



Text4baby Tool Kit

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Text4baby Overview



Text4baby is the first mobile information service designed to promote maternal and child health through text messaging. Text4baby is a free service of the nonprofit National Healthy Mothers, Healthy Babies Coalition (HMHB) and was created in collaboration with Founding Sponsor Johnson & Johnson, and founding partners Voxiva, The Wireless Foundation, and Grey Healthcare Group (a WPP company).

Women who text BABY (or BEBE for Spanish) to 511411 receive three free text messages a week, timed to their due date or their baby's birth date, through pregnancy and up until the baby's first birthday. The messages address topics such as labor signs and symptoms, prenatal care, urgent alerts, developmental milestones, immunizations, nutrition, birth defect prevention, safe sleep, safety, and more. Text STOP to discontinue messages or HELP for help at any time.

Signing up for Text4baby is easy and just takes a few minutes. Follow these easy steps, or you can sign up online.

- Text BABY (or BEBE for Spanish) to 511411.
- When prompted, enter your due date and zip code.
- That's it! Now tell your friends and family!

You can cancel the service at any time by texting STOP or HELP for technical assistance. Text UPDATE to change your due date or baby's birthday.

Set Up Free Appointment Reminders with Text4baby

- Text REMIND (or CITA for Spanish) to 511411.
- Enter appointment date. Enter 7/7/2014 as 07072014.
- Enter appointment description with time, place and purpose (ex. 3pm apt w Dr Parker).
- Reminder text will be sent three days before and the morning of appointment.
- You can set up as many reminders as you need, at any time.

Oregon Registration Numbers for 2014



County of Residence	Total Births*	T4 Baby Registrations	% of Births that Registered for T4B
Total	45,330	1064	2%
Baker	166	4	2%
Benton	736	6	1%
Clackamas	4,069	56	1%
Clatsop	405	16	4%
Columbia	489	9	2%
Coos	621	43	7%
Crook	221	8	4%
Curry	132	2	2%
Deschutes	1,778	69	4%
Douglas	1,100	52	5%
Gilliam	18	1	6%
Grant	62	1	2%
Harney	88	0	0%
Hood River	304	15	5%
Jackson	2,283	69	3%
Jefferson	276	10	4%
Josephine	862	42	5%
Klamath	789	13	2%
Lake	80	0	0%
Lane	3,665	77	2%
Lincoln	427	13	3%
Linn	1,430	60	4%
Malheur	388	11	3%
Marion	4,377	72	2%
Morrow	163	1	1%
Multnomah	9,436	218	2%
Polk	852	11	1%
Sherman	19	1	5%
Tillamook	255	1	0%
Umatilla	1,015	17	2%
Union	286	3	1%
Wallowa	56	1	2%
Wasco	306	25	8%
Washington	7,025	106	2%
Wheeler	10	0	0%
Yamhill	1,138	31	3%

- Counties where 0% of mothers registered for T4B
- Counties where 1-4.9% of mothers registered for T4B
- Counties where 5-9.9% of mothers registered for T4B
- Counties where 10%(or more) mothers registered for T4B

What we know:

- Only 2% of births in 2013 connected to the Text4baby program
- 4 counties had no one connect to Text4baby
- Most counties ranged from 1-5% involvement in the program

What we do not know:

- If new mothers are more apt to apply for Text4baby than mothers who have had children before.
- There could be more than one registration per birth, so these numbers assume one registration per birth.

These are adapted from the Text4baby Facebook page (<https://www.facebook.com/text4baby>). They have lots of great messages re: all different aspects of pregnancy and parenting on their page. Feel free to share other messages from their page.

