreaks, product recalls)
- 👤 Health Insurance Information
- ☎️ Resource Hotlines and Websites



Text4baby Founding Partners



Non-profit maternal and child health expert

Leader in mobile health technology & strategy

Founding Sponsor & world's 6th largest consumer health company

Association representing U.S. mobile phone companies



Nation's public health agency



Federal leader in innovation



Healthcare sector communications & marketing expert

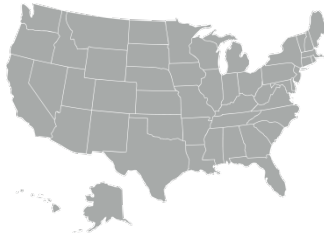
The Wireless Foundation

Diverse Partners in Health Care

Federal Agencies



50 State Health & Medicaid Agencies



96 Health Plans



Major Health Assns.



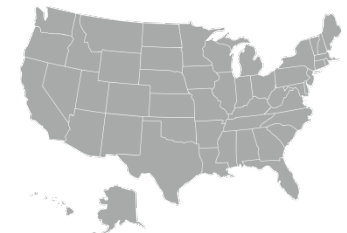
Hospital Networks



Media Partners



>50 State & Local Coalitions



Content Development and Messages

How Text4baby Works



Mom texts **BABY/BEBE to 511411**



Mom gives due date/DOB & zip code



Mom gets free tips 3x/week throughout pregnancy & until baby's 1st birthday



Through Text4baby, moms can also learn more about certain topics; [get support for enrolling in Medicaid/CHIP](#); take quizzes; get urgent health alerts; sign up for appointments, WIC meetings and vaccination reminders; provide feedback on specific messages; and get connected to support hotlines.

Mobile Provider Partners

Participating mobile providers have agreed to deliver Text4baby to their subscribers **at no charge**.



The Wireless Foundation

Text4baby Addresses Critical Maternal and Child Health Topics

267 Messages Total

Messages by broad topic area:

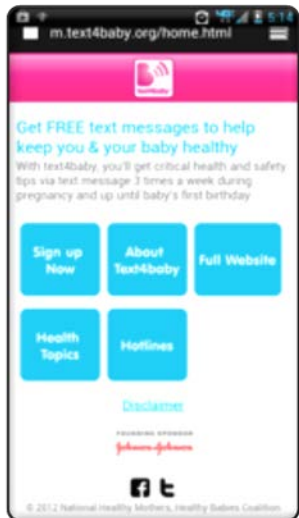
- 61 Safety
- 56 Development
- 45 Nutrition
- 44 Support
- 30 Infectious disease
- 20 Health care access
- 18 Well baby visit
- 18 Symptoms
- 11 Screening
- 9 Prenatal care
- 8 Oral health



Interactivity in Text4baby Service



- 58% contain additional health and resource info
- 46% (123 messages) link to Text4baby mobile webpages developed in partnership with major medical associations
- 25% (68 messages) provide a resource phone number
- 45 links to videos
- 15 visit & appointment reminders
- 6% of messages link to external websites
- 9 messages prompt mothers to text back LIKE when they find a message helpful
- 7 messages encourage mothers to text back MORE to get additional information
- 4 interactive user feedback and engagement survey questions (e.g. “Did you ask your provider about a health topic covered in Text4baby?”)
- 3 interactive modules that connect moms to healthcare, remind moms of well-baby visits & immunizations, and encourage flu shot vaccination
- 2 quizzes (Food safety-pregnancy; car seat safety-infancy)



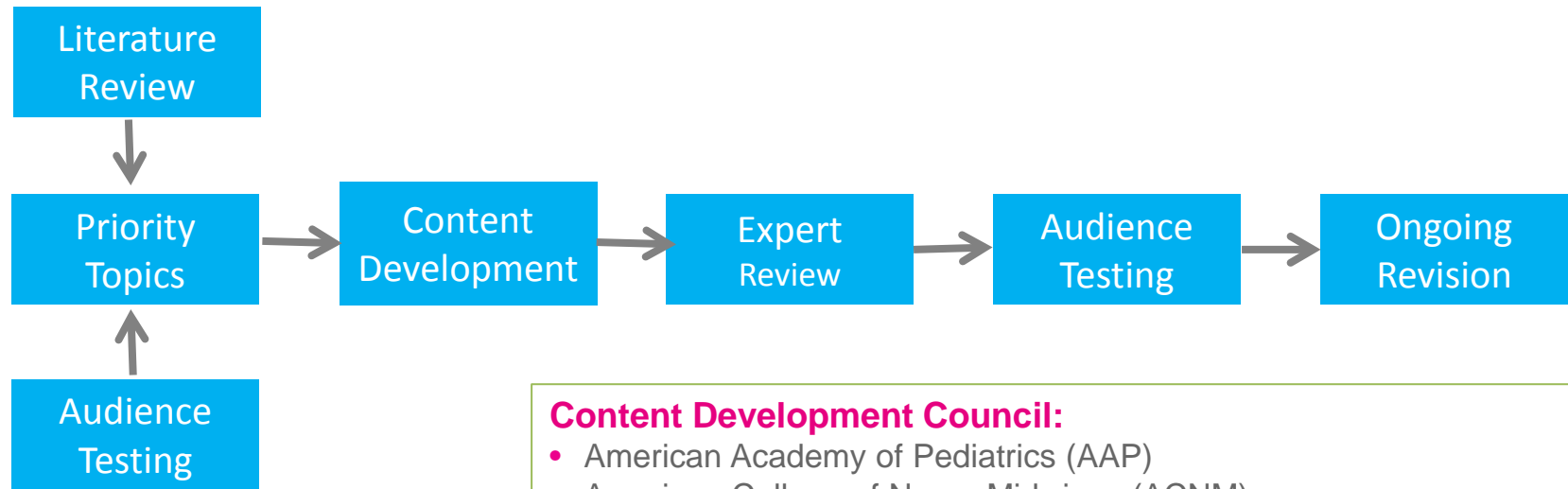
Text4baby Appointment Reminder Service

Reminders provide Text4baby users with the opportunity to set up appointment text messages (moms with and without smartphones can receive text appointment reminders) with the following goals:

