Text4baby Program & Home Visiting in Massachusetts

Harnessing the Power of Mobile for Maternal & Child Health in the U.S.
Improving Maternal Health Care Quality in Medicaid

• National Level
  – In July 2014, the Centers for Medicare and Medicaid Services (CMS) launched the **Maternal and Infant Health Initiative** designed to 1) improve the rate and content of postpartum visits; and 2) increase the number of births that are intended

• State Level
  – MassHealth (Medicaid) collects and reports data to improve maternal and infant health care quality. Past and current initiatives include:
    • Children’s Health Insurance Program Reauthorization Act (CHIPRA) Quality Demonstration Grant
    • MassHealth Managed Care Organization (MCO) Quality Improvement Goals
    • Adult Medicaid Quality Grant (Postpartum Visit Quality Improvement Project)
Improving Maternal Health Care Quality in Medicaid – Areas for Improvement

<table>
<thead>
<tr>
<th>Measure</th>
<th>HEDIS(^1) Reporting Year</th>
<th>MassHealth Weighted Mean</th>
<th>National Medicaid 90(^{th}) Percentile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postpartum Care</td>
<td>2014</td>
<td>69.8%</td>
<td>74.0%</td>
</tr>
<tr>
<td>Frequency of Ongoing Prenatal Care</td>
<td>2013</td>
<td>76.4%</td>
<td>80.1%</td>
</tr>
</tbody>
</table>

- Only about 70% of women enrolled in a MassHealth managed care plan received a **postpartum visit** on or between 3 to 8 weeks after delivery during measurement year 2013.

- Only about 76% of women enrolled in a MassHealth managed care plan received 81% or more of the **expected number of prenatal visits** during measurement year 2012.

Improving Maternal Health Care Quality in Medicaid

• MassHealth Postpartum Visit (PPV) Quality Improvement Project
  – **Goal:** To increase the percentage of women with a live birth who had a PPV on or between 3 to 8 weeks after delivery.
    • Funded through a portion a $1.8 million Adult Medicaid Quality Grant from CMS. Partners include UMass Medical School and DPH
  – PPVs are often a missed opportunity
    • Barriers include lack of transportation, child care, and perceived need for postpartum care
    • PPVs provide an important opportunity to address a woman’s physical and emotional health including contraceptive use, breastfeeding, diabetes, and postpartum depression
  – Strategies to improve PPV rates include educating women about **Text4baby** and providing free trainings to community health workers on improving women’s interconception health
The Service
Program Summary

• Text4baby is a free mobile health information service addressing the critical health needs of pregnant women and new parents.

• Women sign up for Text4baby by texting BABY to 511411 (BEBE for Spanish) to receive 3 personalized text messages per week timed to their due date or baby’s birthday.

• Text4baby’s personalized messages and interactive features cover prenatal visits, infant visits, nutrition, smoking cessation, labor signs, breastfeeding, safety, immunizations, oral health, and health insurance coverage, 39+ weeks, and more.

• Text4baby is the largest mobile health initiative in the nation reaching over 886,000 moms since launch in 2010 (more than 11,000 of those have come from Massachusetts)

• Text4baby is provided for free thanks to a public-private partnership:
  • The ZERO TO THREE, National Center for Infants, Toddlers and Families
  • Voxiva
  • The Wireless Foundation and leading mobile operators
  • The Department of Health and Human Services
  • Over 1,300 outreach partners
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.
We Deliver Messages on Critical Issues

- 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
Content Development & Review

- Literature Review
- Priority Topics
- Content Development
- Expert Review
- Audience Testing
- Ongoing Revision

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

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 is Reaching its Target Audience

- Text4baby is reaching individuals early in their pregnancy: Of the users who signed up to receive pregnancy messages, 39% enrolled during the first trimester and over half enrolled prior to week 17 of their pregnancy.

