

A Successful Model for Coalition-building: The text4baby Program

2011 CityMatCH Urban MCH Leadership
Conference

September 18, 2011



text4baby SM

A free service of the
National Healthy Mothers, Healthy Babies Coalition

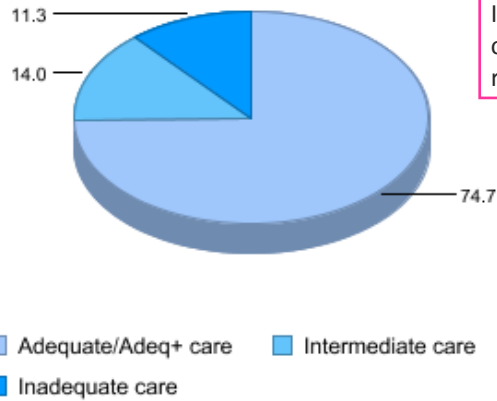
Maternal & Child Health in the U.S.

- The United States has one of the highest infant mortality rates in the industrialized world.
- Each year in the United States:
 - 500,000 (1 in 8) babies are born prematurely.
 - 28,000 die before their first birthday.
- Many factors contribute to these negative outcomes including:
 - Lack of access to healthcare
 - Negative health behaviors
 - Poverty
- Research supports that increasing knowledge around health can help people stay healthier.



Maternal & Child Health in the U.S.

Distribution of prenatal care adequacy categories: US, 2002

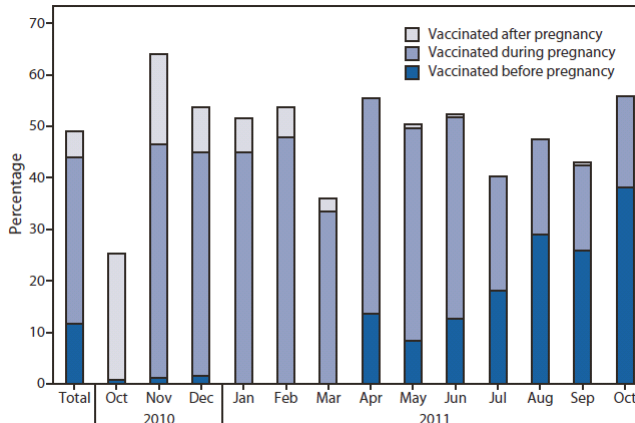


In the United States, 11.3% of live births were to women receiving inadequate care.



Maternal & Child Health in the U.S.

Percentage of women aged 18–49 years pregnant at any time during October 2010–January 2011 (N = 1,457) who received influenza vaccination before, during, or after pregnancy for the 2010–11 influenza season, by month of delivery or expected month of delivery --- United States, Internet panel survey, April 2011

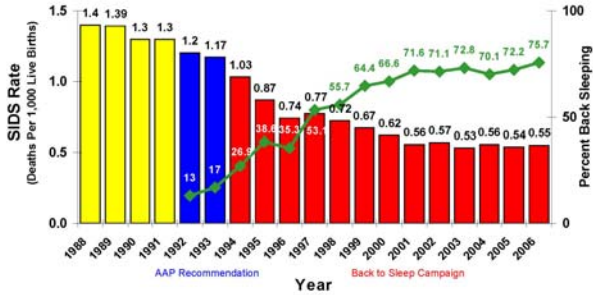


In 2010-2011, only 49% of pregnant women had received influenza vaccination: 32% during pregnancy and 17% before pregnancy or after delivery.



Maternal & Child Health in the U.S.

SIDS Rate and Back Sleeping (1988 – 2006)



Each year in the U.S. more than 4,500 infants die suddenly of no immediately, obvious cause. Half of these deaths are due to SIDS, the leading of all deaths among infants aged 1–12 months.

SIDS Rate Source: CDC, National Center for Health Statistics.
Sleep Position Data: NICHD, National Infant Sleep Position Study.



What is text4baby?

