Text4baby Program

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

6/16/2015

text4baby sm

Mobile Technology

- 89% of young women have cell phones
- 99% of text messages are read. 90% are read within 3 minutes
- People of color are more likely to text than their White counterparts
- Low-income Americans text more than higher-income adults

Figure 11: Text message usage by insurance type

Insurance type	Percentage
Medicare	43%
Veteran's health	45%
No insurance	63%
Individual policy	65%
Employer-sponsored	68%
Tricare	74%
Medicaid	79%

Source: PricewaterhouseCoopers HRI Consumer Survey, 2010

Text4baby

Text4baby Supports Your Work

- Text4baby is the largest mobile health initiative in the nation reaching nearly 900,000 moms (and **in Michigan** over 32,000 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

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Diverse Partners in Health Care

Federal Agencies

50 State Health & Medicaid Agencies

96 Health Plans
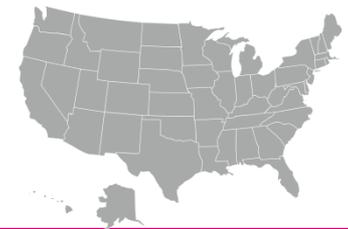
Major Health Assns.
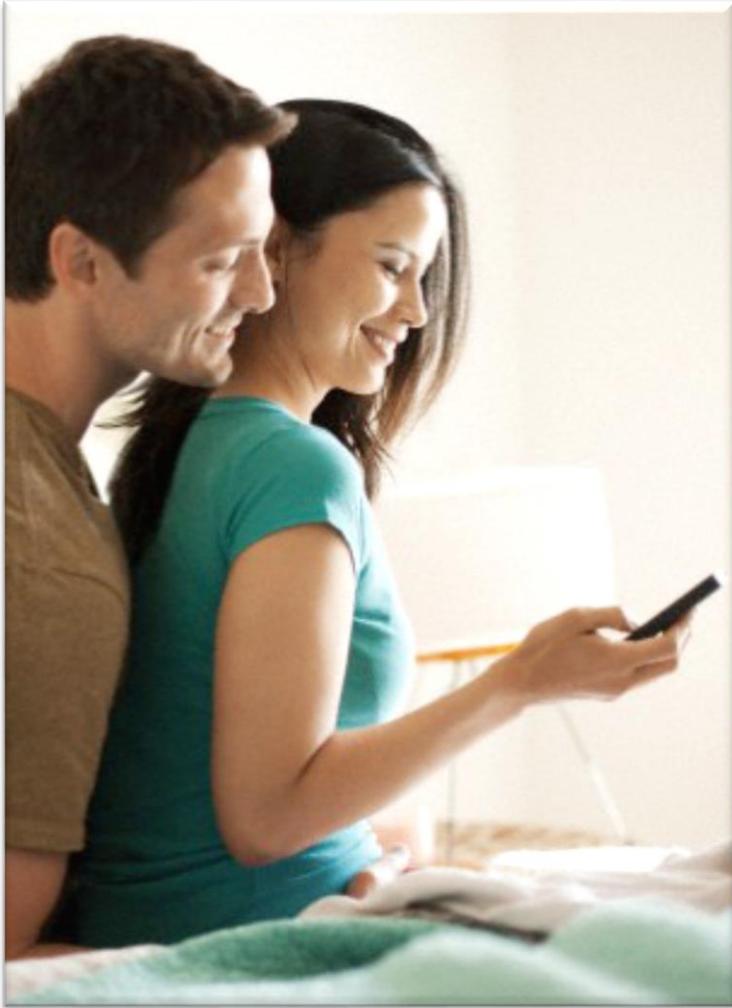
Hospital Networks

Media Partners

>50 State & Local Coalitions

Content Development and Messages

text4baby℠

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.