- Text4baby is reaching women in high-poverty areas: A higher percentage of Text4baby users live (or lived upon enrollment) in zip codes with the highest levels of poverty compared to the overall U.S. distribution.
Interactive Tools
Improve Appointment Attendance: Text4baby Appointment Reminder Service

Goals:

- Provide Text4baby users with the opportunity to set up reminders for their appointments.
- Mom’s and parents enrolled in Text4baby without smartphones (and with smartphones) can receive text appointment reminders
- Improve appointment adherence

Mom texts REMIND or CITA (Spanish) → Prompts mom to text appointment date (e.g., 08/02/15) → Prompts mom to text description (North WIC)

WIC should not be the first word in the description Description should be less than 9 characters long
Medicaid Module

(Q1) Insurance Type?
Text4baby wants you to know about free/low-cost health insurance. What type of health insurance do you have?
Reply 1-No health insurance; 2-Employer/Union; 3-Medicaid/CHIP; 4-Veterans/Military; 5-Other

If none, apply!
Medicaid/CHIP pays for pregnancy check-ups & delivery. For kids, it covers check-ups, sick visits, medicine, dentist visits & more. You may qualify if your family (of 4) income is below $46,100 (maybe more). Call 877-543-7669 or go to insurekidsnow.gov/state

(Q2) Did you apply?
Text4baby check in! Were you able to apply for free/low-cost health insurance called Medicaid/CHIP?
Reply 1 for Yes or 2 for No

(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

• 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 w/ 43 T4B participants exposed to T4B 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 that 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
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.

*Text4baby*
2013 Flu Results

Vaccination Prevalence Rates

– Pregnant:
  » Nov: 57% of pregnant T4B respondents vaccinated between Oct & mid-Nov vs. 41% of pregnant US women vaccinated between July & mid-Nov (N=16,709; RR=34%) *(Source: CDC flu panel survey)*
  » April: 63% of pregnant T4B respondents vaccinated between Oct & mid-April (N=15,827; RR = 27%)

– Infant:
  » Nov & April: 68% of mothers said their infant (>6 months) was vaccinated (N=39,771; RR=32%)

Coupon requests & redemption rate

– Requested: 16,032 coupons requested (13% of codes offered)
  » Spanish vs. English (27% vs. 13%), Cohort – October, November, December (13%, 8%, 11%)
– Redeemed: 2,066 (13% of codes requested)
  » vs. 3 – 10% cited for other similar efforts *(Source: Salazar, 2013, American Lung Association, n.d.)*
Making a Difference

Evidence of Knowledge & Behavior Change

• Health Knowledge and Preparedness
  • 82% of participants in the CSUSM national evaluation reported Text4baby messages informed them of medical warning signs they did not know.
  • Findings from an RCT funded by the DOD Telemedicine and Advanced Technology Research Center and led by GW and the Madigan Army Medical Center found improvements in targeted beliefs, 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.
  • A George Washington 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).

• Appointment Attendance and Behavior Change
  • 63% of participants in the CSUSM national evaluation reported Text4baby helped them remember an appointment.
  • Preliminary results from a study conducted by researchers from St. Louis University presented at the Society of Maternal and Fetal Medicine’s annual conference 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). Recruitment for the study is ongoing.

• Facilitating Interaction with Health Providers and Improving Access to Health Services
  • 65% of participants in the CSUSM national evaluation 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.
  • 47% of participants in the CSUSM national evaluation reported that Text4baby helped connect them to health services for them and/or their baby, with a higher percentage of uninsured respondents reporting that Text4baby helped them access health services (60%).
The Text4baby App
Goals of the Text4baby App

- Complement information found in Text4baby text messages
- Provide another channel for accurate health information
- Increase program’s reach and retention
Sign-up Integrated With Texts

Tell Us About Yourself

I am:  
First Name
Email
ZIP code
Create Password
(at least 8 characters with one number)

Finishing Up

555-555-1117

- By entering your cell phone number you agree to enroll in Text4baby & receive messages from 511411
- Message pricing: You will receive 3 messages a week at no charge
- The content is not available through all cell phone companies.
Click here to see a list of
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 Complements Text Messages

The interactive app offers information to complement the text messages. Features include:

1) A timeline with weekly health and safety information
   - Track baby’s development through pregnancy and baby’s 1st year
   - “To-do” list to help plan medical, developmental, and lifestyle calendar items
   - Polls that allow participants to see where they stand compared to other moms on topics such as pregnancy symptoms, infant development, and emotional experiences

2) Appointments- Set up text reminders for critical prenatal and well-baby visits using the app

3) Topics- A list of additional topics and resources that mom can search at any time for more information

4) More- Allows moms to adjust settings and preferences and get additional information on Text4baby
Text4baby in Massachusetts
Text4baby Enrollment
January 1, 2014 – May 31, 2015

* Source: Text4baby Data Portal; By Months and User Type (Pregnant vs. Mother), Massachusetts
## Response to Feedback Questions

