# 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

Measure	HEDIS <sup>1</sup> Reporting Year	MassHealth Weighted Mean	National Medicaid 90 <sup>th</sup> Percentile
Postpartum Care	2014	69.8%	74.0%
Frequency of Ongoing Prenatal Care	2013	76.4%	80.1%

- 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.

<sup>1</sup>Source: MassHealth Managed Care HEDIS Report available at:

http://www.mass.gov/eohhs/researcher/insurance/masshealth-reports/masshealth-managed-care-mco-reports html



Commonwealth Medicine



## Improving Maternal Health Care Quality in Medicaid

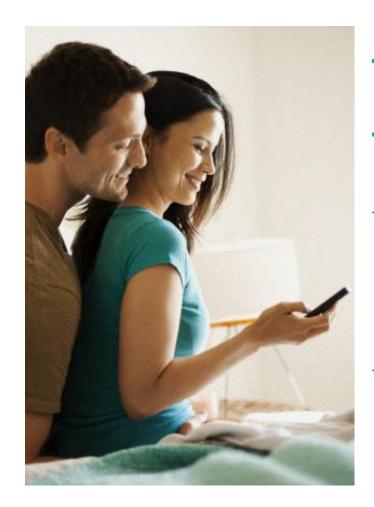
- MassHealth Postpartum Visit (PPV) Quality Improvement Project
  - Goal: To increase the percentage of women with a live birth who had a PPV on or between 3 to 8 weeks after delivery.
    - Funded through a portion a \$1.8 million Adult Medicaid Quality Grant from CMS. Partners include UMass Medical 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





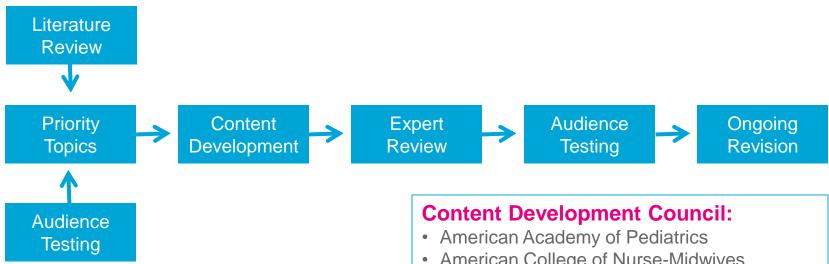


- Smoking Cessation
- Breast Feeding
- Health Care Access
- Diabetes
- Nutrition
- Oral Health
- Immunization
- Prenatal Care
- Disabilities
- Family Planning
- HIV/AIDS Prevention
- Violence Prevention

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



## **Content Development & Review**



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

- 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









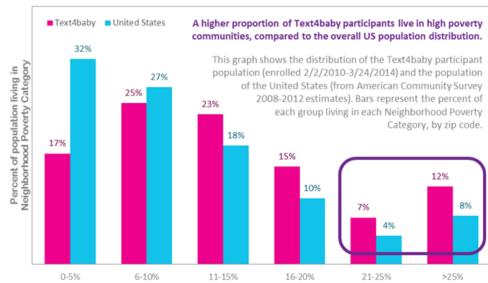




# Text4baby is Reaching its Target Audience

- 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 highpoverty 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.

#### Neighborhood Poverty Distribution Text4baby Participant Population vs. US Population



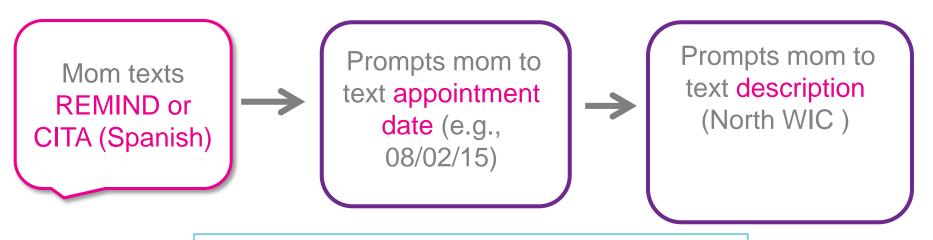
Neighborhood Poverty Category: Percent of families in US Zip Codes living below the federal poverty level