Text4baby

Text4baby Addresses Critical Maternal and Child Health Topics
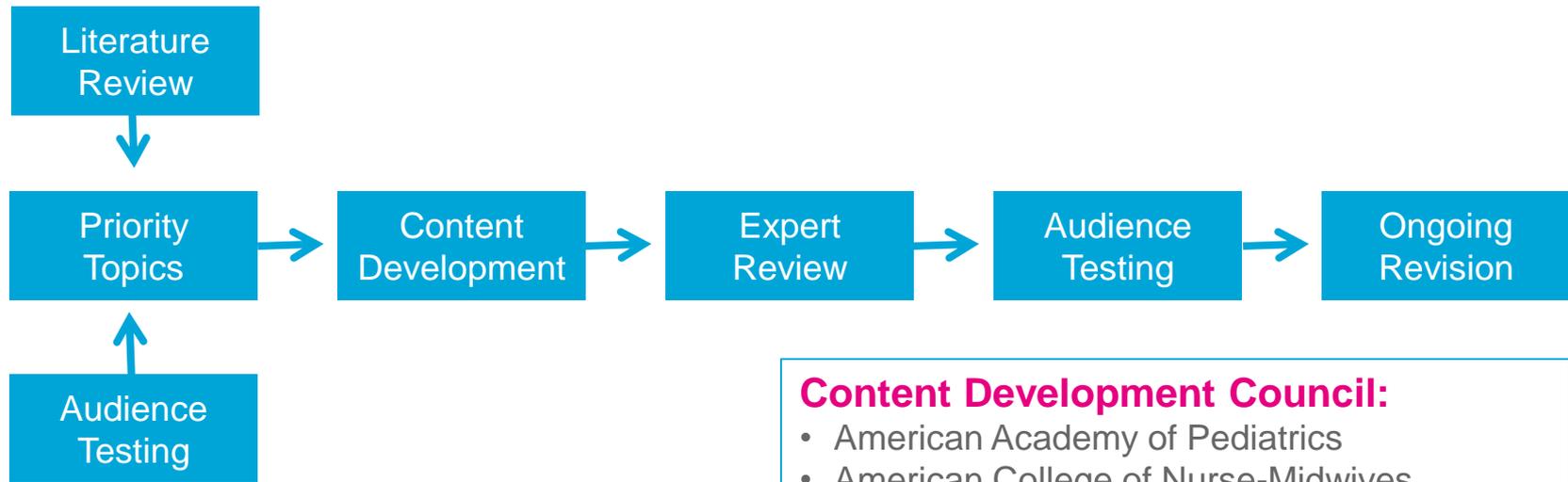
267 Messages Total

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

No SIM   3:54 PM

511-411

Messages   Edit

Sep 2, 2013, 15:19

(1/2)text4baby: Your baby's on the go now! Use safety gates & window guards to help keep baby from taking a dangerous fall. Home safety tips: text4b.org/020

Text Message   Send

Text4baby

- Smoking Cessation
- Breast Feeding
- Health Care Access
- Diabetes
- Nutrition
- Oral Health
- Immunization
- Prenatal Care
- Disabilities
- Family Planning
- HIV/AIDS Prevention
- Violence Prevention
- Physical Activity

- Safety & Injury Prevention
- Mental Health
- Substance Abuse Prevention
- Developmental Milestones
- Labor & Delivery
- Car Seat Safety
- Safe Sleep
- Exercise

Text4baby

Content Development & Review

```
┌──────────────┐
│  Literature  │
│    Review    │
└──────┬───────┘
       │
       ▼
┌──────────────┐    ┌──────────────┐    ┌──────────────┐    ┌──────────────┐    ┌──────────────┐
│   Priority   │───▶│   Content    │───▶│    Expert    │───▶│   Audience   │───▶│   Ongoing    │
│    Topics    │    │ Development  │    │    Review    │    │   Testing    │    │   Revision   │
└──────▲───────┘    └──────────────┘    └──────────────┘    └──────────────┘    └──────────────┘
       │
┌──────┴───────┐
│   Audience   │
│   Testing    │
└──────────────┘
```

Content Development Council:
- American Academy of Pediatrics
- American College of Nurse-Midwives
- The American College of Obstetricians and Gynecologists
- Association of Women's Health, Obstetric and Neonatal Nurses
- Centers for Disease Control and Prevention
- Health Resources & Services Administration
- March of Dimes
- National Association of Pediatric Nurse Practitioners
- Society for Maternal-Fetal Medicine

Text4baby's Content Manager -- who developed the American Academy of Pediatrics *Bright Futures* guidelines — ensures accuracy, currency, and consistency with medical research and science.

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)

Improve Appointment Attendance:
Use Text4baby Appointment Reminder Service

Mom texts **REMIND or CITA (Spanish)**

→

Prompts mom to text **appointment date in mmddyy format** (e.g., 100214)

→

Prompts mom to text **description** (9 AM Vista DR office, bring lab results.)