- A free mobile information service designed to promote maternal and child health.
- An educational program of the **National Healthy Mothers, Healthy Babies Coalition (HMHB)**.
- A service that provides pregnant women and new moms with information to help them care for their health and give their babies the best possible start in life.
- The largest national mobile health initiative to date.



Why Go Mobile?

- 82% of adults age 18 and older in the U.S. have cell phones.
- 81% of adult women in the U.S. have cell phones.
- 72% of adults with cell phones send and receive text messages.
- 79% of Medicaid beneficiaries use text messaging.
- Adults who text typically send and receive a median of 10 texts a day.

Source: Amanda Lenhart. *Cell Phones and American Adults*. Washington, DC: Pew Research Center; 2010 and PricewaterhouseCoopers HRI Consumer Survey, 2010

Demographics of cell phone users

% of all adults in each group who have a cell phone

Total	82%
Men	83%
Women	81%
Age	
18-29	90%
30-49	88%
50-64	82%
65+	57%*
Race/Ethnicity	
White, non-Hispanic	80%
Black, non-Hispanic	87%*
Hispanic, English-speaking	87%*
Household Income	
Less than \$30,000	71%*
\$30,000-\$49,999	82%
\$50,000-\$74,999	90%
\$75,000+	93%
Education level	
Less than High School	72%
High School Diploma	76%
Some College	86%
College+	90%*

* Indicates a statistically significant difference.

Source: Pew Research Center's Internet & American Life Project, April 29 - May 30, 2010 Tracking Survey. N=2,252 adults 18 and older; n=1,917 based on cell phone users.

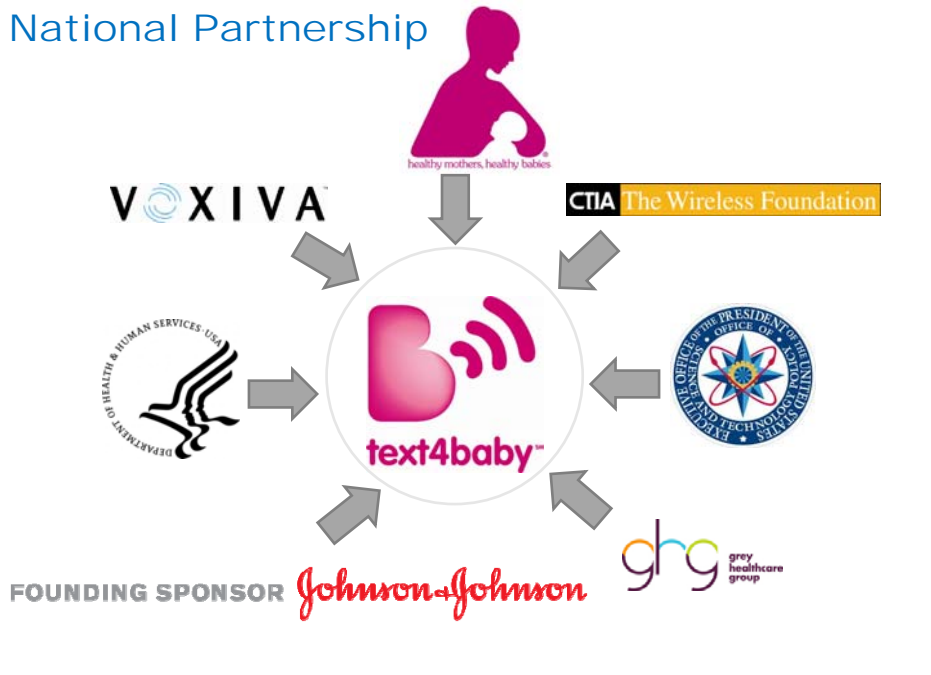


Text4baby Program Goals

- Develop a base of evidence on the efficacy of mobile health interventions to:
 - Address a critical national health priority: **maternal and child health**.
 - Reach **underserved populations** with important health information.
- Catalyze new models for **public-private partnerships** in the area of mobile health.
- Reach **1 million users** by end of 2012.



