

An Introduction to Text4baby



text4babySM

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

What is text4baby?

Text4baby is a free mobile information service designed to promote maternal and child health. An educational program of the [National Healthy Mothers, Healthy Babies Coalition \(HMHB\)](#), text4baby 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.

Text4baby is the largest national mobile health initiative to date and is being launched by an unprecedented group of public and private partners, including the White House Office on Science and Technology Policy, and U.S. Department of Health and Human Services, and the Department of Defense Military Health System.



Text4baby Program Goals

- Demonstrate the potential of mobile health technology to address a critical national health priority: maternal and child health.
- Demonstrate the potential of mobile health technology to reach underserved populations with critical health information.
- Develop a base of evidence on the efficacy of mobile health interventions.
- Catalyze new models for public-private partnerships in the area of mobile health.

Text4baby Founding Partners

- National Healthy Mothers, Healthy Babies Coalition
(lead partner + content + program coordination)
- Voxiva
(technology infrastructure + program coordination)
- CTIA-The Wireless Foundation
(coordination with mobile operators)
- Johnson and Johnson
(founding sponsor)
- Grey Healthcare Group (a WPP company)
(marketing + PR)



Sponsors

Founding Sponsor

Johnson & Johnson

Premier Sponsors

CareFirst 
BlueCross BlueShield


WELLPOINT.


Pfizer

Text4baby Partners

Federal Government Partners:

- White House Office on Science and Technology Policy
- U.S. Department of Health & Human Services
- U.S. Department of Defense Military Health System
- Consumer Product Safety Commission

Implementation Partners:

- BabyCenter
- Danya International
- The George Washington University
- Keynote Systems
- Syniverse Technologies
- WellPoint

Media Partners:

- MTV Networks

Outreach Partners:

- Over 400 including national, state, and local-level organizations and health plans



Text4baby Mobile Operator Partners

Alltel

Assurance Wireless

AT&T

Bluegrass Cellular

Boost Mobile

Cellular South

Cellcom

Centennial Cellular

Cincinnati Bell

Cricket

Metro PCS

N-Telos

Nex-Tech Wireless

Sprint Nextel

T-Mobile

U.S. Cellular

Verizon Wireless

Virgin Mobile USA

Participating mobile operators have agreed to deliver text4baby to their subscribers **at no charge**. This is the first time this has been done for a mobile health service in the U.S.



