



Overview

Text4baby is a free mobile information service designed to promote safe pregnancy and healthy birth outcomes, particularly among underserved populations.

An educational program of the **National Healthy Mothers, Healthy Babies Coalition** (HMHB), text4baby will help women in having safe and healthy pregnancies by providing them with information they need to 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 and the Department of Health and Human Services (HHS).

Launch

Text4baby will launch in **January 2010**. Partner outreach efforts will begin on **February 1, 2010**.

About HMHB

- The National Healthy Mothers, Healthy Babies Coalition (HMHB) is a recognized leader and resource in maternal and child health, reaching an estimated 10 million health care professionals, parents, and policymakers through its membership of over 100 local, state and national organizations.
- HMHB's mission is to improve the health and safety of mothers, babies and families through educational materials and collaborative partnerships.
- HMHB believes in...
 - A child's right to be born healthy and raised in a safe and nurturing environment
 - Equal access to quality health care
 - A collective voice to facilitate change
 - Eliminating health disparities among all populations
 - Cultural competence and respect for diversity
 - Education to encourage healthy choices



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.



Founding Partners



- **National Healthy Mothers, Healthy Babies Coalition**
(lead partner + content + program coordination)



- **White House Office of Science and Technology Policy**
(coordination of federal participation)



- **U.S. Department of Health & Human Services**
(content + outreach)



- **CTIA-The Wireless Foundation**
(coordination with mobile operators)



- **Johnson & Johnson**
(founding corporate sponsor)



- **Voxiva**
(technology infrastructure + program coordination)



- **WPP**
(marketing + PR)



- **The George Washington University**
(evaluation)



- **WellPoint**
(sponsorship + outreach + evaluation)



- **BabyCenter**
(content + promotion)

“The President and I believe mobile phones have so much power to empower the consumer toward a healthcare system in the future...

We have a new program that will provide guidance to pregnant women and new moms that’s about to launch...

We have not only our Administration but the national Healthy Mothers, Healthy Babies Coalition, Voxiva, CTIA-The Wireless Foundation, Johnson & Johnson and many others who are using this as a prototype to see if we can reach out to a population who often are hard to access and hard to find... We think this technology has enormous promise....”

HHS Secretary Kathleen Sebelius

October 29, 2009





DEPARTMENT OF HEALTH & HUMAN SERVICES

Health Resources and Services
Administration

Maternal and Child Health Bureau

Rockville, MD 20857

NOV - 5 2009

Dear State Title V Directors:

I am pleased to inform you about an exciting new public-private collaboration called **Text4Baby**. Led by the National Healthy Mothers and Healthy Babies Coalition, **Text4Baby** is a mobile health information service that will provide free, weekly health-related, brief text messages to pregnant women and new mothers who voluntarily enroll in the service. Text messages, which will be based on widely accepted scientific guidelines and vetted for accuracy, will promote healthy birth outcomes among underserved populations. The **Text4Baby** national launch is planned for early 2010. Enclosed is a one page fact sheet about the project.

I believe **Text4Baby** offers a unique opportunity to explore the power of mobile health technology in providing underserved populations with critical health information. I look forward to working with you on this important initiative.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Peter C. van Dyck".

Peter C. van Dyck, M.D., M.P.H.
Associate Administrator for Maternal
and Child Health

Text4baby Mobile Operator Partners



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.



Why go mobile?