National Partnership

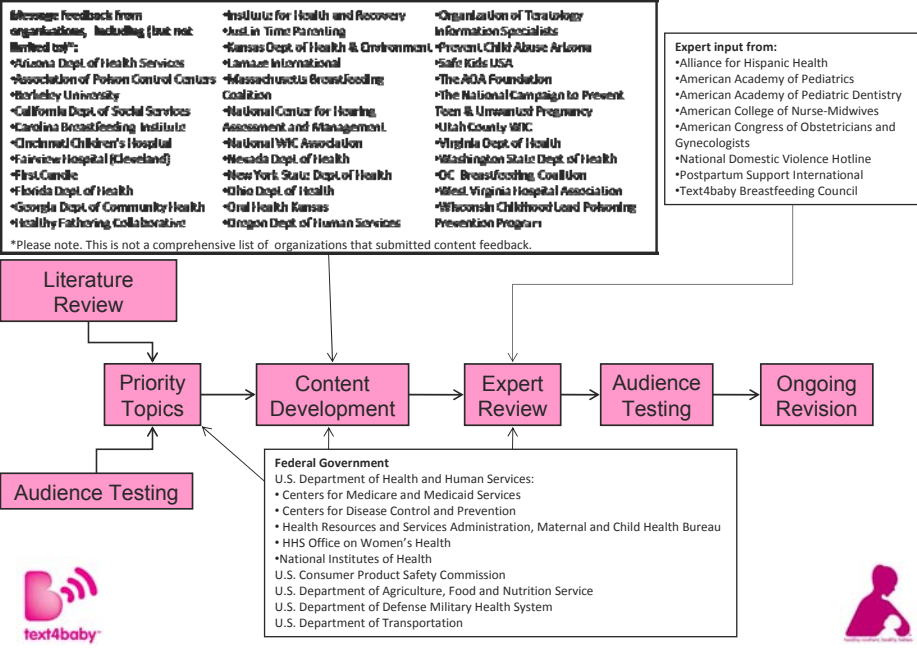


Text4baby Mobile Operator Partners

Participating mobile operators have agreed to deliver text4baby to their subscribers **at no charge**.



Content Development & Review Process



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



How Text4baby Works



→ User registration via text or website:
Text BABY/BEBE to 511411

↔ User gives zip and due date/DOB

← If pregnant, user gets a starter-pack of 6 key messages (over 2wks)

← User gets free tips 3x/week

↔ Ends if user texts STOP or on the baby's 1st b-day



Text4baby Outreach Partners

- 630 + Outreach Partners who have signed a MOU
- Types of partners:
 - Federal Agencies
 - Health plans
 - National nonprofits
 - County and City Health Departments
 - Federally Qualified Health Centers
 - Hospitals, Health Delivery Networks, and Clinics
 - Businesses
 - State Government Agencies
 - State and Local Nonprofits



How can Local Health Departments Promote Text4baby?

- Print copies of the flyers and place them around your facility.
- Add a web page within your site about text4baby and how your agency is helping promote the service.
- Incorporate text4baby into your social media efforts (like Facebook and Twitter). Retweet the posts from [@mytext4baby](https://twitter.com/mytext4baby).
- Host a “baby shower” for pregnant women in your community and their families and distribute promotional items and information about text4baby.
- Promote text4baby at Health Fairs or other Conference events



Spreading the word: NYC Text4baby Coalition

- NYC Text4baby Coalition consists of over 35 organizations , spearheaded by the NYC Department of Health and Mental Hygiene
- NYC Text4baby Coalition received funding from the Aetna Foundation
- Text4baby buck slips included in every birth certificate mailing in New York City (est. 129,000 / year).
- New York City Human Resources Administration mailing 1000 *text4baby* flyers weekly through Pregnancy Care Assistance Program.
- Information Tool kits sent to 700 health care providers in Harlem, the South Bronx, North and Central Brooklyn, and parts of Queens.