National Launch – February 4th, 2010

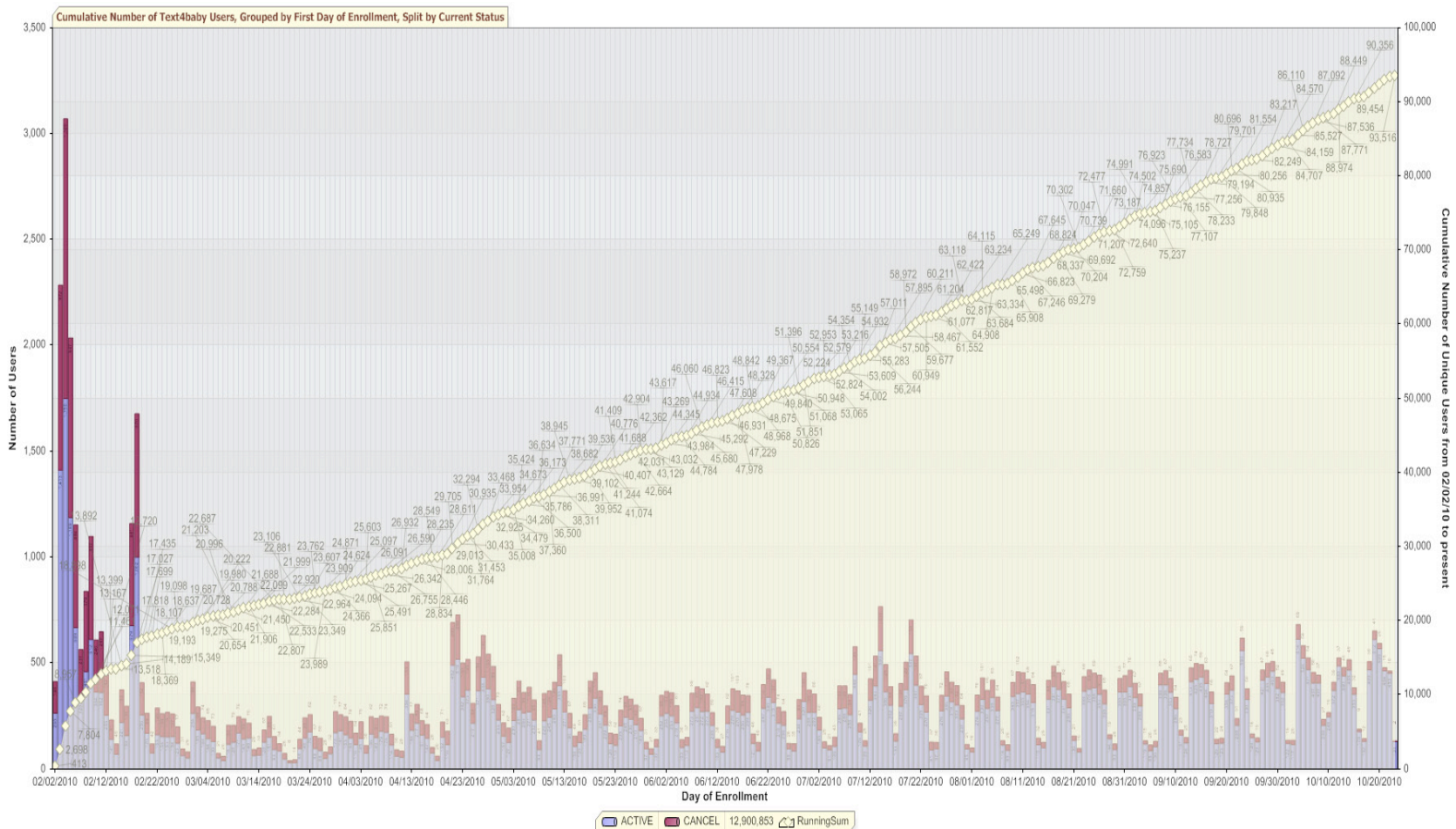
“Text4baby is the first free mobile health service to be taken to scale in the United States... We know that mobile phones hold tremendous potential to inform and empower individuals. Text4baby represents an extraordinary opportunity to expand the way we use our phones, to demonstrate the potential of mobile health technology, and make a real difference for moms and babies across the country.”