<table>
<thead>
<tr>
<th>Average rating of Text4baby helpfulness during pregnancy (Scale of 1-10: 1 low, 10 high)</th>
<th>Percent of respondents who would recommend Text4baby to a friend</th>
<th>Percent of respondents who report they called a Text4baby resource number</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Participants</td>
<td>MassHealth Participants</td>
<td>All Participants</td>
</tr>
<tr>
<td>7.0</td>
<td>7.9</td>
<td>83%</td>
</tr>
<tr>
<td>N=239</td>
<td>N=85</td>
<td>N=200</td>
</tr>
<tr>
<td>27% response rate</td>
<td>40% response rate</td>
<td>84% response rate</td>
</tr>
</tbody>
</table>

Source: Text4baby Data Portal; N=2,634 Text4baby Users

* Percent of families living below the poverty level

Text4baby

* Source: Text4baby Data Portal; N=2,634 Text4baby Users)
Text4baby Medicaid Module in Massachusetts

(Q1) Insurance Type?
Text4baby wants you to know about free/low-cost health insurance. What type of health insurance do you have?
Reply 1-No health insurance; 2-Employer/Union; 3-Medicaid/CHIP; 4-Veterans/Military; 5-Other

If none, apply!
Medicaid/CHIP pays for pregnancy check-ups & delivery. For kids, it covers check-ups, sick visits, medicine, dentist visits & more. You may qualify if your family (of 4) income is below $46,100 (maybe more). Call 877-543-7669 or go to insurekidsnow.gov/state

(Q2) Did you apply?
Text4baby check in! Were you able to apply for free/low-cost health insurance called Medicaid /CHIP?
Reply 1 for Yes or 2 for No

Insurance Type?
N=1,080; RR=43.6%
- Employer/Union, 309, 29%
- Other, 117, 11%
- MassHealth, 598, 55%
- Veterans/Military, 21, 2%
- No Health Insurance, 35, 3%

Apply for MassHealth?
N=16; RR=48.5%
- No, 8, 50%
- Yes, 8, 50%
text4baby: Don't start a new medicine or stop your current medicine unless your Dr. tells you to. Info on over-the-counter & prescription medicine: 866-626-6847

(1/2)text4baby: Don't start a new medicine or stop your current medicine unless your Dr. tells you to. Info on over-the-counter & prescription medicine: 800-322-5014

(2/2) You can also visit www.thepeil.org for more information.
Massachusetts Resources in Text4baby

- MassHealth Enrollment
  888-665-9993

- Alcohol and Drug Hotline
  800-327-5050

- The Food Source Hotline
  800-645-8333

- PSI of Massachusetts WARMLINE
  866-472-1897

- SafeLink
  877-785-2020

- MA Safe Sleep Program
  800-311-BABY (2229)

- Parental Stress Line
  800-632-8188

- Childhood Lead Poisoning Prevention Program
  800-532-957

Text4baby
Ad-Hoc Messages

- Medication abuse during pregnancy
- Oral health
- Birth control and contraceptives
- Family spacing
- Postpartum depression
- Safe sleep
- Heat assistance

You can get pregnant, even while breastfeeding. Talk to your health care provider or visit bit.ly/1zyfcno for free or low-cost birth control. Experts recommend waiting at least 18 months between pregnancies. It’s healthiest for you and baby.

Puedes quedar embarazada aun mientras das pecho. Preguntale a tu Dr. donde puedes conseguir métodos anticonceptivos gratuitos o de bajo costo. O llama al 888-321-0383. Los expertos recomiendan que esperes al menos 18 meses entre tus embarazos. Es lo mas saludable para ti y tu bebe.
Postpartum Visit Module Overview

- Text4baby sends educational messages to MassHealth members on postpartum care.
- The Postpartum module is being piloted in four other states: California, Ohio, Oklahoma, and Louisiana.
- Messages include:
  - Appointment reminders
  - Links to local resources and
  - Information encouraging new mothers to talk to their provider about important postpartum issues such as:
    - Birth control
    - Type 2 diabetes
    - Emotional and physical well-being
- Responses from the Postpartum module is being collected in MA between January – December, 2015 (end of grant).
Pilot in Massachusetts encourages Moms to make it to their Postpartum Visits

**PREGNANCY**

Weeks 37, 38 & 39: 3 Education messages

**INFANCY**

**Week 1:**
1 Education message

**Week 3:**
Appointment Message
text4baby: It's time to schedule YOUR 4-6 week Dr.'s visit. Are you planning to go to a 4-6 week Dr. visit? Reply 1 for Yes; 2 for No; 3 for Already went.