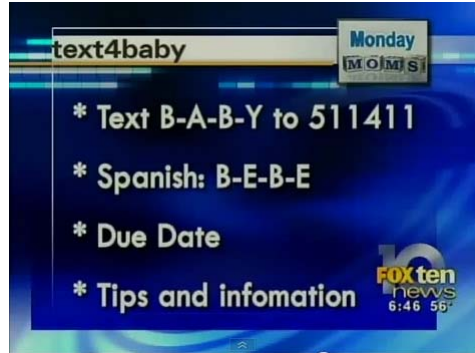


Spreading the Word: Mobile County Department of Health

- Mobile County Department of Health has been an active supporter of text4baby

- Various Outreach efforts include:

- Spreading the word through networks: health department staff, Board of Health, Healthy Start Program, and the Junior League of Mobile (one of the largest in the nation!)
- Promoting text4baby at health fairs and conferences, including Annual Fetal and Infant Mortality Review Conference
- Press release distribution
- Interview with local Fox News TV station about text4baby



Text4baby Evaluation

- What do moms think about using a texting service to get health info?
- Do moms learn something from text4baby?
 - About how to take care of baby? (safety, foods)
 - About how to take care of themselves? (mental health, exercise)
- Do moms behave differently as a result of text4baby?
 - Calling hotlines
 - Visiting the doctor when its recommended
 - Engaging in positive health behaviors (eating well, breastfeeding)
 - Stopping negative health behaviors (smoking, drinking)
- Do moms feels more supported because of text4baby?



TEXT4BABY EVALUATION PROJECTS OVERVIEW 2011		
RESEARCH LEAD	DESCRIPTION/OBJECTIVES	FUNDING AGENCY
Mathematica Policy Research	Mixed mode; provides national perspective on implementation and use of text4baby through mobile survey and national stakeholder interviews; provides community-level insights on enrollment, retention, utilization, satisfaction, and effects through consumer survey and electronic health records analysis for sample of participants and non-participants in four communities; provides qualitative perspectives through focus groups with participants and key informant interviews with providers and outreach partners to assess lessons learned and areas for program improvement	U.S. Department of Health and Human Services
George Washington University and Madigan Army Medical Center	RCT: Control does not enroll participants recruited (only <14 weeks gestation)	Department of Defense Telemedicine and Advanced Technology Research Center (TATRC)
George Washington University	Assess and exposure, awareness, cognitive and affective reactions to t4b messages; Identify direct effect of messages on attitudes, behaviors, knowledge, beliefs.	CareFirst BlueCross BlueShield
Emory University	Assess the receptivity of the program including barriers to adoption and continued usage in WIC population. Evaluate whether text messages increase women's knowledge of relevant topics and change behaviors.	Beaumont Foundation
National Latino Research Center	Increase early/adequate prenatal care via customized SD messages; Assess participant knowledge, attitude, and behavior change and potential effects on utilization of prenatal services; Assess cultural/linguistic appropriateness of Spanish messages for SD pop.	Alliance Health Foundation
AmeriChoice/United Healthcare	We will be examining the birth outcomes of a high risk cohort of members participating in the Healthy First Steps Programs.	United HealthCare Community and State

System Data

A lot of available information about user interaction with text4baby, including:

- How many people use/have used the service
- When people come in and out, relative to reported gestation/infant's first year and relative to external events (promotion)
- Who uses the service (based on zip and other demographic surveys we can put in)
- Why people choose to join or leave (using surveys)
- How people learn about text4baby (using surveys)
- What people like about text4baby (using surveys)



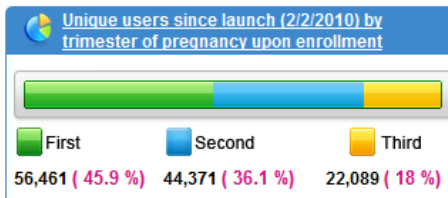
System Data: What do we know about user interaction with text4baby?