U.S. Chief Technology Officer
Aneesh Chopra

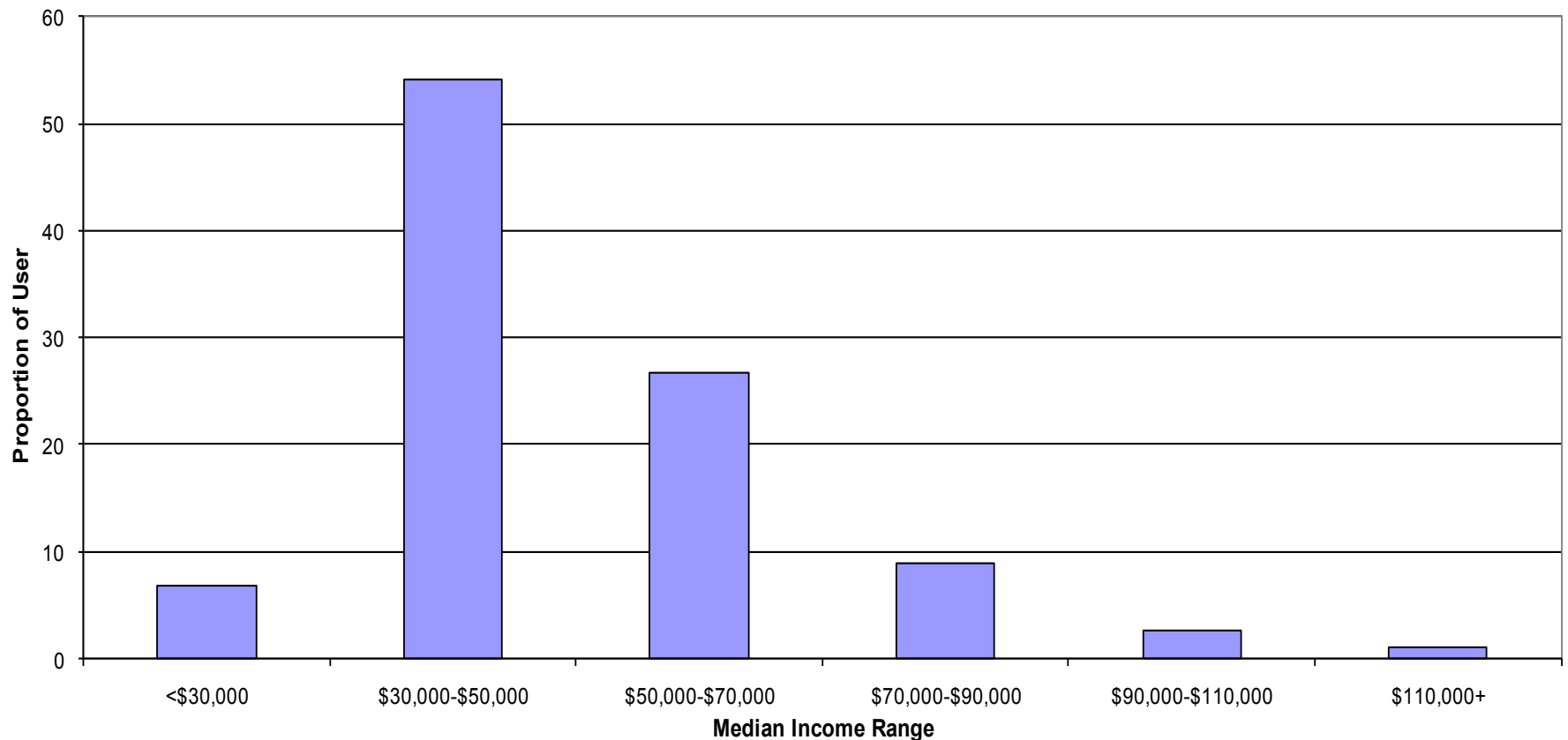
Text4baby Enrollment – 11/26/10

- ~ 110,000 cumulative unique users since Feb. 2, 2010
- Over 6 million messages sent
- More than 96% would recommend t4b to a friend



Zip code analysis (conducted in October 2010) of all text4baby users shows that **61% of users are in zip codes with household median incomes less than \$50,000.**

Proportion of User in Zipcodes with Median Income Range



Media Coverage



Service and Content

How it works



**User registration
via text or website**

**Text BABY or
BEBE to 511411**



**User gives zip and
due date/DOB**



**If pregnant, starter-
pack of 6 key
messages**



Free tips 3x/week



**Ends if text STOP or
baby's 1st b-day**

About the Service

▪ Access

- Text4baby is available to anyone who has a cell plan with one of the participating carriers.
- Text4baby will work on pre-paid phones on any of the participating networks.
- If user's carrier is NOT participating in text4baby, the messages are blocked (she won't be charged).
- If texting capabilities are turned OFF on a phone, she will not be able to send or receive the messages. She should call her carrier to have the service turned on.

▪ Cost

- There is no cost to user, even if she does not have a text message plan with her mobile service provider.
- If user does have a text plan, text4baby will not deduct from the total number of texts she pays for with her regular plan.



About the Service

- **Updates**

- Close to due date, there are messages instructing the user to text UPDATE to update her baby's date of birth in the system so she can continue receiving the infant messages.

- **Privacy & Security**

- All user data is encrypted and stored on HIPAA-compliant secure servers.
- HMHB does not sell or share any personally-identifiable user data with any third parties.

- **Quit and Help**

- Users can text STOP to quit service. We are unable to ask why users quit.
- Users can text HELP for technical assistance.



