

## Connecting Kids to Coverage Teams Up with Text4baby



Connecting Kids to Coverage, the children's health coverage outreach initiative of the Center for Medicaid and CHIP Services, is partnering with text4baby, a free national service that provides pregnant women and new mothers text messages on health care topics that are timed to their due date or their baby's first birthday. As a result of the partnership, text4baby has refined the messages it sends to users about the importance of health coverage and how eligible children can enroll in Medicaid and CHIP. Text4baby also sends mothers messages about the need for good oral health care and how to care for an infant's gums and teeth.

Through our joint efforts, many pregnant women and new mothers will be able to get the health information and the health coverage they need for themselves and their children. We encourage all our outreach partners to consider ways to provide mothers free text messages on important health care issues at the same time they help families enroll in Medicaid and CHIP.

Outreach partners across the country are already working on these two tracks:

- In Oklahoma, SoonerCare is promoting text4baby along with the children's health coverage outreach efforts they conduct with community partners and Tribes. There is also an effort underway to integrate text4baby enrollment into the electronic process many Oklahoma hospitals are using to enroll newborns in Medicaid. [Click here](#) to see how enrolling newborns electronically gets them covered in the first days of life.
- The Michigan Primary Care Association promotes text4baby alongside Medicaid and CHIP enrollment at outreach events and on [flyers](#).
- The Florida Department of Health, Office of Vital Statistics, printed sign-up information for both text4baby and Florida Healthy Kids (Medicaid and CHIP) on the envelopes used to send birth certificates home to families of newborns.

Here are several resources for more information:

- [Connecting Kids to Coverage and Text4Baby: A New Partnership that Clicks!](#) - Read the blog post by Cindy Mann, Director of the Center for Medicaid and CHIP Services, on momsrising.org about this exciting partnership. You can also find links to stories from text4baby users who enrolled their children in health coverage and from outreach partners who work directly with families.
- [Click here](#) to find out how text4baby works and how it was implemented.

- Check out a new tool designed to support your outreach to families in your community. Download and print [this card](#) that will help pregnant women and new mothers sign up for text4baby and link them to free or low-cost health coverage through Medicaid and CHIP.
- Listen to [this webinar or view the slides](#) to find out more about how States and community-based organizations have jointly promoted text4baby and enrollment in Medicaid and CHIP.
- Visit the [text4baby website](#) to take advantage of recent webinars, hosted by text4baby, highlighting how organizations around the country are undertaking outreach with the dual goal of linking mothers to text4baby and enrolling eligible women and children in Medicaid and CHIP.
- [Read the February 2012 press release](#) announcing the Connecting Kids to Coverage/text4baby partnership.
- For more strategies to enhance your outreach efforts, [click here](#).

Text4baby has stepped up to the Connecting Kids to Coverage Challenge! In doing so text4baby joins a growing national effort focused on getting eligible children enrolled in Medicaid and CHIP and keeping them covered for as long as they qualify. [Learn more](#) about the Challenge and how you can step up too!