Text4baby: Flu Messages for Facebook:

1. Are you #pregnant or planning to become pregnant? A pregnant woman who gets the flu is at risk for serious complications and hospitalization. Get a flu vaccine to protect you and your baby today. Info: www.text4baby.org
(With Rite Aid Image attached, see Fig 1)
2. Text4baby is partnering with Rite Aid Pharmacy and Johnson & Johnson for the second year to offer Text4baby moms free flu shots! Sign up for Text4Baby by texting BABY to 511411, and you will receive a message on how to get your coupon. Info: www.text4baby.org

Text4baby: Join Messages for Facebook:

1. (With T4B Infographic attached, see Fig 2) Oregon Public Health Division is a Text4baby outreach partner! Share this helpful picture on how to sign up for Text4baby (by texting the word BABY or BEBE for Spanish to 511411) and what types of text messages you'll receive. Please help us share Text4baby with other moms and pregnant women today! <http://visual.ly/text4baby>

Figure 1



<https://www.facebook.com/text4baby>



text4baby



text4baby
@mytext4baby



Text4baby App available for Apple and Android

Figure 2



Sample Text4baby Text Messages:



Pregnancy

- Free t4b msg: Morning sickness may be caused by a change in your hormones. Try eating crackers or dry cereal. Eat small meals often. Don't go without eating.
- Free msg: Have you visited a Dr. or midwife (CNM/CM)? If not, make an appointment now. Call your health plan. Or 800-311-2229 to connect to low-cost care.
- Free t4b msg: Your baby is growing a lot! Baby is now the size of a lime & can open its mouth & move its tiny hands.
- Free msg: If you have any signs of preterm labor--cramps, belly tightening, low back pain, bleeding, or watery, pink/brown discharge--call your Dr. right away.
- Free msg: A seat belt protects you & your baby. Shoulder belt goes between your breasts & lap strap goes under your belly (not on or above). Wear it every time.
- Free t4b msg: Are you really in labor? Real labor won't stop when you lie down or walk around. In real labor, the pains get worse & happen more often.

New baby

- Free msg: It's time for baby's 1-month Dr.'s visit. Your baby had blood tests right after she was born. At this visit, ask your Dr. for the results.
- Free msg: Not sure if your car seat is installed right? Get it inspected. Department of Transportation can help. Call 888-327-4236 for locations near you.
- Free msg: Your baby's mouth needs cleaning now—even before the first tooth! Wipe your baby's gums each day with a wet washcloth or use a soft baby toothbrush.
- Free msg: Worried about keeping baby warm at night? Infant pajamas & infant sleep sacks are safe for baby to wear to sleep. But no loose blankets in the crib.
- Free msg: Babies can get very sick from the flu. You & everyone who cares for your baby should get the flu shot during flu season. Call 800-232-4636 for info.
- Free msg: Have you gone back to work? It can be tough. Take it one day at a time & know you're not alone in this balancing act.



CSUSM Researchers Conduct National Survey Demonstrating Positive Impact of Text4baby Service

<https://www.text4baby.org/index.php/news/462-csusm-researchers-conduct-national-survey-demonstrating-positive-impact-of-text4baby-service>

2013 National Survey of Text4baby Participants

<http://www.csusm.edu/anthropology/docsandfiles/Text4baby.pdf>

Who sponsors/supports/pays for Text4Baby?

- Text4baby is a free service of the nonprofit National Healthy Mothers, Healthy Babies Coalition (HMHB),
- The Founding Sponsor is Johnson & Johnson.
- Founding partners include Voxiva, The Wireless Foundation and Grey Healthcare Group (a WPP company).
- Text4baby's public-private partnership also includes over 1,200 national, state and local organizations including the American Academy of Pediatrics, American College of Obstetricians and Gynecologists and Centers for Disease Control and Prevention.

Consumer products of the Johnson & Johnson Company can be found here:

<http://www.jnj.com/healthcare-products/consumer>

On the side bar of this page, you can also search other product lines (such as prescriptions, medical equipment, etc) that Johnson & Johnson own.

Johnson & Johnson is the Founding Sponsor for Text4baby and made a multi-year commitment to the National Healthy Mothers, Healthy Babies Coalition (HMHB) to enable and expand text4baby, including an operations budget, outreach and delivery expertise, and knowledge-sharing activities. The corporation does not, however, have any influence on the content of the Text4baby messages nor are there any product advertisements sent out through the Text4baby service. Furthermore, Text4baby protects the privacy of all of its users and does not sell or distribute any personal data to Johnson & Johnson or any other corporation.