Content

- Messages do not include any product promotions. The content is purely educational and scientifically accurate.
- Content developed by HMHB in collaboration with:
 - Department of Health and Human Services (HHS)
 - Centers for Disease Control and Prevention (CDC)
 - National Institute of Child Health and Human Development (NICHD)
 - Health Resources and Services Administration (HRSA)
 - Physicians, nurses, certified nurse midwives, and topic-specific specialists

Content Reviewers

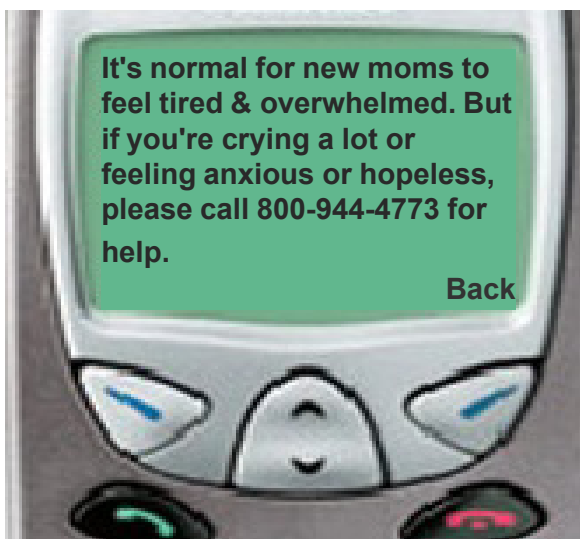
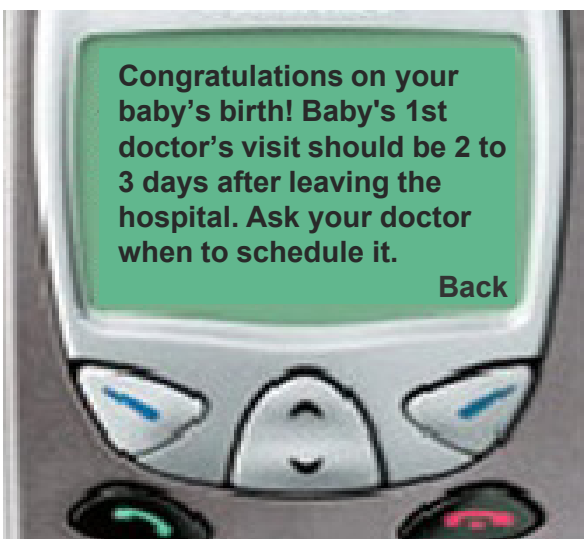
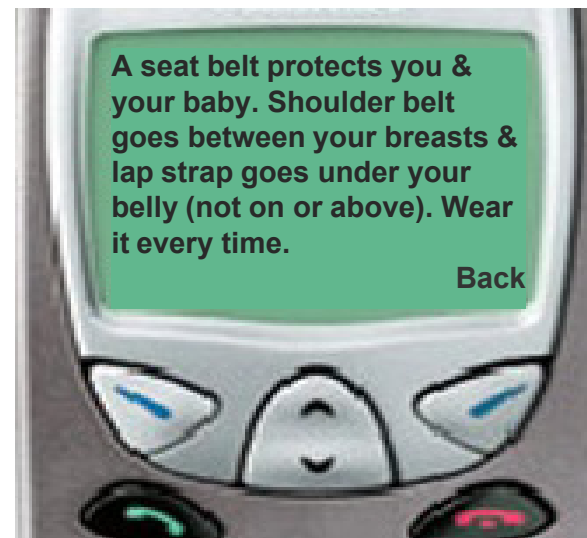
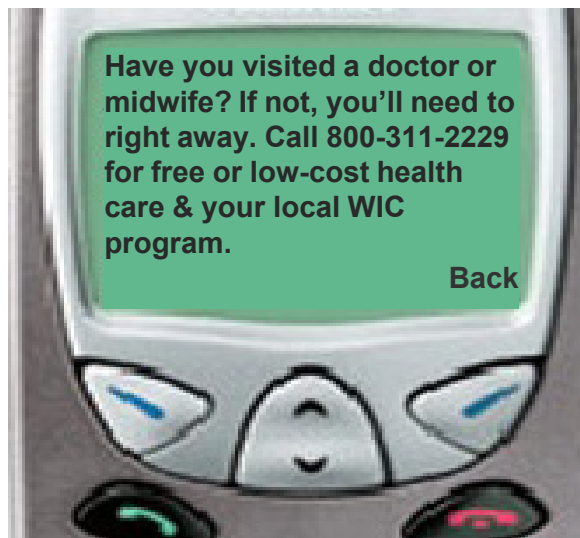
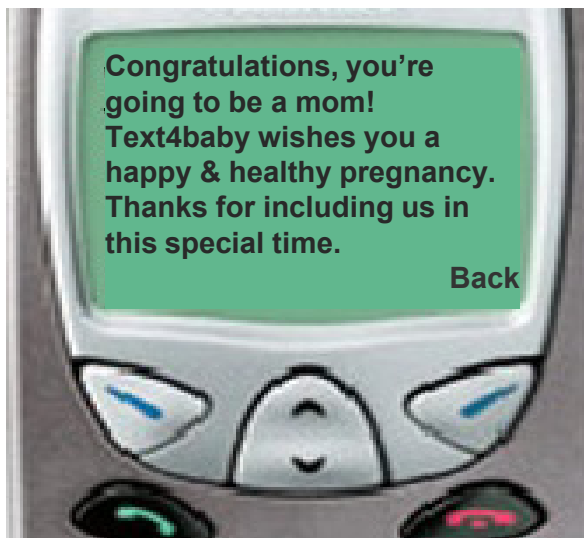
- OB/GYN
- Nurse-Midwife
- Pediatricians
- Medical epidemiologists
- Mental health professionals
- Nutritionists
- Nurses
- Lactation Consultant
- Clinical geneticist