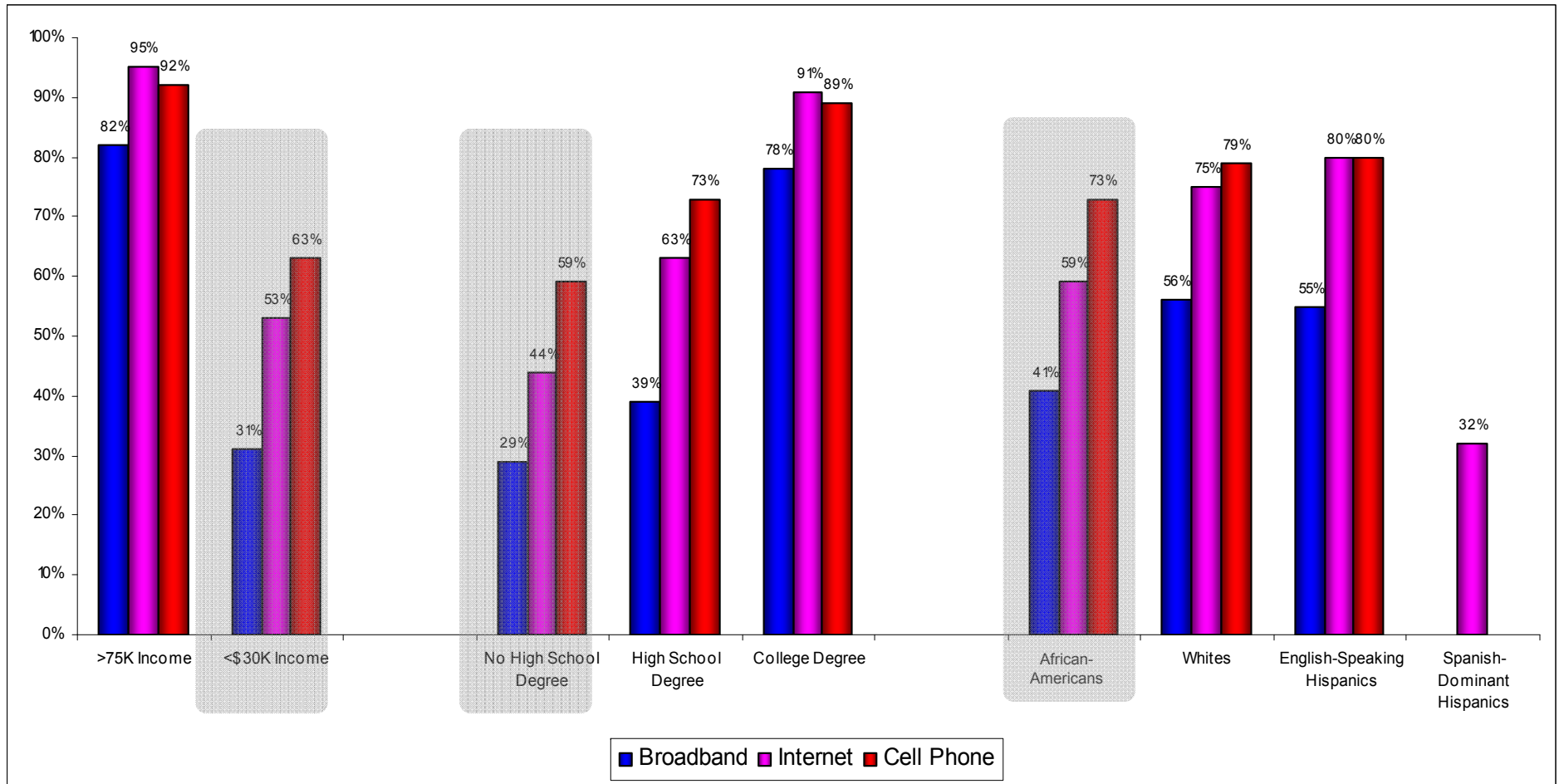


- 90% of Americans have cell phones.
- 18% of U.S. households are “mobile-only.”
- 1 trillion short message service (SMS) messages sent in U.S. in 2008.
- Mobile phones are especially important in reaching the main target audience for text4baby:
 - Younger women
 - Lower-income women
 - Women of color
- Many more of these women have phones than Internet access and an overwhelming percentage use SMS.

Sources: Pew Internet & American Life Project, “Degrees of Access” (May 2008); Nielsen, “Record High TV Use, Despite Online/Mobile Video Gains” (November 2008); Harris Interactive, “Cell Phone Usage Continues to Increase” (April 2008); US Centers for Disease Control, “Wireless-Only Phone Use Varies Widely Across United States” (March 2009); CTIA, “Wireless Quick Facts” (March 2009).