## Interactive Tools

# Improve Appointment Attendance: Text4baby Appointment Reminder Service

#### Goals:

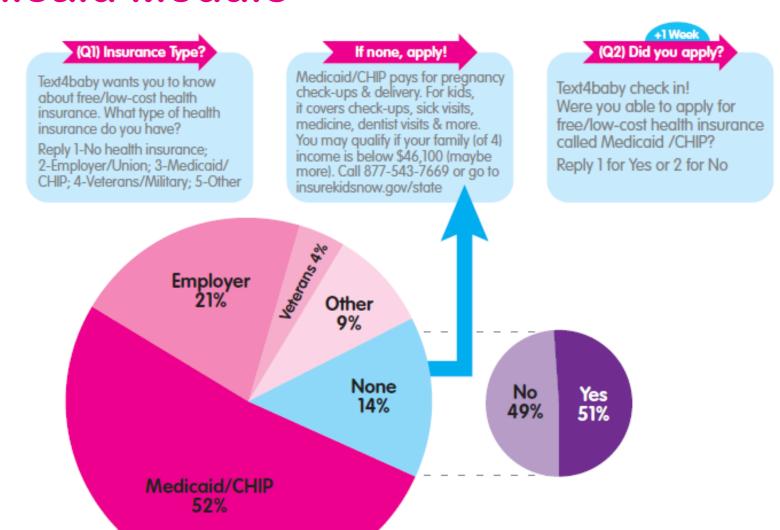
- Provide Text4baby users with the opportunity to set up reminders for their appointments.
  - Mom's and parents enrolled in Text4baby without smartphones (and with smartphones) can receive text appointment reminders
- Improve appointment adherence



**Text4baby** 

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

## **Medicaid Module**



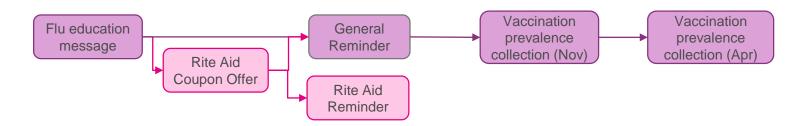
(Q1) N = 90,165, Response Rate = 46%; (Q2) N = 4,752, RR = 40% Source: Text4baby Database 3/24/2014

# Findings from Kaiser Family Foundation Issue Brief

- 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.



## 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.)

# 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%).



82% Improved Health Knowledge



63% Improved Appointment Attendance

65% Reported they talked to their doctor about a topic they read on a Text4baby message