- 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.**

Text4baby

Dads Matter

- Father involvement is linked to positive cognitive outcomes for a child and father involvement in pregnancy is linked to a reduction in infant mortality.
- Additional messages were launched on Father's Day 2013 for expecting fathers and new fathers.
- Messages contain critical information and tips on how to improve child health and safety, ways to engage with your baby and how to support a mother's health

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Text4baby Alerts Moms of Urgent Health News, Recalls, Outbreaks, etc.

- Tylenol recall, May 2010
- Pertussis outbreak CA (CDC), July 2010
- Similac formula recall, September 2010
- Sleep positioners warning (FDA), October 2010
- New car safety seat guidelines (AAP), March 2011
- Deadly hot cars (Safe Kids), July 2011
- Benzocaine warning (FDA), August 2011
- Window falls prevention (AAP & CDC), September 2011
- Warning about crib bumpers (AAP & CDC), October 2011
- Carbon monoxide poisoning (CT & MA), November 2011
- Warning about button batteries (Safe Kids), December 2011
- CMS enrollment (CMS), February 2012
- Medicine safety (CDC), March 2012
- Pertussis - 7 states (CDC), April 2012 and 44 states (CDC), June 2012
- Hurricane Sandy Refrigerated Food – 12 states, November 2012
- Health Insurance Marketplace & free/low cost plans (CMS), August 2013

12:43

text4baby: Would you like some support during your pregnancy or with your new baby? Home visiting supports pregnant women & families with kids up to age 5.

12:43

Home visits can cover many topics, based on what your family wants. Learn more and find a home visiting program: http://1.usa.gov/1E852Qd
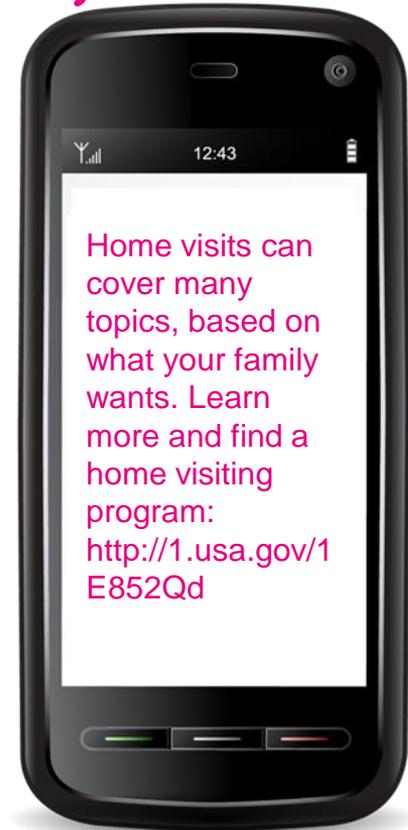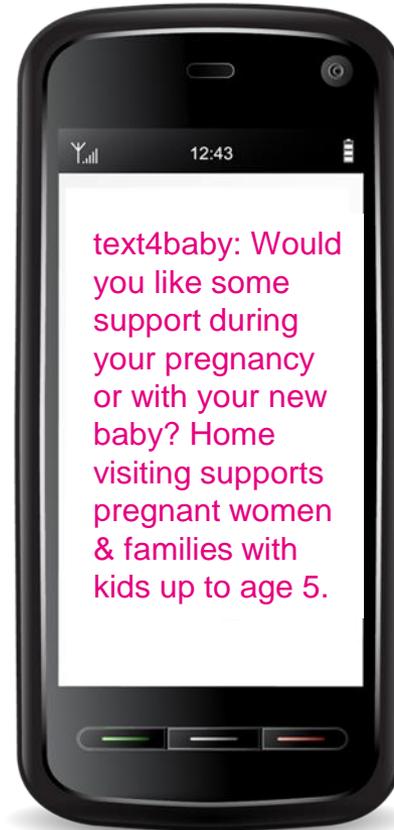
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Unique Features and Projects

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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, 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.