- Improve appointment adherence
- Improve immunization rates
- Provide users with an additional utility



Text4baby Content Development



Content Development Council:

- American Academy of Pediatrics (AAP)
- American College of Nurse-Midwives (ACNM)
- The American College of Obstetricians and Gynecologists (ACOG)
- Association of Women's Health, Obstetric and Neonatal Nurses
- Centers for Disease Control and Prevention (CDC)
- Health Resources & Services Administration (HRSA)
- March of Dimes (MOD)
- National Association of Pediatric Nurse Practitioners (NAPNAP)
- Society for Maternal-Fetal Medicine (SMFM)



Unique Features and Projects

Custom Text4baby

- Eleven states currently utilize a “custom” or tailored version of the Text4baby service, which includes:
 - Local resources and services
 - Information about how to connect to state-specific free and low cost health care.
 - The ability to send ‘ad hoc’ messages to state participants about recalls, new services, outbreaks, or other emerging information.
- These states are currently offering a custom service: California, Florida, Georgia, Louisiana, Ohio, Oklahoma, Massachusetts, *Michigan, Missouri, Nevada, New York, and Virginia.

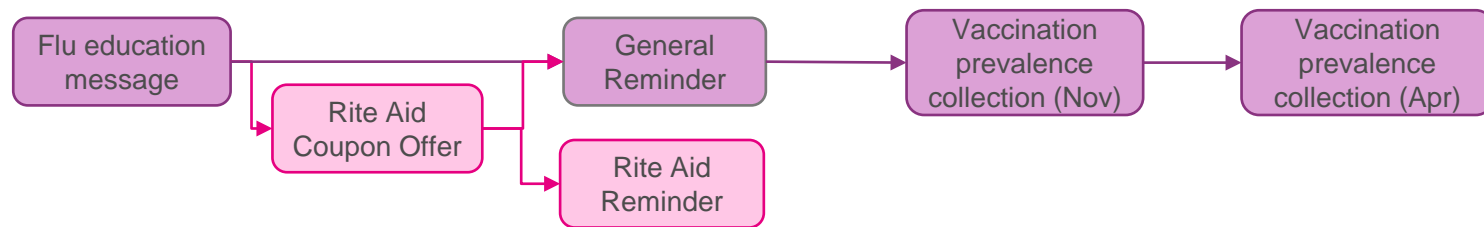
Interactive Opt-In Modules

In addition to the general Text4baby protocol messages, the service includes **3 interactive opt-in modules** to collect additional participant data, connect to specific resources and medical information, and respond to participant needs.

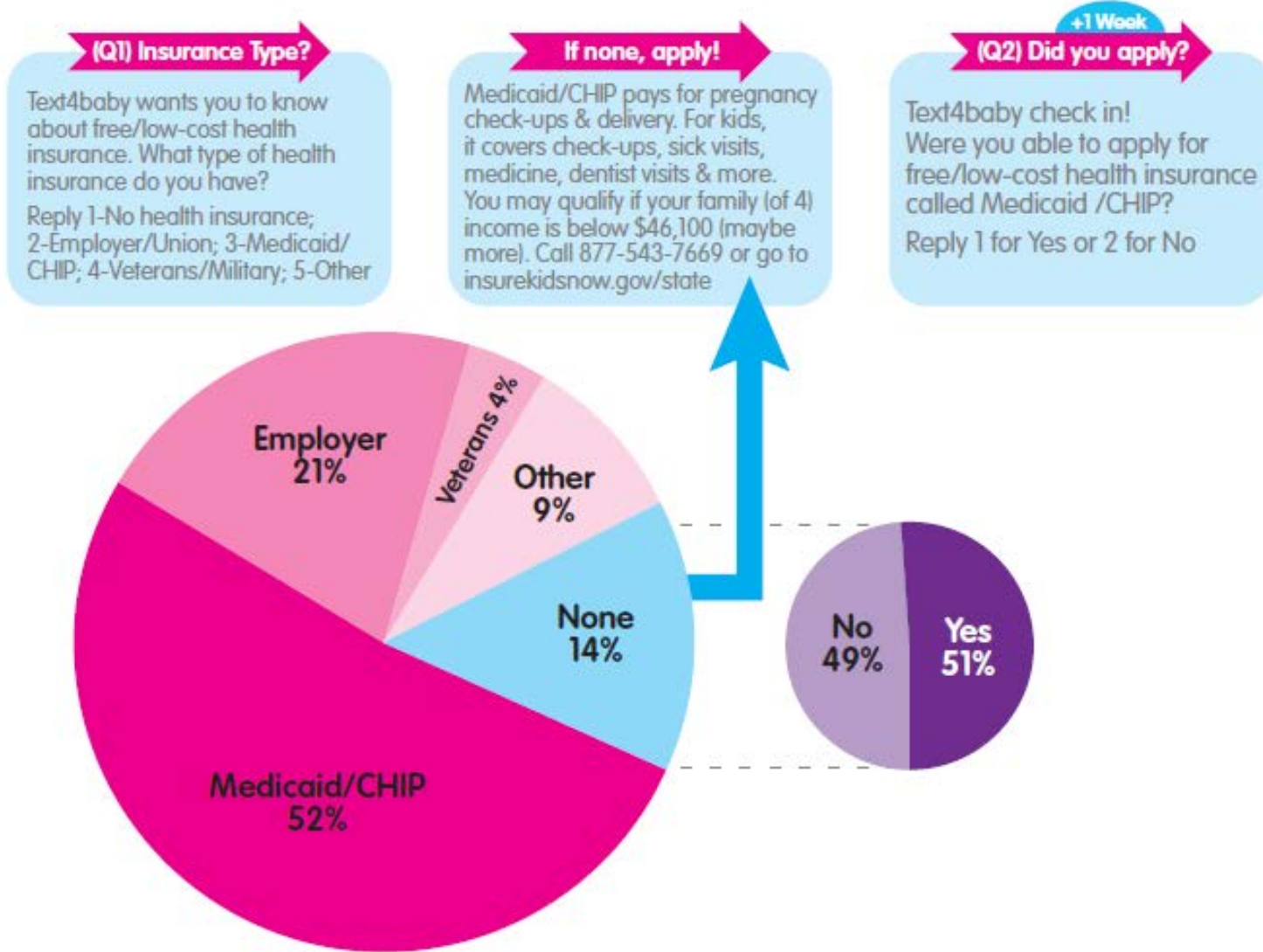
1. The **Immunization Module** reminds moms of well-baby visits & immunizations in the first year of life.
2. The **Medicaid Module** connects uninsured moms/infants to health coverage information.
3. The **Flu Module** encourages flu shot vaccination during pregnancy and motherhood during flu season and provides a coupon for a free flu shot through a partnership with Rite Aid.