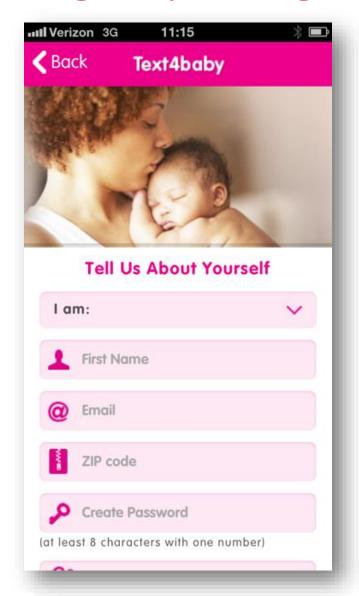
# The Text4baby App

## 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





Text4baby 20

## 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

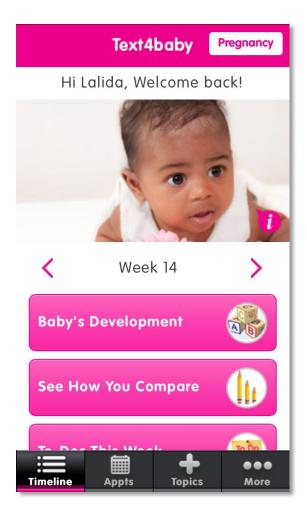
All text/photos are medically accurate

## 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**

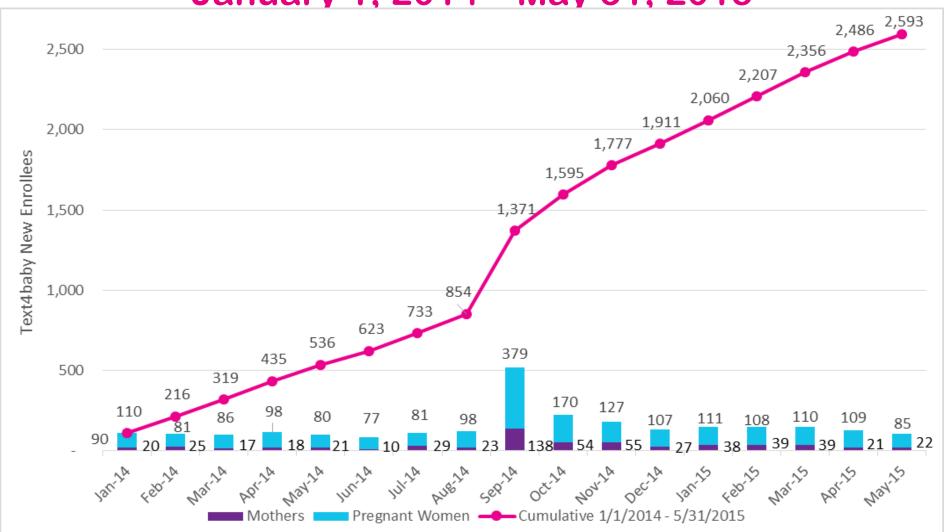
The interactive app offers information to complement the text messages. Features include:

- 1) A timeline with weekly health and safety information
  - ❖ Track baby's development through pregnancy and baby's 1<sup>st</sup> 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**

# Text4baby in Massachusetts

## Text4baby Enrollment January 1, 2014 – May 31, 2015



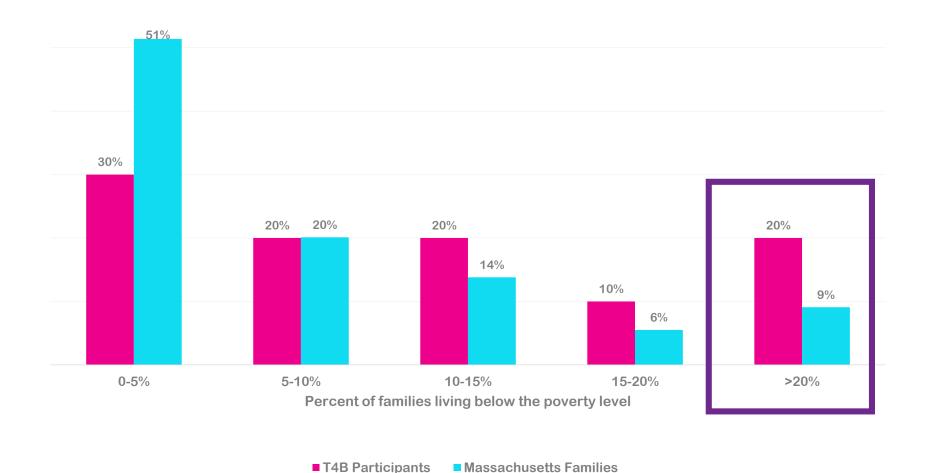
\* Source: Text4baby Data Portal; By Months and User Type (Pregnant vs. Mother), Massachusetts

#### **Text4baby**

## Response to Feedback Questions

Average rating of Text4baby helpfulness during pregnancy (Scale of 1-10: 1 low, 10 high)		Percent of respondents who would recommend Text4baby to a friend		Percent of respondents who report they called a Text4baby resource number	
All Participants	MassHealth Participants	All Participants	MassHealth Participants	All Participants	MassHealth Participants
7.0	7.9	83%	91%	10%	6%
N=239	N=85	N=200	N=76	N=144	N=52
27% response rate	40% response rate	84% response rate	90% response rate	83% response rate	83% response rate

# Distribution of Text4baby Enrolled Users & Massachusetts Families by Neighborhood Poverty Level (Enrolled: January 1, 2014 – May 31, 2015)



<sup>\*</sup> 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?