Text4baby

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™

Download on the **App Store**

GET IT ON **Google play**
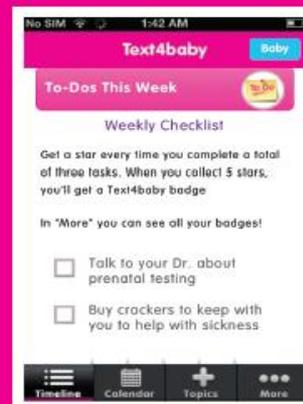
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Text4baby App Complements Text Messages

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

Text4baby

How Big is Baby?

Week 9: Blackberry

Weight: Less than .5 oz

Height: .66 inches

Your baby is the s
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!

☐ Talk to your Dr. about prenatal testing

☐ Buy crackers to keep with you to help with sickness

See How You Compare

Take our poll and see wh
Text4baby moms have

One thing that helps me with my morning sickness is:

◉ Chewing gum

● Crackers or pretzels

● Peppermint candies

Sign-up Integrated With Texts

9

Talking is Teaching: Talk, Read, Sing

- Partnership with Too Small to Fail & Sesame Street
- Enhance Text4baby messaging with an early language content development content stream
  - Highlight how important it is for parents to talk, read, and sing to their children during everyday moments & routines.
  - Promote videos and additional resources to model this behavior.
  - Messages delivered every Wednesday when baby is 9 weeks old until they are 1 year-old.
  - Visit www.talkingisteaching.org and www.sesamestreet.org/talking.

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Text4baby is Reaching its Target Audience

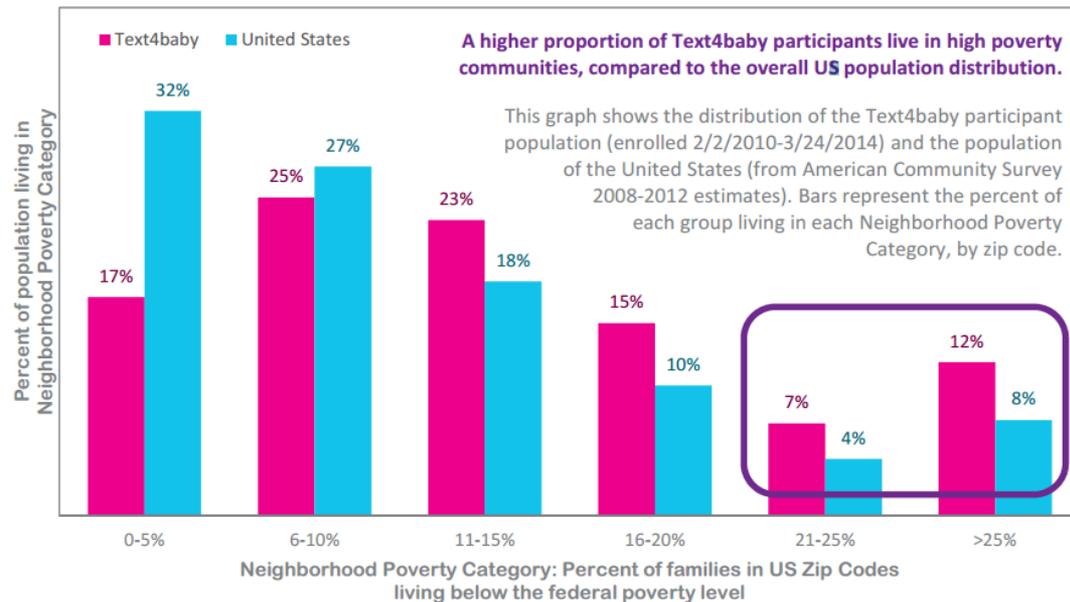Text4baby is reaching individuals early in their pregnancy

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

■ Text4baby ■ United States

A higher proportion of Text4baby participants live in high poverty communities, compared to the overall US population distribution.

This graph shows the distribution of the Text4baby participant population (enrolled 2/2/2010-3/24/2014) and the population of the United States (from American Community Survey 2008-2012 estimates). Bars represent the percent of each group living in each Neighborhood Poverty Category, by zip code.