Topics Covered

Topic areas focus on topic areas critical to maternal and infant health, including:

- Health Care Access
- Immunization
- Nutrition
- Prenatal Care
- Drugs and Alcohol
- Emotional Well-being
- Smoking Cessation
- Labor & Delivery
- Feeding
- Flu
- Breastfeeding
- Mental Health
- Car Seat Safety
- Safe Sleep
- Oral Health
- Pregnancy symptoms & warnings
- Exercise
- Developmental Milestones
- Family Violence

Sample Messages



Text4baby Outreach Partners



Partnership Benefits

- Outreach Partners are instrumental in getting the word out about text4baby to the women they serve. MOU with HMHB to signify commitment to promotion.
- Access to Partner Portal at <http://text4baby.ning.com> with flyer art, web banners and buttons, boilerplate language, press release template, and more.
- Text4baby Tuesday, a weekly e-mail alert providing program updates.
- Free promotional materials (posters & tear-pads) while supplies last.
- Access to text4baby logos and Adobe InDesign art files for customization.
- Recognition on the text4baby website & in select communications.
- Technical assistance through HMHB/Voxiva.



Promotional Materials

She's one smart mom
She's got **text4baby**



Text BABY to 511411
Get **FREE** messages on your cell phone to help you through your pregnancy and your baby's first year.



text4baby™
text4baby.org

Leading Sponsor
Johnson & Johnson
Premier Sponsors
WELLPOINT Pfizer CARDINAL HEALTH
A free service of the National Healthy Mothers, Healthy Babies Coalition
Powered by VOXIVA

Es una mamá inteligente
Utiliza text4baby

Envía BEBE al 511411
Recibe mensajes **GRATIS** en tu teléfono que te ofrecerán ayuda durante tu embarazo y el primer año de tu bebé.




Un servicio gratuito de National Healthy Mothers, Healthy Babies Coalition
text4baby™ text4baby.org

Las compañías participantes incluyen Alltel, Assurance Wireless, AT & T, Boost Mobile, Cellular South, Cellcom, Centennial Cellular, Cincinnati Bell, Cricket, Metro PCS, N-Telos, Sprint Nextel, T-Mobile, U.S. Cellular, Verizon Wireless y Virgin Mobile USA. Si usted vive en un país que no ha sido incluido en los mensajes de text4baby por favor, por favor póngase en contacto con su proveedor de servicios móviles.



text4baby™

text BABY to 511411
www.text4baby.org



Envía BEBE al 511411
recibe mensajes **GRATIS** en tu teléfono que te ofrecerán ayuda durante tu embarazo y el primer año de tu bebé.

text4baby™
text4baby.org

Safe Sleep
Breastfeeding
Car Seat Safety
Nutrition
Infant Care
FLU
Postpartum Depression
quitting Smoking
Milestones
Prenatal Care
Oral Health
Infant Feeding
Exercise
Labor & Delivery
Immunization



Outreach Partner Activities

Sample Promotional Activities Include:

- Mass emails
- Posters in health clinics/exam & waiting rooms
- E-newsletter or print newsletter
- In-person conferences or “baby shower” events
- Home visiting programs
- Hospitals and private doctor offices
- Referral card distribution
- “Hold” messages
- Medicaid member enrollment letters/mailings
- Birth certificate mailings
- Media events



Do your patients know about text4baby?