Text4baby Evaluation and Research Page: <https://text4baby.org/index.php/about/data-and-evaluation>



NEWSLETTER ARTICLE (335 words)

Text4baby Drop-in Article Draft

The Oregon Health Authority joined the Multnomah County Health Department, CareOregon, Lane County Health Department, Harney District Hospital and several other agencies throughout Oregon as a Text4baby outreach partner in 2014. As a partner, we are working to promote the FREE health text messaging service for moms throughout the state.

Pregnant women and moms with babies under one year can get health information delivered free to their mobile phones through an innovative program called text4baby. An educational program of the National Healthy Mothers, Healthy Babies Coalition (HMHB), text4baby provides women with information to help them care for their health and give their babies the best possible start in life. Women who sign up for the service by texting BABY to 511411 (or BEBE in Spanish) receive free SMS text messages each week, timed to their due date or baby's date of birth. The messages provide essential health information about prenatal care, immunizations, safe sleep, avoidance of substance abuse, well- baby care, injury prevention and other critical health and safety issues. Text4baby is reaching women who need health information the most at a time when it's crucial, through a medium that is easy, convenient and standard for the 81% of adult women in the U.S. who have cell phones. Since the program launched in 2010, text4baby has reached hundreds of thousands of moms with accurate and timely health information that mothers need, and the service is making a difference. Research has found that text4baby is increasing users' health knowledge, facilitating interaction with their health providers, improving their adherence to appointments and immunizations, and improving their access to health services.

Text4baby is made possible through a broad, public-private partnership that includes government, corporations, academic institutions, professional associations, non-profit organizations, and more. Founding partners include National Healthy Mothers, Healthy Babies Coalition, Voxiva, CTIA – The Wireless Foundation, and Grey Healthcare Group (a WPP company) and text4baby's Founding Sponsor, Johnson & Johnson.

For more information, go to www.text4baby.org or email info@text4baby.org.

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NEWSLETTER BLURB: FLU VACCINES AND TEXT4BABY:

Great news! Text4baby, Rite Aid Pharmacy, and Johnson & Johnson are teaming up for a second consecutive year to help give moms access to free flu shots. Starting September 18, moms enrolled in Text4baby will receive a text message offering the free flu shot. After replying yes, she'll receive a coupon code that will allow her to redeem a free flu shot from any Rite Aid pharmacist. Last year, more than 2,000 Text4baby moms participated in this promotion. Help us spread the word this year so that even more moms have access to this critical vaccine! Tell moms and moms-to-be to text BABY to 511411 (or BEBE for Spanish) to sign up.

*Flu shots are available while supplies last



Become a **Text4baby** Outreach Partner!



Join the Oregon Public Health Division, Multnomah County Health Department, CareOregon, Lane County Health Department, Harney District Hospital and other outreach partners throughout the state!

1

Visit the Text4baby website at www.Text4baby.org, and click on the “Partners Click Here” button at the top of the screen. On the next page, choose what type of organization you represent.

2

You are then offered selections about where to go next.

Choose “Become a Partner.” You will then choose to become a “Friend” or an “Outreach Partner”.

T4B Friends get regular emails about promoting the service, and outreach partners receive access to more benefits.

Becoming a partner is **FREE!**

Outreach partners work to promote the **Text4baby** service with their clients and in their communities.

Benefits of Becoming a **Text4baby** Outreach Partner



- Access to Text4baby free promotional materials including posters, business cards, tearpads and more!
- Recognition as a partner on the Text4baby website, seen by individuals and partners nationwide.
- Access to enrollment data by zip code, county, and language.
- In Oregon, you are invited to join a statewide coalition to combine outreach efforts in your area.

For more information:

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Available Materials



In our office, we have the following materials we are willing to share with you and your agency. We order materials as often as we can and typically have a steady stock.

Item Descriptions:

Posters: 8.5 x 11, Glossy, available in English/Spanish

Tearpads: 3x5, Glossy, available in English/Spanish

Referral Cards: Business card size, Eng/Spanish double-sided



If your agency becomes a Text4baby Outreach Partner, you can receive these free material directly.