



text4baby<sup>SM</sup>

# Virginia Implementation Team

- Formed to gain the largest reach and have a concentrated outreach effort
- Members identified based on population served, level of influence, and potential reach
- Members of the Health Commissioner's Workgroup on Infant Mortality and other key Maternal Child Health partners
  - INOVA and Sentara Norfolk Health System
  - Healthy Start Programs and WIC
  - Virginia Sections of American Congress of Obstetrics and Gynecology (ACOG), American Academy of Pediatrics (AAP), Association of Women's Health Obstetric and Neonatal Nurses (AWHONN)
  - Department of Medical Assistance Services

# Virginia Implementation Team Outreach Plan Development

- Multiple teleconferences with Healthy Mothers Healthy Babies and Voxiva participated
  - Gain support of the project
  - Work through logistical details
  - Brainstorm on outreach strategies
  - Commitment to activities
  - Development of the outreach plan
- Face to Face Meeting with all members and other stakeholders (October 2009)
- Beta Testing (November 2009)
- Statewide Press Release (February 2010)

# Virginia Outreach Plan

**Inova Health System** – email information to all obstetrical providers working in the Inova Health System.

**Sentera** – promote and participate in the project through the hospital obstetrical staff and outreach to patients; participate in the beta testing.

**WIC** – Promote the project to participants in clinics and display promotional material.

**Virginia Chapter, AAP** – email information to all members.

**Virginia Section, ACOG** – email information to all of members (> 880).

**Virginia Section, AWHONN** – email information (>800); announced at the statewide meeting and conference to be held October 12-13, 2009.

**Richmond City Healthy Start Initiative** – distribute promotional materials to all clients; brief the Executive Committee regarding project; participate in the beta testing.

**Virginia Healthy Start Initiative/Loving Steps** – distribute promotional materials to all clients in the three sites of Norfolk, Petersburg, and Westmoreland County; will provide briefing to staff at next quarterly meeting in October; participate in the beta testing.

**Department of Medical Assistance Services/Medicaid and CHIP** – combined outreach efforts for Medicaid and FAMIS pregnant women in both fee for service and Managed Care.

# Virginia Medicaid/CHIP Involvement

## Two levels of involvement:

### 1. Fee for Service

- Website linkages to Text4baby
- Materials-letter sent to all pregnant women which included information on how to enroll in Text4baby

### 2. Managed Care Organizations (MCOs)

- Various types of outreach within each MCOs

# Virginia Medicaid/CHIP Outreach

## Website Linkages

- Add information to website
- Put under What's New section of DMAS site
- Include on Staying Healthy FAMIS site

## Materials

- Include in letters sent to all pregnant women including Medicaid and FAMIS MOMS (CHIP for pregnant woman)
- Make materials available to both eligibility entry points (local Department of Social Services and Central Processing Unit)

## Training

- Training conducted at both eligibility entry points
- BabyCare Provider training

# Virginia Medicaid Managed Care Outreach

- Included information in prenatal mailings
- Included information when making home visits to pregnant members
- Added information to website
- Included a Text4baby article in member newsletters
- Trained customer service reps to talk to pregnant women about how to enroll

# 5,000 women...and counting

**Congratulations Virginia!** That's how many pregnant women and new moms have signed up to receive FREE text messages from **Text4Baby** since the program began in February 2010.

Virginia currently has the 5th largest enrollment in the nation and while that's reason for celebrating, let's keep the momentum going. Please share this with your community partners and advocates to remind them to spread the word so that every expectant and new mom can learn what she needs to know to have a health pregnancy and a healthy baby.

**Text4Baby** is an initiative of the National Healthy Mothers, Healthy Babies Coalition in partnership with the Virginia Department of Health, Department of Medical Assistance Services, managed care organizations, and community and private partners.



Women sign up for the service by texting **BABY** to **511411** (or BEBE for Spanish) and receive three FREE text messages each week prior to their due date and during their baby's first year of life.

Visit [www.text4baby.com](http://www.text4baby.com) for more information.