Expectant and new moms can get health information delivered free to their mobile phones through an innovative service called text4baby. An educational program of the National Healthy Mothers, Healthy Babies Coalition, text4baby provides women with information during pregnancy and through baby's first year to help mothers care for their health and give their babies the best possible start in life.

How text4baby works

Women who sign up for the service by texting **BABY** (or **BEBE** in Spanish) to 511411 receive free text messages each week, timed to their due date or baby's date of birth. Messages focus on a variety of topics critical to maternal and child health, including:

- Baby's check-ups
- Breastfeeding
- Car seats
- Developmental milestones
- Immunization
- Mental health
- Nutrition
- Oral health
- Safe sleep
- Safety
- Seasonal flu
- Smoking cessation

Text4baby messages also connect women to prenatal and infant care services as well as other resources. Messages are provided free of charge by the wireless industry. While not everyone has access to the Internet, 90% of Americans have a mobile phone.

Sharing text4baby with your patients

The National Healthy Mothers, Healthy Babies Coalition is working with a broad range of partners that are encouraging women to take advantage of the free service. These include the American Academy of Pediatrics, Association of Women's Health, Obstetric and Neonatal Nurses and National Association of Pediatric Nurse Practitioners. We invite you to promote text4baby to your patients with free materials that we provide, such as posters and tear pads!

Text4baby partners

Text4baby represents an unprecedented public-private partnership that includes government, corporations, academic institutions, professional associations, tribal agencies and non-profit organizations. Founding partners are the National Healthy Mothers, Healthy Babies Coalition, Voxiva, CTIA - The Wireless Foundation and Grey Healthcare Group (a WPP company). Johnson & Johnson is the founding sponsor, and premier sponsors include WellPoint, Pfizer and CareFirst BlueCross BlueShield. U.S. government partners include the White House Office of Science and Technology Policy, the Department of Health and Human Services and the Department of Defense Military Health System. The mobile health platform is provided by Voxiva and free messaging services are generously provided by participating wireless service providers. Implementation partners include BabyCenter, Danya International, Syniverse Technologies, Keynote Systems and The George Washington University. MTV Networks is a media sponsor.

For more information, contact us at info@text4baby.org or visit text4baby.org



text4baby handout 3

American Academy of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™

Outreach efforts to 60,000 members through 59 chapters.



Screenshot of the American Academy of Pediatrics website showing the Family Resources section. The page features a navigation menu with options like About Us, Materials, Putting Bright Futures to Work, Education, Family Resources, Multimedia, Clinical Practice, and Contact Us. The main content area is titled "Family Resources" and includes a "Multimedia Gallery" with a video titled "Pediatric Nurse Practitioners discuss the value of using Bright Futures in primary care." Below this is a "Sign up for Bright Futures newsletters" section. The "Family Resources" section also includes a link to "Download the Health Promotion Handout on Partnership with Families Handout (244 KB)" and a description of the "Text4Baby Program—a free mobile information service." The page footer includes the text "Bright Futures Activity Book in English and Spanish".



Outreach efforts to 90,000 moms through Medicaid plans in 18 states.

Are you pregnant or a new mom?

There's a **FREE** service to help you!




Text4baby is a free service to help you through your pregnancy and baby's first year of life.

Get FREE text messages on your cell phone each week. The text4baby messages will give you tips about:

- Keeping healthy
- Labor and delivery
- Breastfeeding
- The importance of shots
- Exercise and healthy eating
- And much more

Give your baby the best possible start in life. Sign up for text4baby.

To sign up for text4baby

Simply **text** the word **BABY** to **511411**.



You will be asked for a participant code after you sign up. The participant code is **HFS**. This code will let text4baby know that you are a member of our health plan. It will also let us know you signed up for the service.

Text4baby is an educational program of the National Healthy Mothers, Healthy Babies Coalition.

You can also go to **www.text4baby.org** to:

- sign up for **text4baby**
- learn more



She's one smart mom

She signed up for **text4baby**

100-4163 4/10
Healthy First Steps™ is an outreach partner of text4baby.