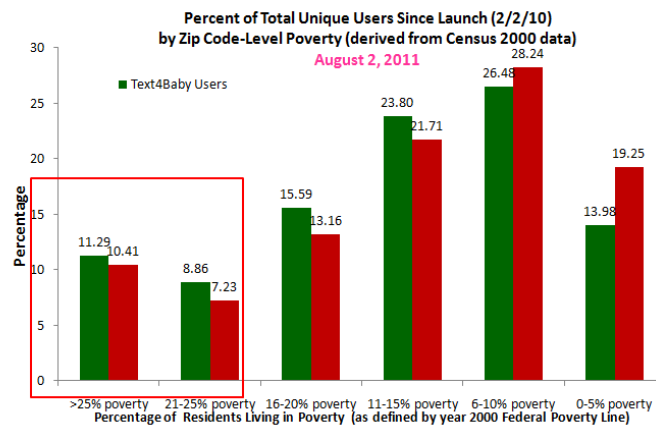
Fast facts:

Total number of unique users since launch (2/2/2010)	227,476
Total number of messages sent since launch (2/2/2010)	20,328,155
Average satisfaction rating for all unique users who responded to survey question (n= 11656)	7.84
Percent of unique users since launch (2/2/2010) who would refer a friend (n= 11656)	96.17 %

- Using the National Enrollment Dashboard we know:
 - Since launch in February 2010, over 227,476 unique users have enrolled in the text4baby program
 - Over 20 million text messages have been sent
 - When asked "Would you recommend the service to a friend," over 96% of respondents said that they would
 - Over 45% of users enrolled since launch have enrolled during the first trimester



System Data: Are we reaching our target audience?



Conclusions: Approximately 20% of text4baby users live (or lived, upon enrollment) in zip codes where more than 20% of the residents live in poverty. We have a higher percent enrollment in text4baby in the zip codes with highest levels of poverty, compared with the overall U.S. distribution. This supports that we are reaching our intended audience.

Goal: We would like to see a higher percentage of text4baby users in the >25% poverty range.



Qualitative Data: What do users think about t4b?

In May, 2011, text4baby staff spoke with users who responded to a text message we sent about being a potential spokesperson.

Users were asked to tell us what they liked best about text4baby. Answers included the following:

- Like getting reminders to do something (like talk to their Dr.)
- Like that the messages were timed to where they were in the process
- Liked the messages with resources in them and some said they save them
- Liked getting new information/ learning something, especially if it was their first baby
- Share the messages with baby's dad or friends
- Like the text format and convenience of it vs. looking something up online or reading a book.

Specific topics covered in text4baby that users mentioned by name included the hunger, poison control, Medicaid, and WIC hotlines and information on oral health, pertussis, labor signs, development milestones, vaccines/flu shot, prenatal screenings, breastfeeding, mental health, and car seat safety.



Qualitative Data: More User Testimonials

- Text4baby is "like someone checking on you. I think it's great." *Virginia*
- "Text4baby is like a best friend that knows a lot of information and a lot of people." *New York*
- "I really enjoy [text4baby] because it gives you insight on what to expect and everything that you need to know at the right time." *Alabama*
- "All the messages are right on the dot, and reminded me to ask my doctor questions." *Florida*
- "I made sure to ask my doctor for more info after getting the whooping cough message." *Georgia*
- "I really like it because it coincided with everything I was feeling. I took advantage of all the hotlines." *Michigan*
- "Messages are helpful, and they taught me things I didn't know, especially about what to feed my child." *Georgia*



Get Involved! Outreach Partner Benefits

- Become a formal partner by signing an MOU
- No cost to partners
- Resources available at www.text4baby.org including flyer art, tip sheets, boilerplate language, press release templates, and more.
- Free bilingual promotional materials while supplies last.
- Access to text4baby logo and Adobe InDesign art files for customization.
- Access to zip code-level data to track local enrollment.
- Promotion in Text4baby Tuesday, a weekly e-mail alert providing program updates.
- Technical assistance through HMHB.
- Recognition on the text4baby website & in select communications.
- Opportunity to be connected with your peers.



Free Promotional Materials



← Posters (3 designs)

Tear-off pads (4 designs)



Referral cards
(Spanish only
right now)



Order at <http://www.circlesolutions.com/text4baby>



Thank You!



Questions? Contact kmurphy@hmhb.org or visit
www.text4baby.org for more information