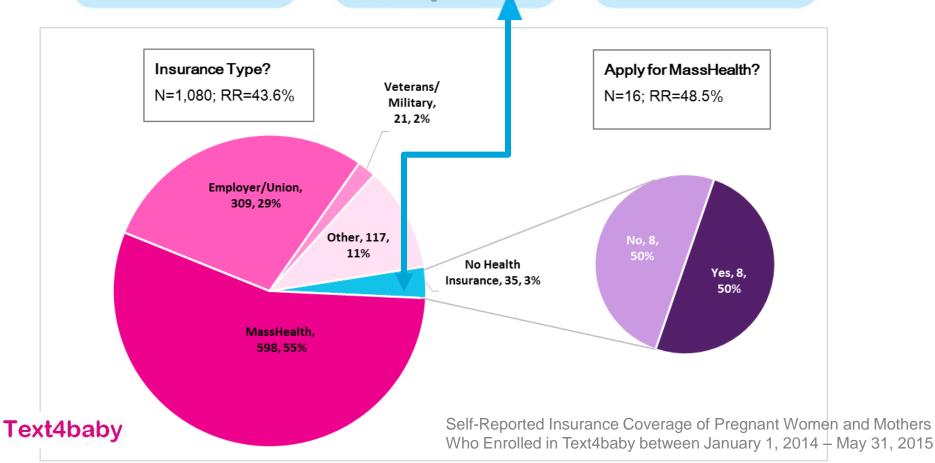
Reply 1-No health insurance; 2-Employer/Union; 3-Medicaid/ CHIP; 4-Veterans/Military; 5-Other