Flu Module 2013: Background & Module Design

- **Education and Reminders:** Beginning in October 2013, educational messages about the importance of the flu shot for pregnant women and mothers, as well as tailored education about flu shots for moms of infants >6 months who can be vaccinated, were sent to all Text4baby participants.
 - All participants received a general reminder two weeks later.
 - Initial & general reminder messages were sent monthly to new enrollees through the end of flu season.
- **Partnership with Rite Aid:** Participants living in counties where a Rite Aid store is located also received a coupon offering for a free flu shot, redeemable at Rite Aid. Those who requested a coupon, received a reminder to use their coupon two weeks later, and in January before they expired.



Medicaid Module



(Q1) N = 90,165, Response Rate = 46%; (Q2) N = 4,752, RR = 40% Source: Text4baby Database 3/24/2014

Findings from Kaiser Family Foundation Issue Brief

- KFF conducted qualitative follow-up analysis to better understand Medicaid Module results.
- Text4baby featured in February 2014 Issue Brief: *Profiles of Medicaid Outreach and Enrollment Strategies: Using Text Messaging to Reach and Enroll Uninsured Individuals into Medicaid and CHIP*
- Findings from telephone interviews with 43 T4B participants exposed to Medicaid Module. Highlights include:
 - Respondents had **limited knowledge** of Medicaid/CHIP before T4B enrollment.
 - Many **sought additional info on Medicaid/CHIP** after receiving T4B messages.
 - A number of respondents **applied for Medicaid/CHIP after receiving T4B** messages and most that applied had successfully enrolled.
 - Most who applied said T4B **health coverage messages were an important factor** in their decision to apply.
 - Nearly all **said T4B is useful** and would like to receive more messages about health insurance.

Introducing the Free Text4baby App!

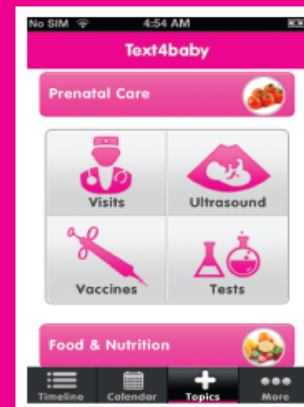
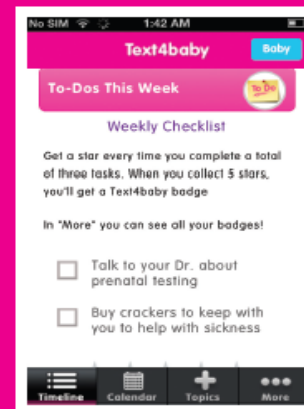
The free Text4baby app makes it even easier for you to get more critical health and safety information.

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

FOUNDING SPONSOR *Johnson & Johnson*

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

The screenshot displays the Text4baby app interface with several key sections:

- How Big is Baby?**: A pink header with an apple icon. Below it, it says "Week 9: Blackberry" and shows a blackberry image. A grey box displays "Weight: Less than .5 oz" and "Height: .66 inches". Below the image, it says "Your baby is the size of a blackberry!".
- To-Dos This Week**: A pink header with a "To Do" icon. Below it is a "Weekly Checklist" section with the text: "Get a star every time you complete a total of three tasks. When you collect 5 stars, you'll get a Text4baby badge". Below this, it says "In 'More' you can see all your badges!".
- See How You Compare**: A pink header. Below it, the text reads "Take our poll and see what Text4baby moms have".
- One thing that helps me with my morning sickness is:** A question followed by three radio button options: "Chewing gum", "Crackers or pretzels", and "Peppermint candies". The "Chewing gum" option is selected.

