

# Oregon Text4Baby

## Spring Update- 2015

### Oregon Enrollment Update

In 2014, there were 45,026 live births in Oregon. 1,064 people registered for Text4baby in Oregon.

So far, in 2015, **386** people have registered for Text4baby. Of those, 15 registrants chose to receive messages in Spanish.

245 pregnant women have enrolled in Text4baby in 2015. The remaining registrations include:

New Moms: 114

Healthcare Provider/Observer: 11

Dad/Parent: 9

Relative/Friend: 6

The 2015 registrations span across 27 counties. The registration numbers, in general, reflect the populations of the counties. Multnomah (79), Washington (54), and Marion (38) had more registrations. Tillamook, Morrow and Baker county all have one registration for 2015.

Register for Text4baby here: [www.text4baby.org](http://www.text4baby.org)

### Oregon Partners



Baker County Health Department  
(Baker City, OR)

CareOregon

Clackamas County WIC (Oregon City, OR)

Clatsop County Department of Public Health (Astoria, OR)

Deschutes County Health Services (Bend, OR)

FamilyCare Health Plans (Portland, OR)

Fairhaven Health/Milkies (McMinnville, OR)

Head Start of Lane County (Springfield, OR)

Health Care Coalition of Southern Oregon (Medford, OR)

Lane County Public Health Division (Eugene, OR)

Linn-Benton Community College (Albany, OR)

Linn County Health Department (Albany, OR)

Lloyd Center Dental Care (Portland, OR)

Malheur County Health Department (Ontario, OR)

Moda Health

Multnomah County Health Department (Portland, OR)

North Central Public Health District (The Dalles, OR)

Oregon Health Authority-Public Health Division (Portland, OR)

PacificSource Health Plans (Bend, OR)

Regence Blue Cross Blue Shield (Portland, OR)

Umpqua Health Alliance (Roseburg, OR)

Willamette Dental (Hillsboro, OR)

### Enrollment Contest!

Since 2011, Text4baby has sponsored State Enrollment Contests that kick off on Mother's Day each year. The contest runs from May 10 to October 17, 2015. During this time, states will compete to enroll as many participants as possible in the service.

This year, Oregon is taking part in the contest! We will compete against other states with similar live birth rates as Oregon.

Oregon Text4baby partners are all taking part in the promotional efforts in ways that make sense for their communities. On the next page, you will find a quick list of different ways that you can get the word out in your area. This isn't exhaustive, and we would love to hear about your ideas and suggestions.



## Deschutes County WIC Promotes Text4baby

Throughout the country, WIC programs are supporting Text4baby. **Oregon is no exception!**

Deschutes County jumped at the opportunity to create a T4B bulletin board in their office to encourage pregnant women and new moms to sign up.

### Why promote Text4baby?

Did you know that over 90 percent of WIC moms own cell phones and almost 94 percent of them are texting? A survey revealed that Text4baby moms feel three times more prepared for motherhood than non-Text4baby moms.



Text4baby also includes an appointment reminder system, helping new moms remember when it's time to visit their WIC office.



Deschutes County WIC Staff

## Promoting Text4baby This Summer

Here are some ways to promote Text4baby in your community. If you have any questions, let us know.

1. Hang T4B Posters in your office
2. Include a T4B article in your next newsletter.  
*Click here for sample articles- go to page 5.*
3. Talk to pregnant clients, new moms and friends about T4B
4. Include T4B information on tables at events (health fairs, community festivals, baby showers)
5. Hang T4B posters on community bulletin boards (i.e. coffee shops, libraries, grocery stores).
6. Place T4B cards in family-friendly venues (i.e. libraries, child care facilities).
7. Create an office display to highlight the T4B program.
8. Use social media to share T4B information.  
*Click here for sample messages*
9. Become an official partner to access promo materials and join efforts with other agencies.
10. Author an opinion letter on Text4baby for your local newspaper.

## National Text4baby: What's New?

Text4baby has enrolled over **871,053** moms!

On May 4, Text4baby operations moved from the National Healthy Mothers Healthy Babies Coalition to ZERO TO THREE, the National Center for Infants, Toddlers, and Families (ZTT). ZTT will continue to operate Text4baby and ensure the service continues uninterrupted in partnership with Voxiva, Inc. and the broad public-private partnership.

A newly-released evaluation of Text4baby is available here <http://www.hrsa.gov/healthit/txt4tots/text4babysummary.pdf>.

### Among the highlights:

- Text4baby subscribers are engaged with the program and would recommend it to others.
- Women who signed up for Text4baby exhibited a significantly higher level of health knowledge.
- Partners believe in Text4baby public-private partnership model.

## Interested in learning more?

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Oregon Health Authority