DIRECTORY

eye

Es una mamá inteligente

Utiliza **text4baby**



Envía **BEBE** al **511411**

Recibe mensajes **GRATIS**
en tu teléfono que te ofrecerán
ayuda durante tu embarazo
y el primer año de tu bebé.



text4baby
text4baby.org



Llámate a Primeros 5 Solano al 707-784-1332
o visita a www.first5solano.com para obtener
información sobre los recursos locales.



Un servicio gratuito de
servicio al cliente, disponible
7 días a la semana.
Financiado por AC 41948

www.text4baby.com

Solano County, CA

CLEAR CHANNEL

Ready To Be
A Parent?

FREE text messages
for healthy pregnancies
& babies



TEXT
BABY

(BEBE en Español) to

511411
to sign up



Jesse Lozano
"Hey Ho Jesse"

001650

San Diego, CA

FAIRWAY



Pregnant?

Text **BABY** to **511411**
for **FREE** helpful advice.

www.text4baby.org



POWERED BY
VIRVA



SMART
BEGINNINGS
Martinsville & Henry County

McC
Premium
Cof

Martinsville, VA

07/07/2010 07:31 AM



She's one smart mom She's got **text4baby**

Text **BABY** to **511411**

Get **FREE** messages on your cell phone to help you through your pregnancy and your baby's first year.



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

text4baby text4baby.org

Participating carriers include AT&T, Assurance Wireless, AT&T World Mobile, Cellular South, Cellcom, Centennial Cellular, Cincinnati Bell, Cricket, Metro PCS, T-Mobile, Sprint Nextel, T-Mobile U.S., Cellular, Verizon Wireless, and Virgin Mobile USA. If you believe you have been charged for text4baby messages in error, please contact your service provider.

Sponsored in partnership with the Aetna Foundation.
For more information, call 311 or visit nyc.gov/health/pregnancy

Messages are only available in English and Spanish

Los mensajes solo están disponibles en inglés y español

Message disponible uniquement en français et en espagnol

僅備有英文和中文版本訊息

메시지는 영어와 스페인어로만 제공됩니다

توفر الرسائل بالفرنسية والإنجليزية فقط

Сообщения только на английском и испанском



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



Michael R. Bloomberg
Mayor

Department of Health & Mental Hygiene

Thomas Farley, M.D., M.P.H.
Commissioner



Es una mamá inteligente Utiliza **text4baby**

Envía **BEBE** al **511411**

Recibe mensajes **GRATIS** en tu teléfono que te ofrecerán ayuda durante tu embarazo y el primer año de tu bebé.



Un servicio gratuito de National Healthy Mothers, Healthy Babies Coalition

text4baby text4baby.org

Los compañías participantes incluyen AT&T, Assurance Wireless, AT&T World Mobile, Cellular South, Cellcom, Centennial Cellular, Cincinnati Bell, Cricket, Metro PCS, T-Mobile, Sprint Nextel, T-Mobile U.S., Cellular, Verizon Wireless y Virgin Mobile USA. Si usted cree que le han cobrado los mensajes de text4baby por error, por favor póngase en contacto con su proveedor de servicios móviles.

Patrocinado en colaboración con la Fundación Aetna.
Para obtener más información, llame al 311 o visite nyc.gov/health/pregnancy

Messages are only available in English and Spanish

Los mensajes solo están disponibles en inglés y español

Message disponible uniquement en français et en espagnol

僅備有英文和中文版本訊息

메시지는 영어와 스페인어로만 제공됩니다

توفر الرسائل بالفرنسية والإنجليزية فقط

Сообщения только на английском и испанском



Un servicio gratuito de National Healthy Mothers, Healthy Babies Coalition



Michael R. Bloomberg
Alcalde

Departamento de Salud y Salud Mental

Thomas Farley, M.D., M.P.H.
Comisionado

NYC Birth Certificate Inserts (est. 150,000 / year)

State CMS Involvement

- Joining existing state-level text4baby coalitions
- Promoting text4baby through enrollment and eligibility letters
- Discussing text4baby during case management calls or other interactions
- Including information about text4baby in newsletters to staff, partners, and enrollees

Interested in partnership?

Contact info@text4baby.org for more information.

Visit the Partner Portal at <http://text4baby.ning.com>