Text4baby Driving Desired Outcomes

Text4baby is Reaching its Target Audience

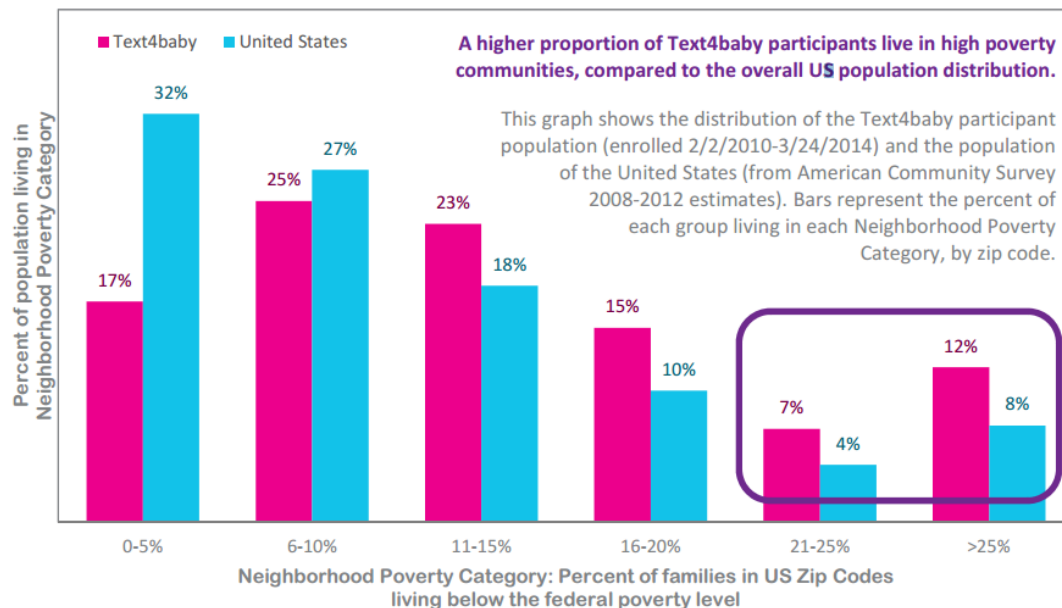
Text4baby is reaching individuals early in their pregnancy

39% enrolled during first trimester

Text4baby is reaching women in **high-poverty areas**

A higher percentage of Text4baby users live in zip codes with the highest levels of poverty compared to the overall U.S. distribution

Neighborhood Poverty Distribution
Text4baby Participant Population vs. US Population



Well Received by Participants

- ❖ 99% of WIC participants in an Emory University study (baseline n=468) had no concerns about enrolling in Text4baby; 95% reported the enrollment process was easy; 92% regularly read Text4baby messages; and 88% planned to continue to use Text4baby.¹
- ❖ 93% of participants who responded to a Text4baby survey said they would refer Text4baby to a friend (n=26,650) and rated the helpfulness of the service a 7.7 out of 10 (n=38,090).²
- ❖ The average satisfaction rating for Text4baby participants of the California State University San Marcos National Latino Research Center and CSUSM/UCSD evaluation was 8.5 out of 10, with Spanish-speaking participants reporting a higher level of satisfaction compared to English-speaking participants.³

¹ Gazmararian, J., Elon, L., Yang, B., Graham, M., Parker, R. (2013). Text4baby Program: An Opportunity to Reach Underserved Pregnant and Postpartum Women? Maternal Child Health Journal. Abstract available: <http://www.ncbi.nlm.nih.gov/pubmed/23494485>.

² Kaleka, A., Olsen, R., & Sweet, M. (2012, April 28). Utilization of Text4baby to Improve Maternal and Infant Outcomes with an Interdisciplinary Team. Seattle, Washington. Available: <http://www.fmdrl.org/index.cfm?event=c.accessResource&rid=3850>.

³ California State University, San Marcos (2011). San Diego Researchers First to Report Positive Impact of Text4Baby Program [press release]. Retrieved from: https://www.text4baby.org/templates/bee_z_20/images/HMHB/SD_press_release.pdf. Total sample size for first survey = 122.

Text4baby is Making an Impact

- Health Knowledge and Preparedness:

82% ...of CSUSM national survey participants reported Text4baby messages informed them of medical warning signs they did not know.¹

3X A George Washington (GW) University-led randomized evaluation found that Text4baby mothers were **nearly three times more likely** to believe that they were prepared to be new mothers compared to those in the no exposure control group (n=123).⁴

Findings from an RCT funded by the DOD Telemedicine and Advanced Technology Research Center and lead by GW and the Madigan Army Medical Center found improvements in beliefs targeted by Text4baby, including (1) the importance of prenatal care, (2) the risk of alcohol use, and (3) the importance of prenatal vitamins, among participants with short term (4 week) exposure to Text4baby compared to the control group (n = 943).⁵

- Appointment Attendance and Behavior Change:

63% ...of CSUSM national survey participants reported Text4baby helped them remember an appointment.¹

73% vs 20% Preliminary results from a study conducted by researchers from St. Louis University show a significant difference in average glucose values within goal between the Text4baby control group and the no-text control group (73% vs 20%, N=30).⁶

- Facilitating Interaction with Health Providers and Improving Access to Health Services:

65% ...of CSUSM national survey participants reported they talked to their doctor about a topic they read on a Text4baby message, **77%** reported that they clicked a Text4baby link, and **46%** reported they called a number for a service they received from Text4baby.¹

47% ...of CSUSM national survey participants reported Text4baby helped connect them to health services for them and/or their baby, with a higher percentage of uninsured participants (**60%**) reporting that Text4baby helped them access health services.¹

64% ...of Text4baby survey respondents report having asked a Dr./midwife about information in a Text4baby message (n=23,005) and **20%** report having called a resource from a Text4baby message (n=19,495).

"I love that text4baby gives out really good ideas for my baby to be safe, and it goes by your baby's age, so it's just the right timing. Text4baby has been so helpful; even though I have four boys already, text4baby gave me great support throughout my pregnancy, advised me on how to make myself more comfortable, and when to call my doctor. When I gave birth, text4baby was still there congratulating me! It felt great!"