#### 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



## Text4baby – Customized for Massachusetts Launched September 2014

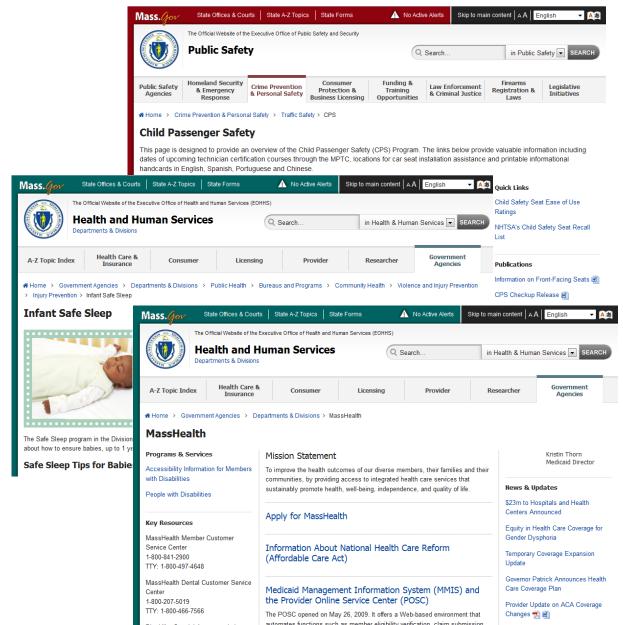






## Massachusetts Resources in Text4baby

- 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

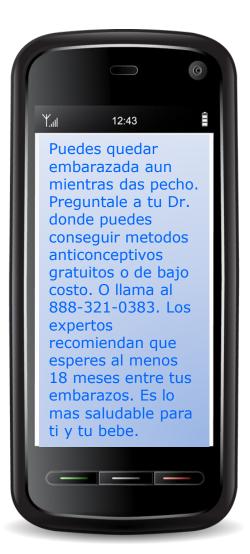


**Text4baby** 

## **Ad-Hoc Messages**

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

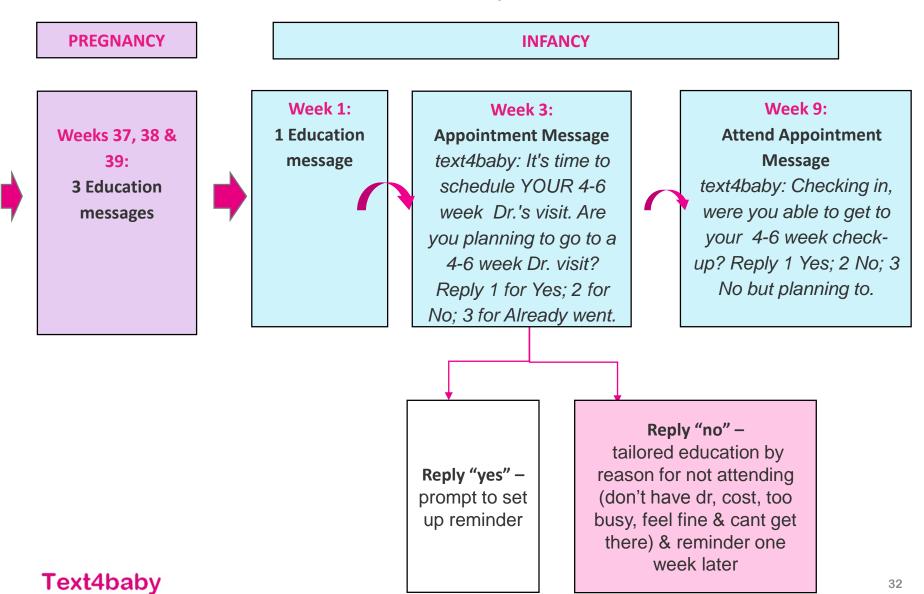




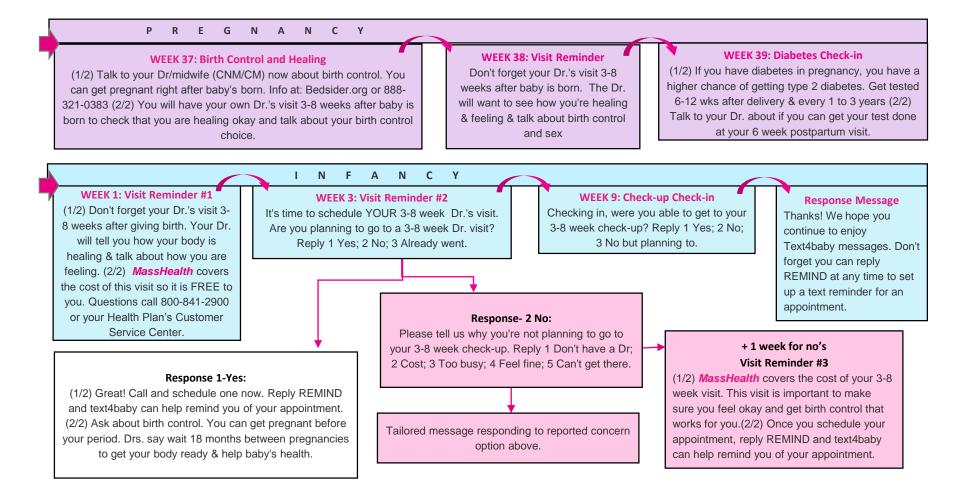
## Postpartum Visit Module Overview

- 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



## Postpartum Visit Module Flow



## Outreach by MassHealth



Commonwealth of Massachusetts
Executive Office of Health and Human Services
Office of Medicaid
unummats on masshalibi

MassHealth All Provider Bulletin XX July 2014

FO: 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.

Text4baby 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 Text4baby to participants since 2010.

External evaluations of Text4 baby have shown significant positive results.

- 74% of participants reported that Text4baby messages informed them of medical warning signs that they did not know.
- 65% of participants reported that Text4 baby helped them remember an appointment or immunization that they or their child needed.

Reference: Text4baby CSU and UCSD Evaluation

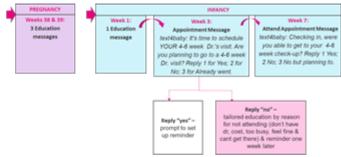
#### Improving Postpartum Visit Rates

As a recipient of the Centers for Medicare and Medicaid Services (CMS) Adult Medicaid Quality How Text4baby Works

- Women who text BABY (or BEBE for Spanish) to \$11411 receive three weekly text messages timed to their due date or their baby's birth date up to accome.
- Text messages provide information on a broad range of topics including prematic lears, immunications, safe along, 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 health alorts.
- The Text4baby <u>Appointment</u>
   <u>Reminder</u> feature allows participants
  to set up text message reminders for
  appointments and is free to all
  participants.
- Tentibaby messages are carefully reviewed by a council of experts representing the American Academy of Pediatrics, American College of Nurse-Midwives, American College of Nurse-Midwives, American College of Nurse-Midwives, American College of Nurse-Midwives, Centers for Disease Control and Prevention, March of Dimes, U.S. Department of Health and Human Services (HHS) and other maternal and child health experts.