**Week 9:**
Attend Appointment Message
text4baby: Checking in, were you able to get to your 4-6 week check-up? Reply 1 Yes; 2 No; 3 No but planning to.

Reply “yes” – prompt to set up reminder

Reply “no” – tailored education by reason for not attending (don’t have dr, cost, too busy, feel fine & cant get there) & reminder one week later

Text4baby
<table>
<thead>
<tr>
<th>Week</th>
<th>Reminder</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 37: Birth Control and Healing</td>
<td>(1/2) Talk to your Dr/midwife (CNM/CM) now about birth control. You can get pregnant right after baby’s born. Info at: Bedsider.org or 888-321-0383 (2/2) You will have your own Dr.’s visit 3-8 weeks after baby is born to check that you are healing okay and talk about your birth control choice.</td>
<td></td>
</tr>
<tr>
<td>Week 38: Visit Reminder</td>
<td>Don't forget your Dr.’s visit 3-8 weeks after baby is born. The Dr. will want to see how you’re healing &amp; feeling &amp; talk about birth control and sex</td>
<td></td>
</tr>
<tr>
<td>Week 39: Diabetes Check-in</td>
<td>(1/2) If you have diabetes in pregnancy, you have a higher chance of getting type 2 diabetes. Get tested 6-12 wks after delivery &amp; every 1 to 3 years (2/2) Talk to your Dr. about if you can get your test done at your 6 week postpartum visit.</td>
<td></td>
</tr>
</tbody>
</table>

**Postpartum Visit Module Flow**

**Week 1: Visit Reminder #1**
(1/2) Don’t forget your Dr.’s visit 3-8 weeks after giving birth. Your Dr. will tell you how your body is healing & talk about how you are feeling. (2/2) MassHealth covers the cost of this visit so it is FREE to you. Questions call 800-841-2900 or your Health Plan’s Customer Service Center.

**Week 2: Visit Reminder #2**
It's time to schedule YOUR 3-8 week Dr.’s visit. Are you planning to go to a 3-8 week Dr. visit? Reply 1 Yes; 2 No; 3 Already went.

**Week 3: Visit Reminder #3**
Response Message
Thanks! We hope you continue to enjoy Text4baby messages. Don’t forget you can reply REMIND at any time to set up a text reminder for an appointment.

**Week 4: Check-up Check-in**
Checking in, were you able to get to your 3-8 week check-up? Reply 1 Yes; 2 No; 3 No but planning to.

**Response 1-Yes:**
(1/2) Great! Call and schedule one now. Reply REMIND and text4baby can help remind you of your appointment. (2/2) Ask about birth control. You can get pregnant before your period. Drs. say wait 18 months between pregnancies to get your body ready & help baby’s health.

**Response 2 No:**
Please tell us why you’re not planning to go to your 3-8 week check-up. Reply 1 Don’t have a Dr; 2 Cost; 3 Too busy; 4 Feel fine; 5 Can’t get there.

**Week 5: Visit Reminder #4**
Tailored message responding to reported concern option above.

**Week 6: Visit Reminder #5**
Tailored message responding to reported concern option above.

**Week 7: Visit Reminder #6**
Tailored message responding to reported concern option above.

**Week 8: Visit Reminder #7**
Tailored message responding to reported concern option above.

**Week 9: Visit Reminder #8**
Tailored message responding to reported concern option above.

**Week 10: Visit Reminder #9**
Tailored message responding to reported concern option above.

**Week 11: Visit Reminder #10**
Tailored message responding to reported concern option above.

**Week 12: Visit Reminder #11**
Tailored message responding to reported concern option above.

**Week 13: Visit Reminder #12**
Tailored message responding to reported concern option above.
Outreach by MassHealth

Commonwealth of Massachusetts
Executive Office of Health and Human Services
Office of Medicaid

MassHealth
All Provider Bulletin XX
July 2014

TO: Physicians and Nurse Midwives Participating in MassHealth

FROM: Kristin L. Thorn, Medicaid Director

RE: Enhanced Free Text Messaging Service to Support Pregnant Women and New Mothers

Overview
MassHealth requests your assistance in enrolling pregnant women and new mothers in Textababy, a free mobile health program of the National Healthy Mothers, Healthy Babies Coalition. In order to improve postpartum care in Massachusetts, MassHealth has partnered with Textababy to customize Textababy messages with links to local resources and services.