Percent of population living in Neighborhood Poverty Category

Category	Text4baby	United States
0-5%	17%	32%
6-10%	25%	27%
11-15%	23%	18%
16-20%	15%	10%
21-25%	7%	4%
>25%	12%	8%

Neighborhood Poverty Category: Percent of families in US Zip Codes living below the federal poverty level

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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/beez_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!"
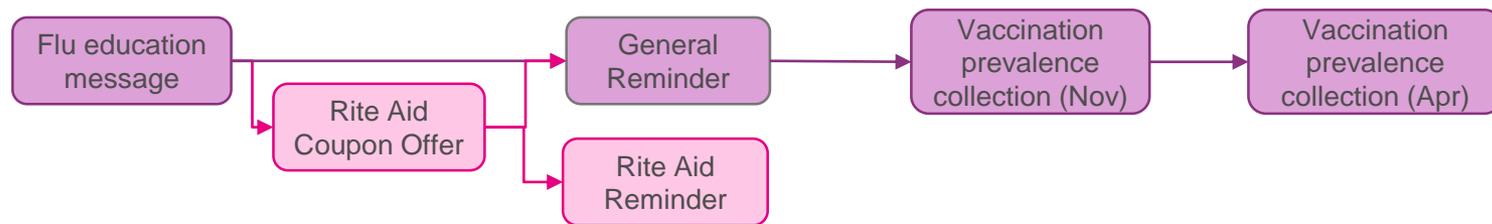
-Norma C, San Elizario, TX, Cricket Customer

Medicaid Module

Employer 21%

Veterans 4%

Other 9%

None 14%

Medicaid/CHIP 52%

No 49%

Yes 51%
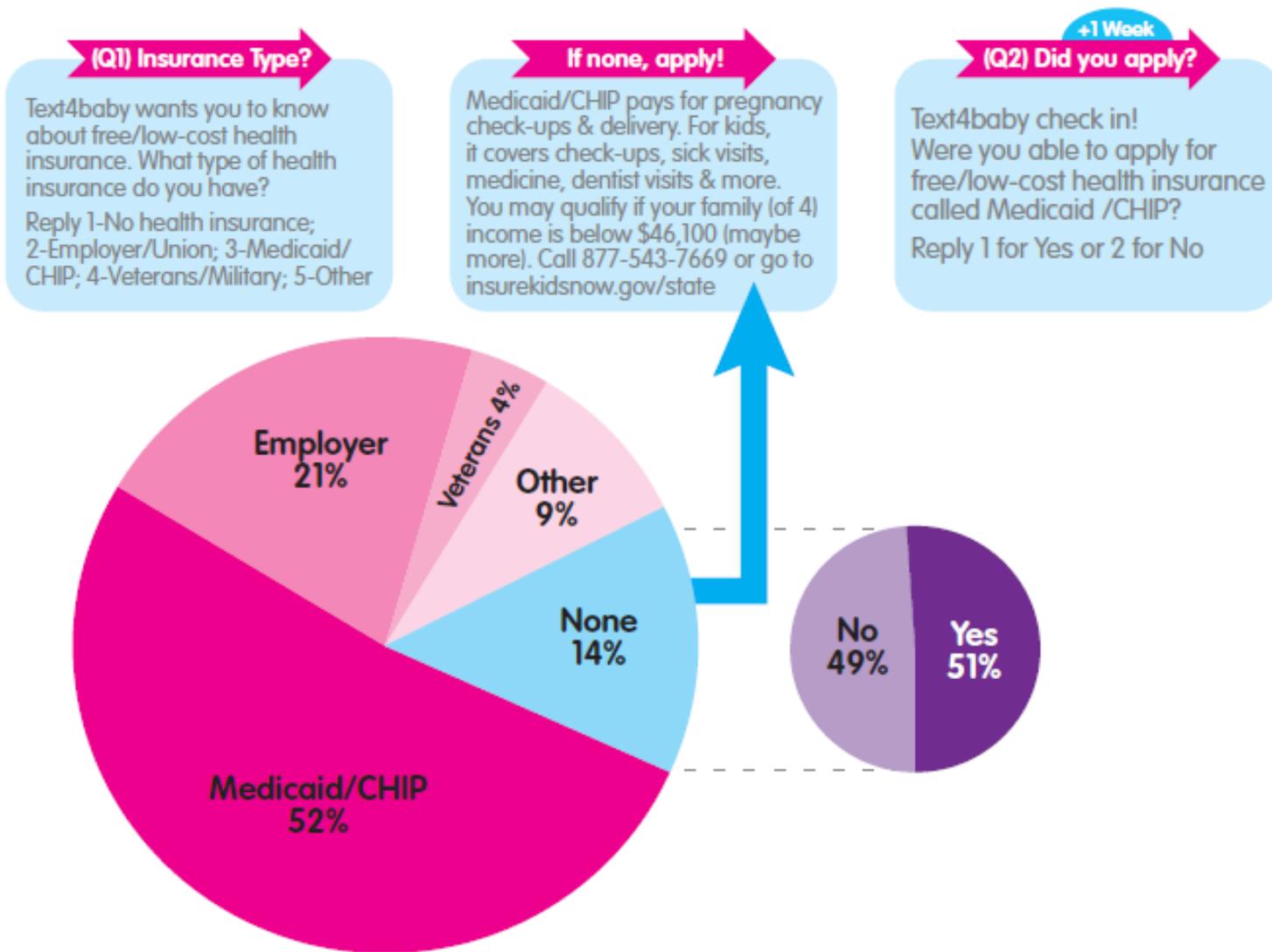
(Q1) N = 90,165, Response Rate = 46%; (Q2) N = 4,752, RR = 40% Source: Text4baby Database 3/24/2014