-Norma C, San Elizario, TX, Cricket Customer



Text4baby Partnership

Partner Benefits

- ❖ It's **free!**
- ❖ Resources available at www.text4baby.org including toolkits, tip sheets, boilerplate language, social media posts, press release templates, and more.
- ❖ Free promotional **materials** in English and Spanish.
- ❖ **Technical assistance** through HMHB.
- ❖ Access to logo and InDesign art files for **materials customization**.
- ❖ Access to zip code-level **data** to track local enrollment and monitor outreach strategies.
- ❖ **Recognition** and promotion on website and in *Text4baby Tuesday*, a weekly e-newsletter to thousands of partners.
- ❖ Receive **program news** and updates from national staff.
- ❖ Opportunity to be **connected with peers** for collaboration.

Help Enroll Moms-Signing up is Easy!

1.) Pregnant? Have a Baby Under 1?



2.) Text4baby sends FREE text messages timed to YOU!

Monday Wednesday Friday



3.) Text **BABY** to 511411



Text STOP to discontinue service or HELP for technical help

1) Text **BABY** to 511411 (BEBE for Spanish)

2) Follow prompt to enter due date or baby's DOB

3) Enter zip code

4) Receive FREE tips each week throughout pregnancy & until baby's 1st birthday!


Enroll Patients through Web Enrollment Button

- In addition to SMS enrollment, women can sign up for Text4baby using www.text4baby.org.
- If you have access to a computer, consider enrolling patients online during appointment.
- You can add the web enrollment button to your website and track visitors who enroll in Text4baby through your website.

[Home](#) > [Sign up](#)

Your baby has you. You have text4baby.

Get support throughout your pregnancy and your baby's first year with FREE text messages on topics like prenatal care, baby health, parenting & more!



***Which one best describes you?**

***What is your 5-digit ZIP code?**

Continue >

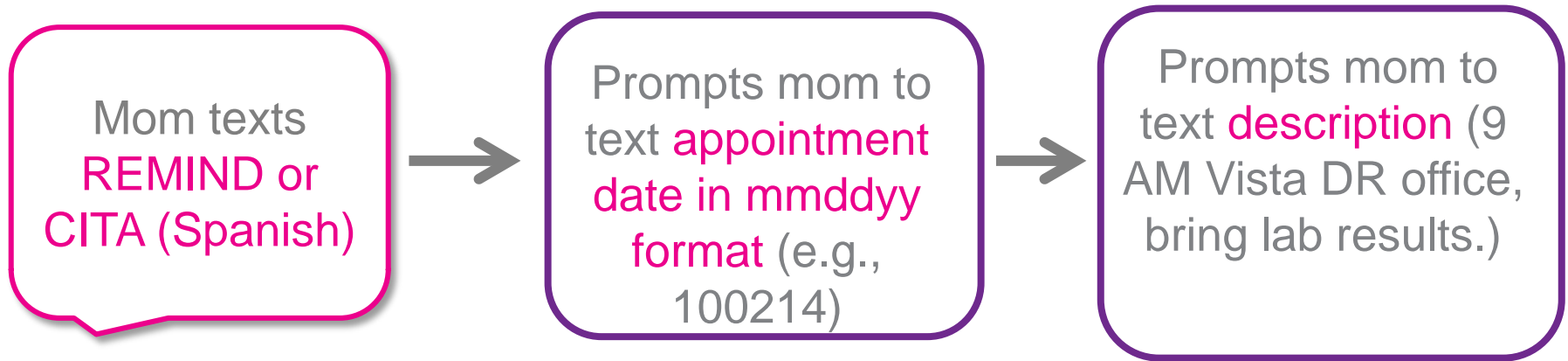
Welcome to text4baby! Use the form at left to sign up to receive timely health and safety tips by text message. When you sign up, you can expect 3 free text messages per week throughout your pregnancy and until your baby is one year old. [Click here](#) for examples of text4baby messages.

These messages are provided as a service to you and are 100% free. The information you provide to us will only be used to send you text4baby messages; your information will not be shared or sold.

[Learn more about the service here.](#)

Inscríbete aquí

Improve Appointment Attendance: Use Text4baby Appointment Reminder Service



- Text4baby participants can set up reminders for their appointments. (e.g. prenatal, postpartum, well-baby, dental, WIC, home visit)
- Moms and parents enrolled in Text4baby with and without smartphones can receive **FREE** text appointment reminders.
- Moms receive a reminder **three days before** and **morning of appointment**.

Connect Moms to Critical Health Information and Improve Appointment Attendance with Text4baby



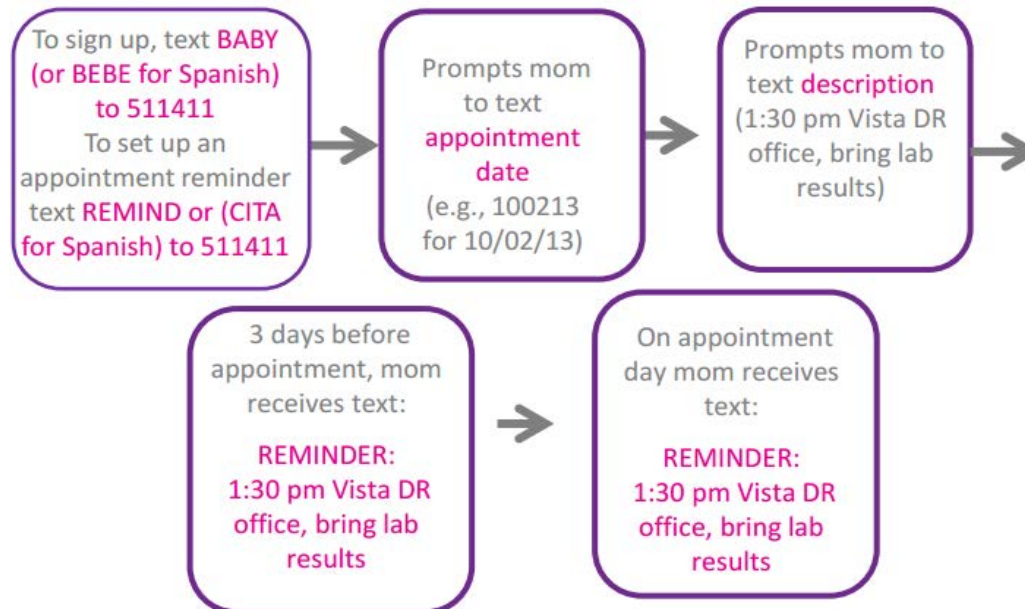
What is text4baby? Text4baby is the nation's largest free mobile health education service that helps to reinforce key messages pregnant women and mothers with babies under one year old through a popular communications channel – the mobile device.