Textababy supports women by providing accurate and timely health information and resources in a format that they know and frequently use. Research shows that text messaging is higher among women of childbearing age, low-income, and minority populations. The Massachusetts Women, Infants and Children (WIC) Nutrition Program has been promoting Textababy to participants since 2011. External evaluations of Textababy have shown significant positive results.

- 74% of participants reported that Textababy messages informed them of medical warning signs that they did not know.
- 65% of participants reported that Textababy helped them remember an appointment or immunization that they or their child needed.

Reference: Textababy CSU and UCSD Evaluation

Improving Postpartum Visit Rates
As a recipient of the Centers for Medicare and Medicaid Services (CMS) Adult Medicaid Quality Grant, MassHealth seeks to increase the number of women who attend their postpartum checkup. See Physician Bulletin 25 (July 2011) for reference. In order to improve postpartum visit attendance, Textababy will send educational messages to MassHealth members on postpartum care. Messages will include appointment reminders, links to local resources, and information encouraging new mothers to talk to their provider about important postpartum issues such as birth control, type 2 diabetes, and their emotional and physical well-being.

How Textababy Works
- Women who text BABY (or SEEE for Spanish) to 96199 receive three weekly text messages timed to their due date or their baby's birth date up to age two.
- Text messages provide information on a broad range of topics including prenatal care, immunizations, sleep, how to avoid substance abuse, well-child care, injury prevention, and other critical health and safety issues. Messages also link to educational videos and mobile health pages, health-related services, and urgent care services.

The Textababy Appointment Reminder feature allows participants to set up text message reminders for appointments and is free to all participants.

Textababy messages are carefully reviewed by a panel of experts representing the American Academy of Pediatrics, American College of Nurse Midwives, American College of Obstetricians and Gynecologists, American Academy of Family Physicians, March of Dimes, U.S. Department of Health and Human Services, and other maternal and child health experts.

Questions
If you have any questions about the information in this bulletin, please contact the MassHealth Customer Service Center at 1-800-884-6900, e-mail your inquiry to providersupport@masshealth.net or fax your inquiry to 617-730-6792.
Outreach Strategies

http://www.mass.gov/eohhs/consumer/insurance/masshealth-member-info/text4baby.html

http://www.mass.gov/eohhs/gov/newsroom/masshealth/providers/become-a-text4baby-outreach-partner.html
Help spread the word about Text4baby

Are you, or is someone you know, expecting a baby? If so, MassHealth would like to introduce you to Text4baby®, a FREE program that makes it easy for new and expecting moms to get important information about their health and the health of their baby.

*Text4baby is a text messaging service of the National Healthy Mothers, Healthy Babies Coalition. MassHealth's project with Text4baby is being funded by part of a $3.8 million Act4Med and Quality Grant from the Centers for Medicare and Medicaid Services (CMS).

How Text4baby works

• Text4baby sends three text messages a week from the beginning of pregnancy until the baby's first birthday.

• Text messages give useful tips about healthy eating, breastfeeding, safe sleep, and much more.

• Text messages are set to the baby's due date or birth date so moms get information at the time they need it most. Once a mom joins Text4baby, she can text STOP (or AUTO in Spanish) to 51411, or reply to the Text4baby messages with the word STOP.

• If you have any questions, please contact the MassHealth Customer Service Center at 1-800-841-2900 (TTY: 1-800-497-4618 for people who are deaf, hard of hearing, or speech disabled) or call the Customer Service number on the back of your member ID card.

Signing up is free and easy!

• To sign up, text BABY (or BEBE in Spanish) to 51411 or visit www.text4baby.org. Anyone can sign up!

• For most cell phone companies, including AT&T, T-Mobile, Sprint, Metro PCS, and Verizon Wireless, messages are FREE. Even without a text message plan, moms can get Text4baby messages for free. To learn more visit www.text4baby.org.

• To stop getting texts from Text4baby, moms can text STOP (or AUTO in Spanish) to 51411, or reply to one of the Text4baby messages with the word STOP.