Text4baby

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, was sent to all Text4baby participants.

  - All participants received a general reminder two weeks after they received the education message.
  - Initial & general reminder messages were sent monthly to new enrollees through the end of flu season

- **Partnership with Rite Aid:** Participants (who enrolled prior to mid-Dec) 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.

```
Flu education message → Rite Aid Coupon Offer → General Reminder → Vaccination prevalence collection (Nov) → Vaccination prevalence collection (Apr)
                      → Rite Aid Reminder
```

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Text4baby in Michigan

Michigan Text4baby Outreach Highlights

- **Promotion through a network of over 55 partners**
  - Michigan won the 2012 Text4baby State Enrollment Contest for the large state category by enrolling over 4,500 NEW moms into the service during the contest period (May-October 2012).

- **MI Department of Community Health (MDCH)**
  - State-wide media campaign with radio and television ads.
  - Presentations at meetings and conferences to engage new partners and providers.
  - Addition of Text4baby to MI Healthy Baby mobile website and within Maternal Infant Health Program (MIHP).

- **MI Primary Care Association (MPCA)**
  - Training staff on Text4baby.
  - Integration of t4b enrollment into Medicaid/CHIP outreach activities.
  - Digital engagement: Adding T4B enrollment button to website.

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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.

Text4baby

Communicating directly with pregnant women and moms - Idaho Medicaid

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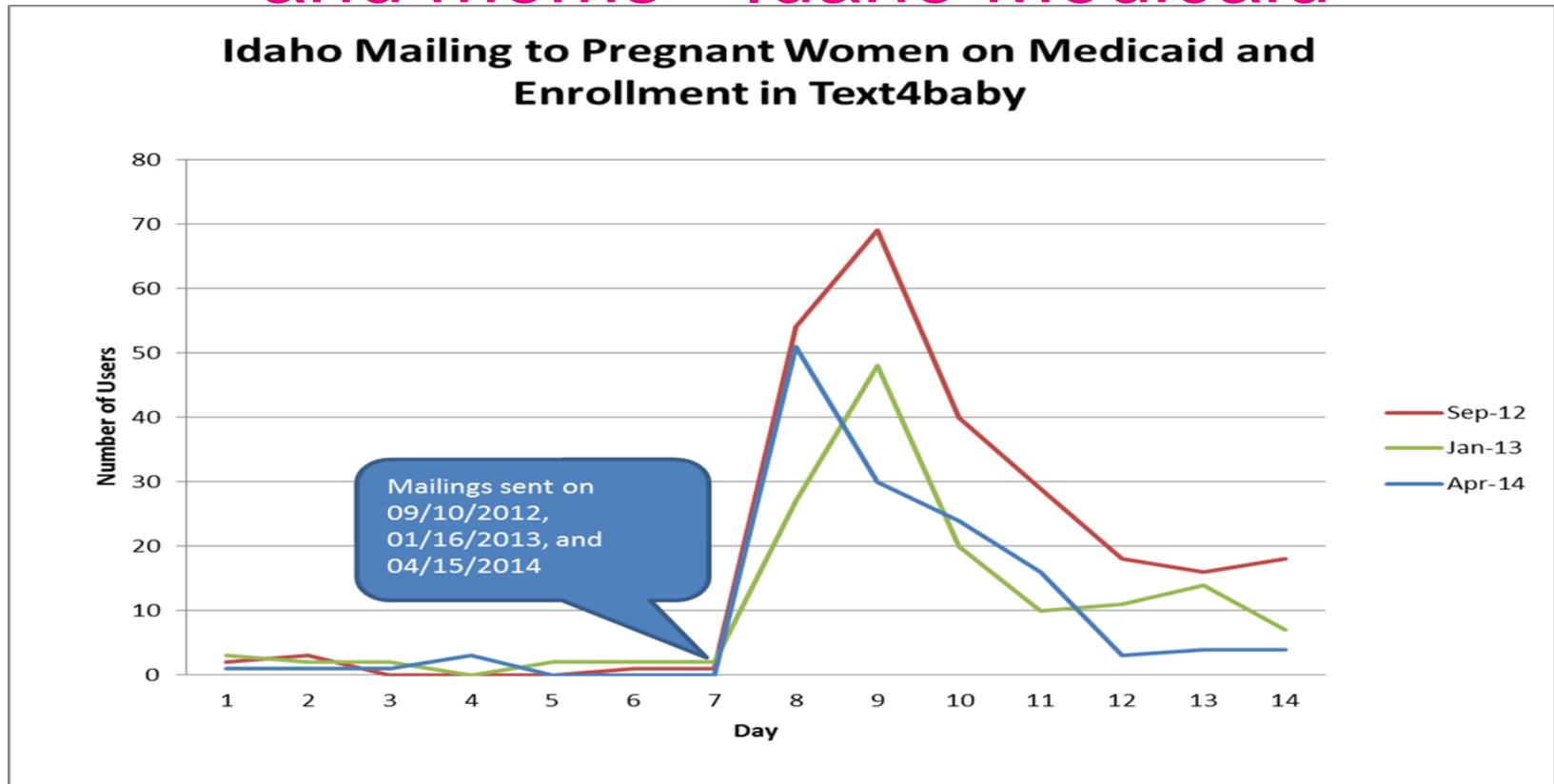
- ❖ In September 2012, January 2013, and April, 2014 the Idaho Department of Health and Welfare & Idaho Medicaid sent a mailing about Text4baby to all pregnant women on Medicaid. The mailing resulted in a 3385% increase, a 953% increase, and a 2100% increase in enrollment, respectively, the week following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

