

INFORMATION AND RESOURCES TAKEN FROM THE AIDS.GOV BLOG

# TEXT MESSAGING

## What is text messaging?

Text messaging is a way of sending information to and from cell phones and certain personal digital assistants (PDAs).

## Why would I use text messaging?

Text messages are easy to send, and allow peers and caregivers to connect to support and information.

## Who uses text messaging?

- By the end of 2008, nearly half the people in the world will have cell phones and the capability of receiving text messages.<sup>1</sup>
- 41 million Americans send text messages “almost every day” and in June 2007, Americans sent 28.8 billion text messages.<sup>2</sup>
- 71% of blacks have cell phones. Of these, half, on a typical day, use at least one non-voice data application such as text messaging.<sup>3</sup>
- 84% of English-speaking Latinos in the U.S. report having cell phones. Of these, 56%, on a typical day, use at least one non-voice data application such as text messaging.<sup>4</sup>

## How are people using text messaging to respond to HIV?

- To locate local HIV testing centers.
- To respond to questions about HIV.
- To remind patients of medical appointments.
- To help patients adhere to their medication schedules.

## What technology do I need to use text messaging?

You need a cell phone or PDA to receive and send text messages.

## Where can I learn more about text messaging?

Examples of text messaging resources include:

- Texting4Health: [www.texting4health.org](http://www.texting4health.org) 
- United Nations Foundation’s “Wireless Technology for Social Change”: [www.unfoundation.org/vodafone/communications\\_publication\\_series.asp](http://www.unfoundation.org/vodafone/communications_publication_series.asp) 
- WikiHow’s “How to Send a Text Message”: [www.wikihow.com/Send-a-Text-Message](http://www.wikihow.com/Send-a-Text-Message) 

Examples of text messaging campaigns addressing HIV/AIDS include:

- KNOWIT Campaign: [www.aids.gov/knowit.html](http://www.aids.gov/knowit.html)
- SexInfo: [www.sexinfosf.org](http://www.sexinfosf.org) 

<sup>1,2</sup> Richard Adler’s Texting4Health presentation, “The Landscape of Texting 4 Health: Technology, Applications, Policy Issues” (February 29, 2008), Available at: <http://www.texting4health.org/page2/page2.html>.

<sup>3,4</sup> Pew Internet & American Life Project, “Seeding the Cloud: What Mobile Access Means for Usage Patterns and Online Content” (March 5, 2008).