How? The text4baby appointment reminder feature allows participants to set up text message reminders for appointments. When a reminder is set up, the text4baby participant will receive a text reminder three days before the appointment and again at 8:00 am on the appointment day.

It is **FREE** for all text4baby participants. The service can be used as soon as the participant signs up for text4baby. Multiple reminders can be used at the same time.

Reminders can be used for: appointments with doctors, home visitors, WIC counselors, childbirth classes, etc.

Here's how it works:



Other Important Information for Your Patients

Text4baby messages do not include any advertising or spam



Text STOP to cancel service or HELP for help



Text UPDATE to change due date/zip code



Text LIKE to share feedback on messages you enjoy

Make it Easy to Promote Text4baby and Enroll Women

- ❖ Train patient-facing staff (scheduler, application assistant, and others) to share Text4baby materials and encourage enrollment.
- ❖ Train visit schedulers about Text4baby's "REMIND" function to use Text4baby as an appointment reminder.
- ❖ Place the web enrollment button on your website.
 - ❖ Can track enrollments that come from the button on your site
- ❖ Order **FREE** materials
 - Include Text4baby materials in patient packets for pregnant women and families with infant under age 1.
 - Display Text4baby materials on walls in waiting area, offices, and in other areas where flyers are displayed.
 - Include Text4baby materials in educational classes, health fairs, and baby showers resource packets.
- ❖ Incorporate Text4baby information in to your ongoing Social Media efforts (i.e. Facebook, Twitter, etc.)




FREE Promotional Materials and Resources Available to Support your Efforts

- All promotional materials (available in English and Spanish) are shipped **free of charge**.
- Some items available for purchase:
 - “Ask me about Text4baby” pins
 - Lip balm
 - Bibs
 - MHVI will provide guidance about allowable costs to MIECHV funded sites
- Visit **Text4baby.org** to:
 - Order materials. You will need to create a username and password to login.
 - Download tip sheets, tool kits, videos, and other training materials



Tools to Assist with Outreach

- Sort by partner type on www.text4baby.org
- You can access free:
 - ❖ Tip sheets
 - ❖ Factsheets
 - ❖ Toolkits
 - ❖ Brand standards
 - ❖ Press release templates
 - ❖ Social media posts
 - ❖ Web enrollment button
 - ❖ Examples of best practices



Actions for partners


National Organizations Leverage your network to connect moms to critical health information.	Local Organizations and Advocates Promote healthy behaviors to moms and families in your community.	
State Organizations Implement a statewide program to improve maternal and child health.	Healthcare Providers Educate moms and families in your healthcare setting.	Health Plans Provide members with health education that supports your programs.
Businesses Encourage employees and customers to foster healthy behaviors for mom and baby.	WIC Connect women to critical health information that reinforces breastfeeding, nutrition, WIC and appointment attendance.	Medicaid Navigator Encourage Medicaid/CHIP beneficiaries to enroll in text4baby to receive timely information about coverage renewal.

Access Real-time Data: Text4baby Enrollment Dashboard



National data Last updated at 3 AM EST on 09/14/2011

	Yesterday	Last 7 Days	Last 30 Days	Last 365 Days
 Number of New Unique Users	598	3,352	14,498	149,852

	Yesterday	Last 7 Days	Last 30 Days	Last 365 Days
 Number of Messages Sent	6,752	378,389	1,817,741	16,524,620

Fast facts:

Total number of unique users since launch (2/2/2010) 227,476

Total number of messages sent since launch (2/2/2010) 20,328,155

Average satisfaction rating for all unique users who responded to survey question (n= 11656) 7.84

Percent of unique users since launch (2/2/2010) who would refer a friend (n= 11656) 96.17 %

- Partners can sign a *Data Use Agreement* to gain access to zip-code specific enrollment data
- DUA grants access to specific data fields to assist in developing outreach and marketing strategies and evaluating success
- Completed DUAs can be filled out and returned to Research Director, Jessica Bushar at jbushar@hmhb.org, or faxed to her attention at 703-664-0485