Text4baby

Using Media: North Carolina Television Public Service Announcements

Enrollment and PSAs Aired: North Carolina
June 1, 2012 - July 30,2012
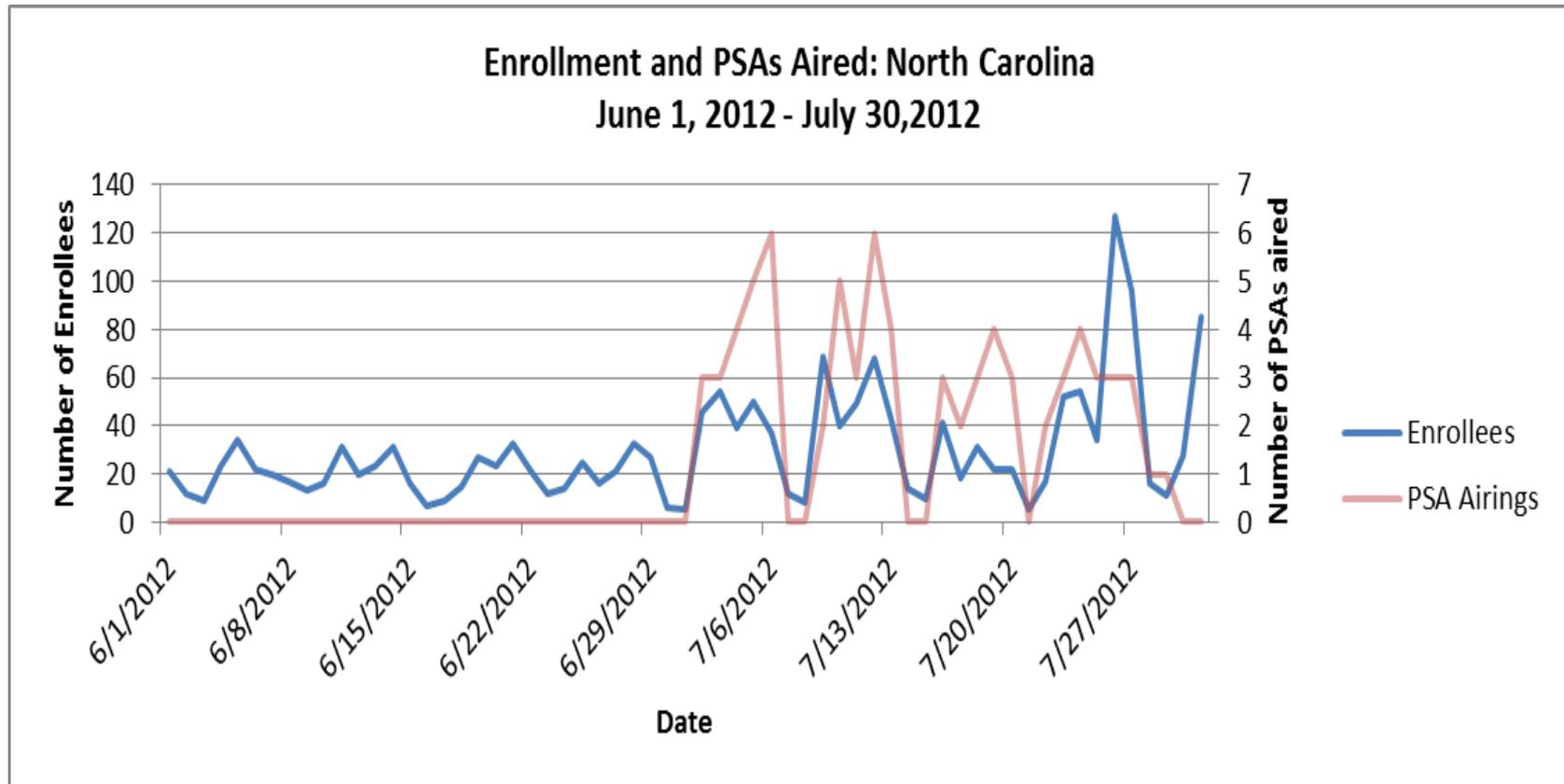
- ❖ The above graph shows increased enrollment corresponding with PSA airings in the first two weeks of July.
- ❖ 1203 users enrolled during July, compared to only 597 during June. This is an increase of over 200%.

Text4baby

Using Data to track promotional efforts

Text4baby Enrollment by Zip Code
Virginia Feb-Aug 2010

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

Number of Participants

	1 - 11
	12 - 42
	43 - 109
	None

Winchester
Arlington/Alexandria
Harrisonburg
Fredericksburg
Charlottesville
Roanoke
Blacksburg
Hampton/Norfolk/Virginia Beach
Bristol
Martinsville
Danville
Lynchburg
Richmond

VDH VIRGINIA DEPARTMENT OF HEALTH
Protecting You and Your Environment

Text4baby

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.

Text4baby

Help Enroll Moms-Signing up is Easy!

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!

6

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

Text4baby

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.

Text4baby

Make it Easy to Promote Text4baby and Enroll Women