Grant, MassHealth seeks to increase the number of women who attend their postpartum checkup. See <u>Physician Bulletin 95</u> (July 2013) for reference. In order to improve postpartum visit attendance, Texts baby will send aducational messages to MassHealth members on optipartum 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. Below is a schematic of the messages that will be disseminated to MassHealth members.

#### Postpartum Visit Module Flow 2014



The Text4baby postpartum visit module was developed as part of a pilot project with CMS in California, Ohio, Oklahoma, and Louisiana. Text4baby pilot partners in these states have been customizing Text4baby content and messages to improve a range of selected health measures, including rates of postpartum care visit attendance, smoking cessation during pregnancy, and additional messaging to improve maternal knowledge on reducing preterm delivery.

#### Talking to Patients about Text4baby

Health care providers are critical partners in enrolling women in Text4baby. Given the limited time available to discuss every health topic, Text4baby is an important tool to engage and reinforce the clinical guidance provided to patients. Free Text4baby flyers and posters for your office are available for downloading and printing on the MassHealth Text4baby webpage.

Here are some best practices you can use to promote Text4baby:

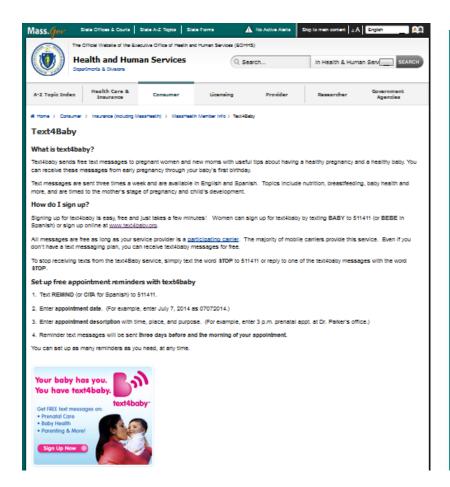
- Integrate Text4 baby enrollment into prenatal and postpartum care as part of your hospital
  or clinic workflow. Encourage your patients to sign up by texting BABY or (BEBE for
  Spanish) to sman on their cellphones.
- Place Texts baby tear pads next to your check-in/check-out desks and ask staff to encourage moms to take a sheet. Use special tear pads as a "prescription" and give a sheet to each of your pregnant patients or new mothers.
- Post Text4baby fivers in your waiting areas, exam rooms, and on bulletin boards.
- Promote Text4 baby via <u>Facebook</u> and <u>Twitter</u> (@mytext4 baby).
- Add the Textabeby web enrollment button to your practice's website.
- · Add a Text4baby reminder prompt to your electronic health record.

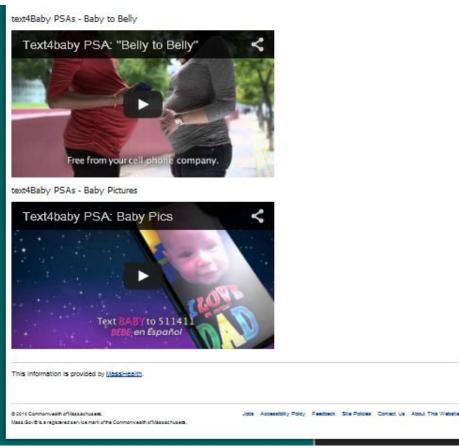
If your MassHealth patient does not have a cell phone, she may qualify to receive a free phone through the Massachusetts Lifeline Program. For additional information or assistance, you may contact the Consumer Division of the Department of Telecommunications and Cable (DTC) at 1-800-302-6066.

