

# Oregon Text4Baby

Winter Update 2015



## Oregon Partners

AllCare Health  
Baker County Health Department  
CareOregon  
Clackamas County WIC  
Clatsop County Department of Public Health  
Deschutes County Health Services  
FamilyCare Health Plans  
Fairhaven Health/Milkies  
Head Start of Lane County  
Health Care Coalition of Southern Oregon  
Lane County Public Health Division  
Linn-Benton Community College

Linn County Health Department  
Lloyd Center Dental Care  
Malheur County Health Department  
Moda Health  
Multnomah County Health Department  
North Central Public Health District  
Oregon Health Authority-Public Health Division  
PacificSource Community Solutions  
Regence Blue Cross Blue Shield  
Umpqua Health Alliance  
Willamette Dental

## Enrollment Contest Update

From May through October, Oregon participated in the Text4baby Enrollment Contest. Although we did not win, we had over 150 more registrations during that time than the first part of the year.

The winner of our state-sized category was Oklahoma, whose estimated rate registrations associated with new pregnancies and births was over 10% (Oregon's rate was 1.1%). The Oklahoma Health Care Authority implemented an automatic notification process for members to easily opt-in to Text4baby. Additionally, sixty-five organizations in Oklahoma have partnered with Text4baby to help reach pregnant women and families.

In Oregon, 364 people registered between January and May. 515 people registered between May and October 31. Of all 879 registrations, 31 were Spanish speakers, 28 were fathers/other parents, and nearly 20 were observers.

## Quick Glance: Oregon Text4baby Registrations

	Total Registrations		Spanish Registrations	
	2015	2014	2015	2014
Pregnant	312	522	16	15
New Mom	571	478	18	15
Provider/Observer	20	20	2	0
Dad/Parent	28	33	2	4
Relative/Friend	13	10	0	0

Registration data is available at the County level, please contact us if you would like additional data. Contact information on page 2.

- In 2015, fewer pregnant women registered than in 2014.
- More new moms registered in 2015 than in 2014
- Spanish registrations are consistently low, and suggest more outreach is needed in Spanish speaking communities.

Oregon  
**Health**  
Authority

PUBLIC HEALTH DIVISION  
Maternal & Child Health Section

## Text4baby moves to Zero to Three

Earlier this year, the National Healthy Mothers, Healthy Babies Coalition program moved their operations to Zero to Three ([www.zerotothree.org](http://www.zerotothree.org)). ZERO TO THREE is a national, nonprofit organization that provides parents, professionals and policymakers the knowledge and know-how to nurture early development.

Included in this transfer is the Text4baby program. Text4baby reached nearly 900,000 pregnant women and new moms since 2010 under leadership from the National Healthy Mothers, Healthy Babies Coalition and Voxiva.



## Text4baby Local Partner Highlight: AllCare Health



AllCare Health CCO, Family Faire 2015

AllCare Health is a coordinated care organization (CCO) based in Grants Pass. AllCare Health uses Text4Baby as an educational tool for at-risk members. They strive to provide multiple avenues of health literacy for all of their members, plus it is a fun way to learn!

To promote Text4baby, AllCare Maternal & Child staff send out Text4baby postcards with their resource packets that are mailed to pregnant members. Text4baby information is on the AllCare CCO website under the maternity section, plus a page in their "Healthy Steps" maternity booklet is dedicated to Text4baby.

## Text4baby Appointment Reminder

Let Text4baby help you remember your upcoming appointments. Set up a text-based reminder for your doctor's appointments for you or your baby. It's easy- here's how:

- Text remind to 511411
- When asked, enter the appointment date with no spaces or words in MMDDYY format (e.g. 101215).
- You will then be asked to enter a short description of the appointment (e.g. Dr. Smith 9AM).
- You will receive two text reminders: the first reminder 3 days before and the second reminder the morning of your appointment.

## Did you know?



### Text4baby also is an App for your phone!

The free Text4baby app makes it even easier for you to get critical health and safety information!

As the perfect companion to the text messages, you can get more health and safety tips and access fun, interactive features, including:

- How your baby is growing each week
- Your progress and medical updates
- Fun quizzes

## Interested in learning more?

Anna Stiefvater, RN, MPH  
Perinatal Nurse Consultant,  
971.673.1490

[anna.k.stiefvater@state.or.us](mailto:anna.k.stiefvater@state.or.us)

Wendy Morgan, MSW  
Public Health Educator  
971.673.0353

[wendy.morgan@state.or.us](mailto:wendy.morgan@state.or.us)

Maternal and Child Health Section  
Center for Prevention and Health Promotion  
Oregon Health Authority