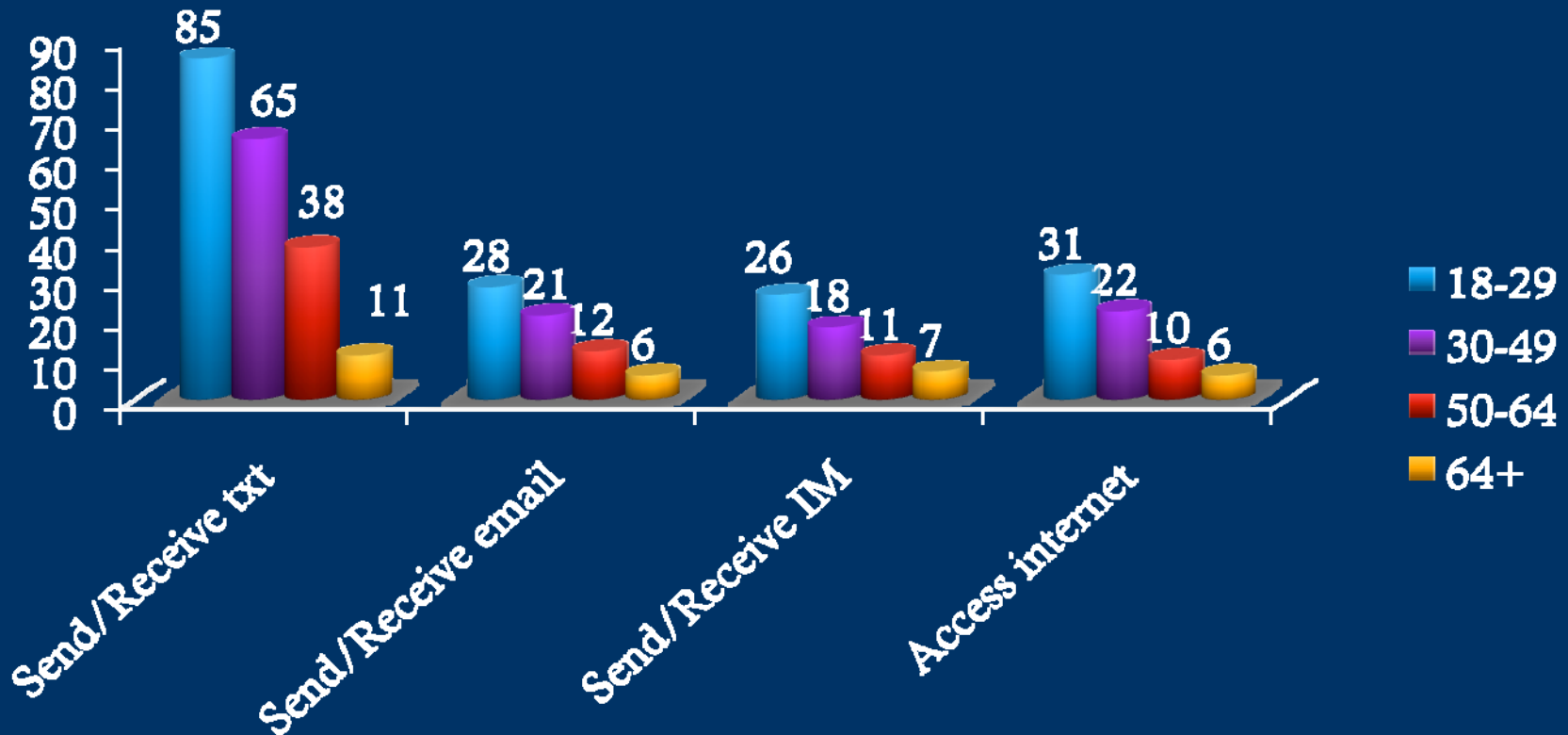
Cell Phone v. Internet Access by income, education, race/ethnicity