#### Onestions

If you have any questions about the information in this bulletin, please contact the MassHealth Customer Services Center at 1-800-841-2900, e-mail your inquiry to providersupport@mahealth.net, or fax your inquiry to 617-988-8974.

## **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.

 Textdbaby is a fine text messaging service of the Notional Healthy Mothers, Healthy Babies Coalition. MassHealth's project with Textdbaby is being funded by part of a \$1.8 million Adult Medicaid Quality Grant from the Centers for Medicare & 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 more get information at the time they need it most. Once a mom joins Text4baby, she can text UPDATE (or ACTUALIZAR in Spanish) to 511411 with her due date or baby's birth date to get timely updates.
- Text4baby messages have links to videos, web pages, and hotlines to connect moms to services.
- Moms can set up FREE text message appointment reminders for doctor or other appointments. Once a mom joins Text4baby, she can text REMIND (or CITA in Spanish) to 511411.

#### Signing up is free and easy!

- To sign up, text BABY (or BEBE in Spanish) to 511411 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 TextAbaby messages for free. To learn more visit www.textAbaby.org.
- To stop getting texts from Text4baby, moms can text STOP (or ALTO in Spanish) to S11411, or reply to one of the Text4baby messages with the word STOP.

If you have any questions, please confact the MassHealth Customer Services Center at 1-800-841-2900 (TTY: 1-800-497-4648 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.



T4b (E+Sp) (08/14)



## Ayude a correr la voz sobre text4baby

¿Está usted, o alguien que usted conozca, esperando un bebé? Si es así, Mass-lealth desea presentarte text4baby\*, un programa GRATUITO que le permite a las madres que acaban de dar a luz/parir y a las mujeres embarazadas obtener con facilidad información importante sobre su salud y la salud de su bebé.

\* Text4baby es un servicio de mensajas de texto gratuito da National Heatitry Mothers, Heatitry Bobies Coalition. El proyecto de Mass-Heatitro netv4baby setá patrocinado con parte de \$1.8 millones de una Subvención de calidad de Medicaid para adultos de los Centros de Servicios de Medicare y Medicaid (CMS, por sus siglos 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 mamás reciban información en el momento en que más la necesitan. Una vez que una mamá se anota en text4baby, puede enviar el mensaje de texto ACTUALIZAR (o UPDATE en inglés) al 511411 con su fecha probable de parto o la fecha de nacimiento del bebé para obtener actualizaciones oportunas.
- Los mensajes de text4baby tienen enlaces con videos, páginas web y líneas de asistencia para conectar a las mamás con los servicios.
- Las mamás pueden programar mensajes de texto recordatorios de citas GRATUITAMENTE para el médico o utros citas. Una vez que la mamá se anota en text4baby, puede enviar el mensaje de texto CITA (o REMIND en inglés) al 511411

#### ¡Anotarse es fácil y es gratuito!

- Para anotarse, envie el mensaje de texto BEBE (o BABY en inglés) al 511411 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 text4boby 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 ALTO (o STOP en inglés) al 511411, o contestar a uno de los mensajes de text4baby con la palabra ALTO.

SI desea hacer alguna pregunta, comuniquese con el Centro de servicios al cliente de MassHealth al 1-800-841-2900 (TTY: 1-800-497-4648 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 tarieta 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

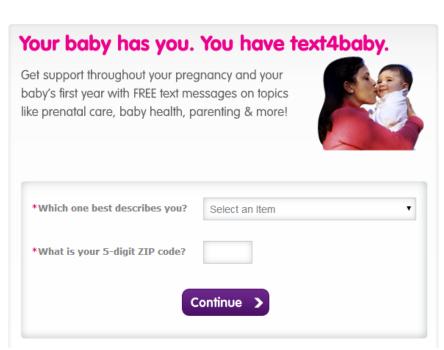


Text UPDATE to change due date

**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



Home > Sign up

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

## 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



Text4baby

#### Media

#### Public Service Announcements & Videos

#### **Placement**

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



#### 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 in to 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 <u>critical</u>
free (health and
safety) information
to <u>women who need</u>
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