Best Practices for Outreach

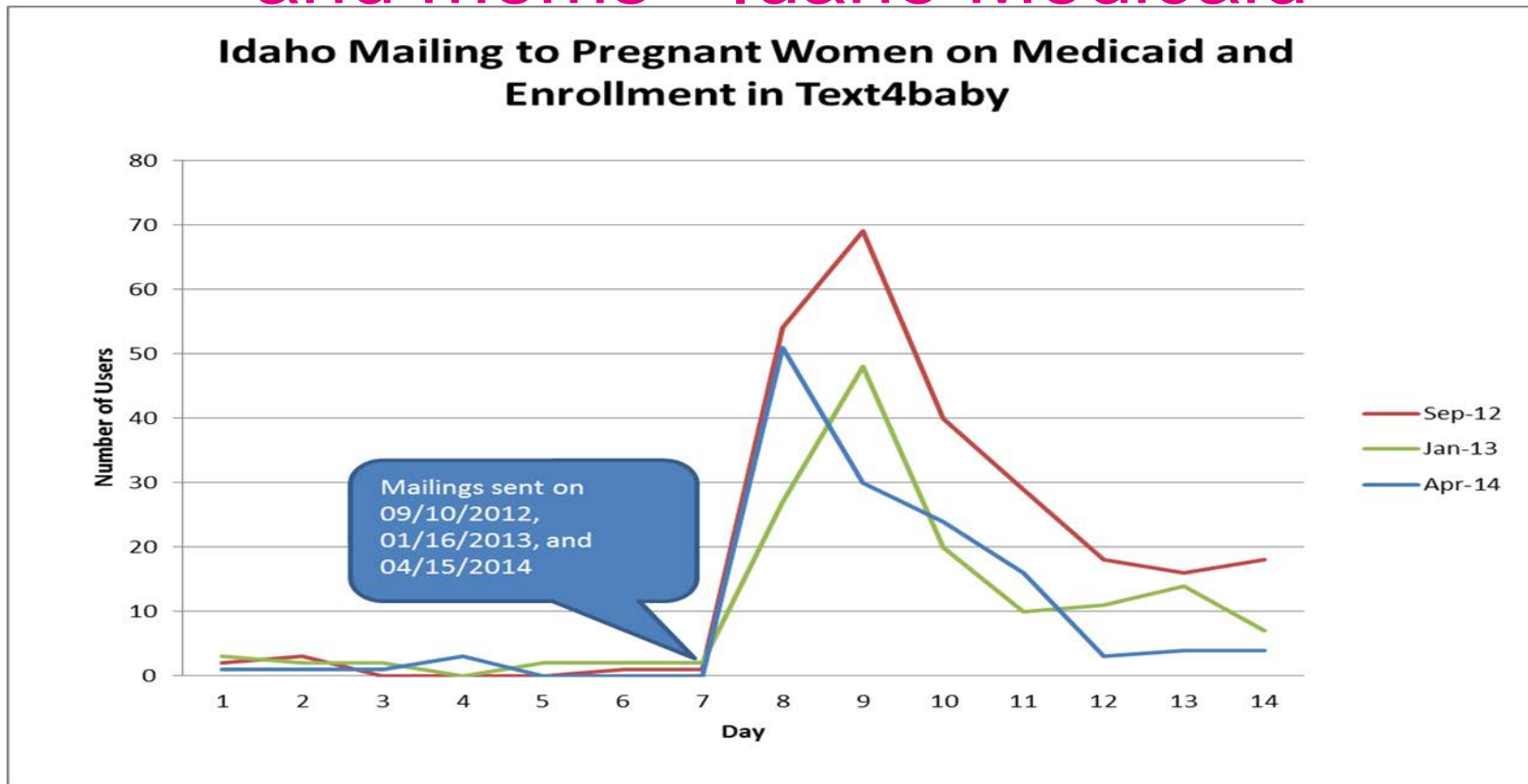
Integrating into clinical practices: Neighborhood WIC & Text4baby

In 2013, NYC WIC implemented **in-depth training** for all client-interacting staff, particularly focusing on Breastfeeding Peer Counselors.

- Strong emphasis on on-site enrollment and **WIC-specific appointment reminders** with goal of increased WIC appointment adherence.
- Use of **promotional materials**:
 - Flyers in waiting rooms, nutritionist's office, and displayed on digital screens in centers.
 - Staff wear "Ask me about Text4baby!" pins.
 - Digital promotion (website, social media).
 - Media outreach to press, local leaders.
- By late 2013, **1200 women enrolled** using WIC participant code in Neighborhood WIC counties.