¿Está usted, o alguien que usted conoce, esperando un bebé? Si es así, MassHealth desea presentarle Text4baby®, un programa GRATUITO que le permite a las madres que acabaron de dar a luz, o a las mujeres embarazadas obtener información importante sobre su salud y la salud de su bebé.

*Text4baby es un servicio de mensajería de texto patrocinado por el Coalition Healthy Mothers, Healthy Babies. El proyecto de MassHealth con Text4baby es patrocinado con parte de $3.8 millones de un acuerdo de calidad de Medicare para beneficiar a los Centros de Servicios de Medicina y Medicina de CMS. por eso es gratis en inglés.

Cómo funciona Text4baby

• Text4baby envía tres mensajes de texto por semana desde el comienzo del embarazo hasta el primer cumpleaños del bebé.

• Los mensajes de texto dan consejos útiles sobre alimentación saludable, lactancia, sueño seguro y mucho más.

• Los mensajes de texto se sincronizan con la fecha probable de parto o la fecha de nacimiento del bebé para que las madres reciban información en el momento en que más la necesiten. Una vez que una mamá se inscriba en text4baby, puede enviar el mensaje de texto ACTUALIZAR (o UPRADTE en inglés) al 51411 con su fecha probable de parto o la fecha de nacimiento del bebé para obtener actualizaciones personalizadas.

• Los mensajes de text4baby tienen enlaces con videos, páginas web y líneas de asistencia para conectar a las madres con los servicios.

• Los madres pueden programar mensajes de texto recordatorios de citas GRATUITAMENTE para el médico y otras citas. Una vez que la mamá se inscriba en text4baby, puede enviar el mensaje de texto CITAR (o REMIND en inglés) al 51411.

¡Anotarse es fácil y es gratuito!

• Para anotarse, envíe el mensaje de texto BEBE (o BABY en inglés) al 51411 o visite www.text4baby.org. ¡Cualquiera puede anotarse!

• Para la mayoría de las compañías de teléfonos celulares, incluyendo AT&T, T-Mobile, Sprint, Metro PCS, y Verizon Wireless, los mensajes son GRATUITOS. Aun sin tener un plan para mensajes de texto, las mamás pueden recibir mensajes de text4baby gratuitamente. Para obtener más información, visite www.text4baby.org.

• Para dejar de recibir mensajes de texto de text4baby, las mamás pueden enviar el mensaje de texto AUTO (o STOP en inglés) al 51411, o contestarlo a uno de los mensajes de text4baby con la palabra AUTO.

Si desea hacer alguna pregunta, comuníquese con el Centro de Servicios al Cliente de MassHealth al 1-800-841-2900 (TTY: 1-800-497-4618 para personas sordas, con dificultad auditiva o discapacidad del habla) o llame al número del Servicio al Cliente que aparece en el reverso de su tarjeta de identificación de afiliado.
Text4baby
Promotional & Training Tools
Help Moms Enroll - 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!
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

Text4baby
Enroll Moms via Web Enrollment Button

- In addition to SMS enrollment, patients can enroll online at 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 who signs-up
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
Media

Public Service Announcements & Videos

Placement

• On-air: Cable, national and local media
• Online: website, bloggers, partners, online magazines

Text4baby
Text4baby Video: Health & Safety Information
So Remember.....
Recuerda que.....
Make it Easy to Promote Text4baby and Enroll Women

• Train patient-facing staff about Text4baby and encourage enrollment

• Train appointment schedulers about Text4baby’s “REMIND” function to provide additional appointment reminders.

• Place web enrollment button on your website

• Show Text4baby video in your waiting room

• 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 venues where promotional flyers are displayed.
  – Include Text4baby material in educational classes, health fairs, and baby showers resource packets.
  – Incorporate Text4baby information into your ongoing Social Media efforts (i.e. Facebook, Twitter, etc.)
Motivation for Mom

“There are a lot of things to remember when you’re pregnant or a new mom. Text4baby makes it easy to get important information – and it’s free.”

“Text4baby is making a difference. Women who use Text4baby feel more confident because they are armed with the knowledge that leads to better health for them and their babies.”

“Text4baby provides critical free (health and safety) information to women who need it the most.”
On Your Marks, Get Set, Go!

1. Text BABY (or BEBE for Spanish) to 511411.

2. Choose a due date (no more than 9 months into the future) or a DOB (date must fall within the last 12 months).

3. Enter your zip code.
Thank you!

Questions: Isoaterna@zerotothree.org