❖ Train patient-facing staff (scheduler, application assistant, and others) to shareText4baby 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.)

Your baby has you.
You have text4baby.

text4baby™

Get FREE text messages on:
• Prenatal Care
• Baby Health
• Parenting & More!

Sign Up Now ▶

Text4baby

FREE Promotional Materials and Resources Available to Support your Efforts

- All promotional materials (available in English and Spanish) are shipped free of charge.
- 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.

YOUR BABY HAS YOU, YOU HAVE TEXT4BABY
Text BABY (or BEBE for Spanish) to 511411

What is Text4baby?

Tearpads

Your baby has you. You have text4baby.
Text BABY to 511411

Posters

YOUR BABY HAS YOU, YOU HAVE TEXT4BABY

TU BEBÉ TE TIENE A TI. TÚ TIENES A TEXT4BABY

Referral Cards

Text BABY to 511411
& get FREE messages on your cell phone to help you through your pregnancy & your baby's first year.

Envía BEBE al 511411

ASK ME ABOUT
text4baby

Text4baby

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.

Text4baby

Access Real-time Data: Text4baby Enrollment Dashboard

- 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.

Text4baby

Q&A

Thank you!

Lindsay Handelsman
Ohio Text4baby Senior Outreach Specialist
lhandelsman@zerotothree.org