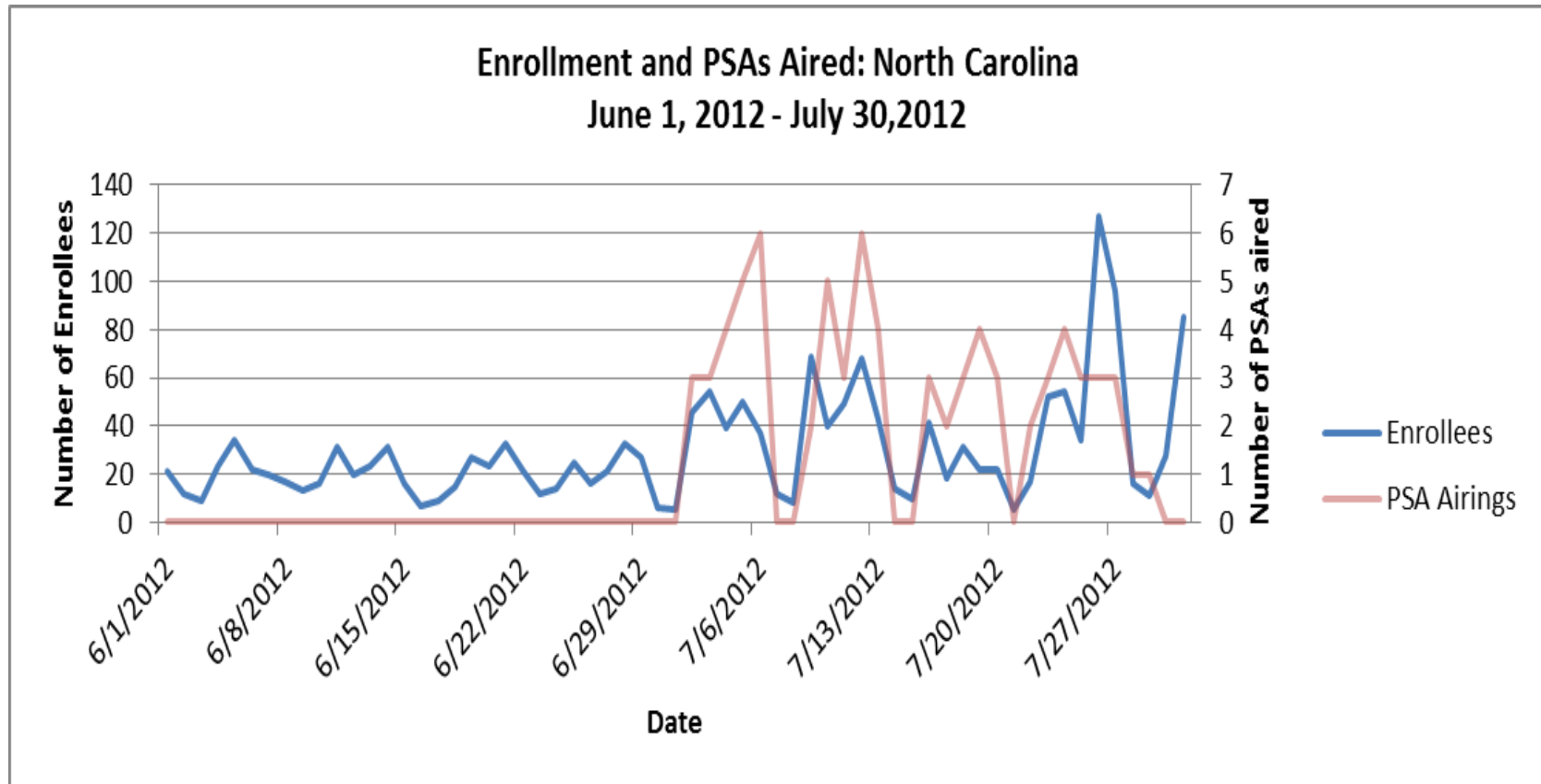
Communicating directly with pregnant women and moms - Idaho Medicaid



- ❖ In September 2012, January 2013, and April, 2014 the Idaho Department of Health and Welfare & Idaho Medicaid sent a mailing about Text4baby to all pregnant women on Medicaid. The mailing resulted in a 3385% increase, a 953% increase, and a 2100% increase in enrollment, respectively, the week following the mailing.
- ❖ They subsequently scheduled mailings to new pregnant Medicaid enrollees every 6 months.

Text4baby

Using Media: North Carolina Television Public Service Announcements



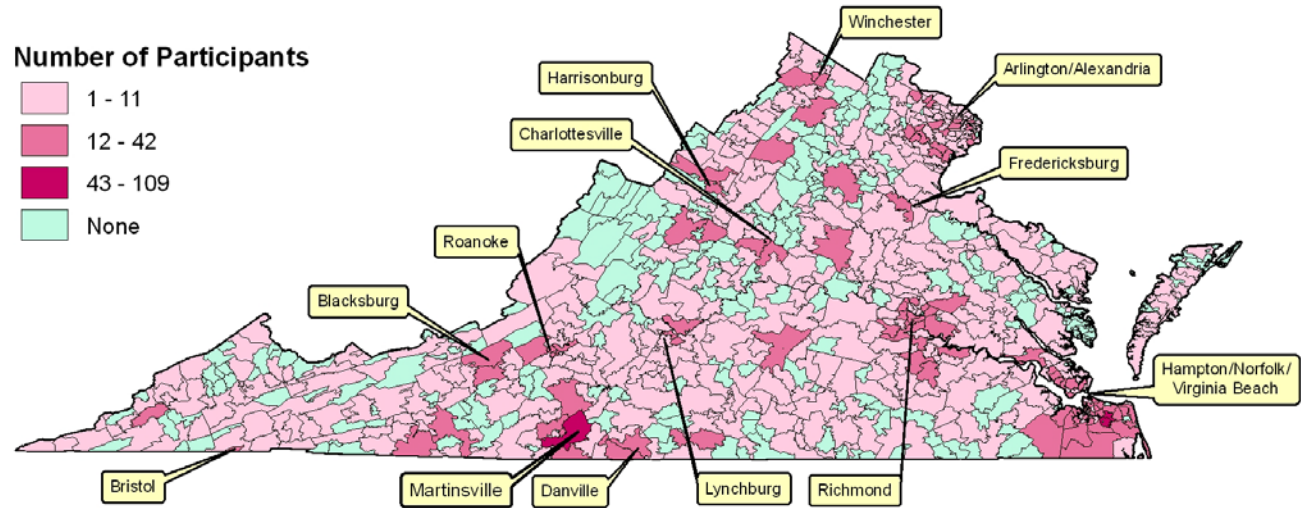
- ❖ The above graph shows increased enrollment corresponding with PSA airings in the first two weeks of July.
- ❖ 1203 users enrolled during July, compared to only 597 during June. This is an increase of over 200%.

Using Data to track promotional efforts



Smart Beginnings of Martinsville-Henry County in Martinsville, VA placed **six Text4baby billboards** in areas with high traffic.

Text4baby Enrollment by Zip Code Virginia Feb-Aug 2010



Q&A

Michigan Text4baby Outreach Manager:

Lindsay Handelsman lhandelsman@hmhb.org



I am happy to provide you with:

- Adobe InDesign Files and the text4baby logo for promotional materials
- Link to sign up for Text4baby Tuesday e-newsletter
- Contact information for other partners in your state
- Any other technical assistance you may need

Please contact Lindsay for any of the above resources or if you have any questions!

Thank you!