Source: Pew Internet & American Life Project Survey, May 2008

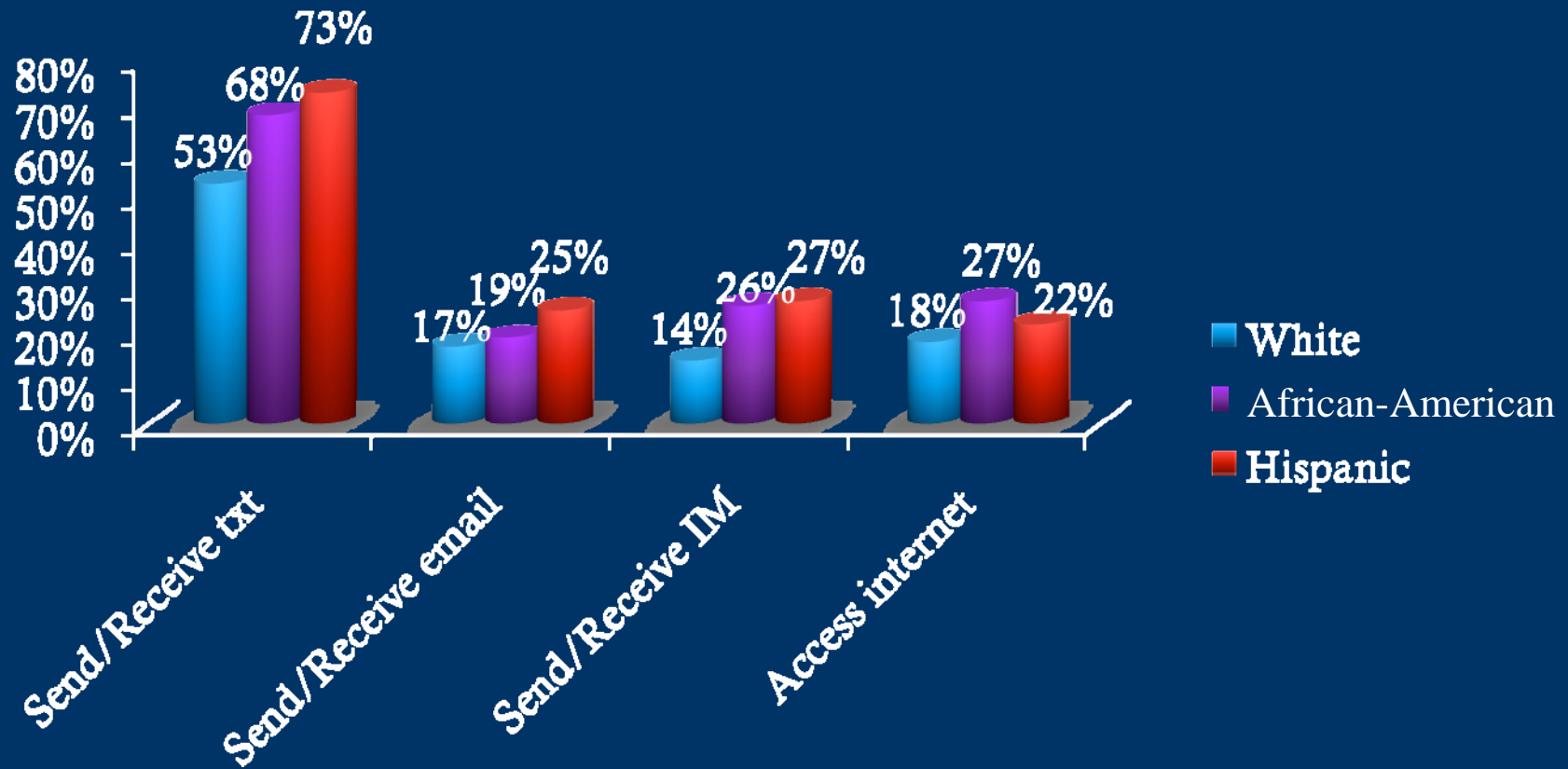


Mobile Data Use by Age



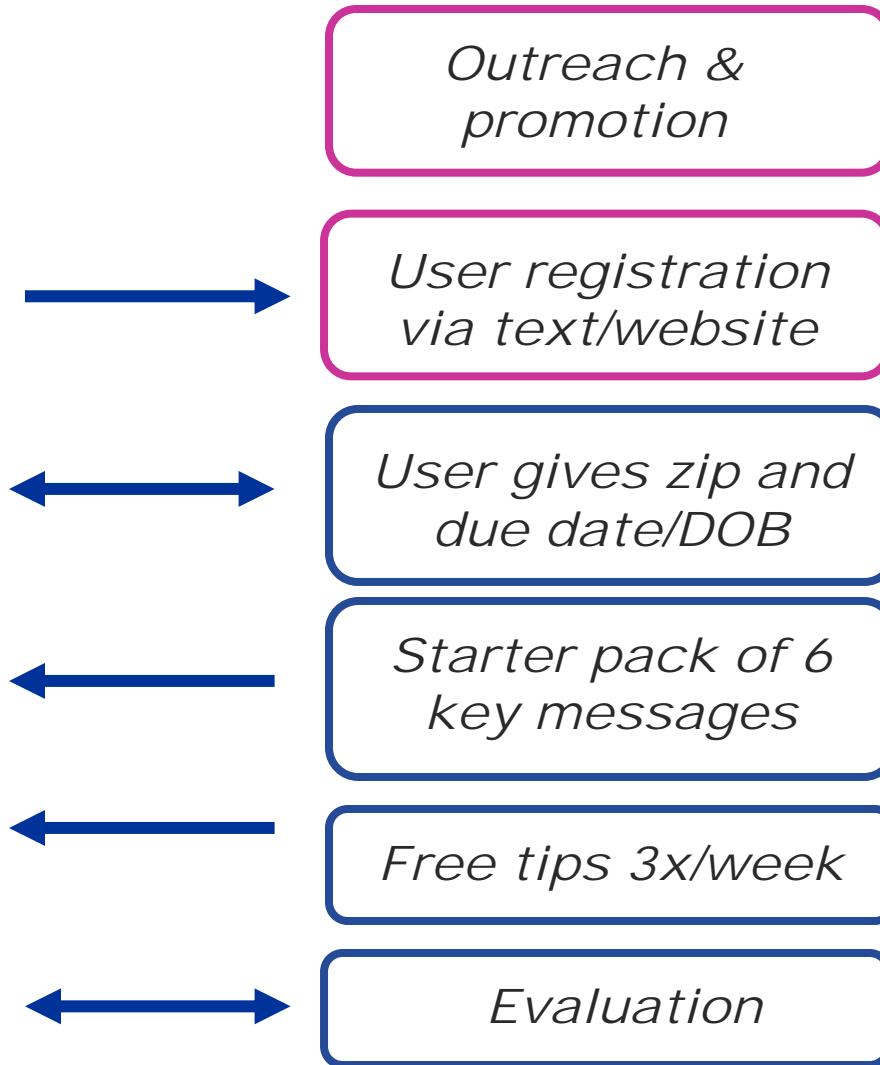
Source: Pew Internet & American Life Project Survey, December 2007, n=1704 for those with cell phones or PDAs. Margin of error is +/- 3 points. Survey conducted in English.

Mobile Data Use by Race/Ethnicity



Source: Pew Internet & American Life Project Survey, December 2007, n=1704 for those with cell phones or PDAs. Margin of error is +/- 3 points. Survey conducted in English.

How it works



About the Service

- Sign-up
 - Users can sign up via text (BABY or BEBE to 511411) or website (www.text4baby.org).
- 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.
- Updates
 - Close to due date, there are messages instructing the user to text UPDATE to update her baby's due date and/or date of birth in the system and adjust timeline.



About the Service

- Quit and Help
 - Users can text QUIT to quit service. We are unable to ask why users quit.
 - Users can text HELP for technical assistance.
- 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.
- Website
 - www.text4baby.org
 - Users can sign up online.
 - Site has info on the service, links, terms & conditions, and the privacy policy.

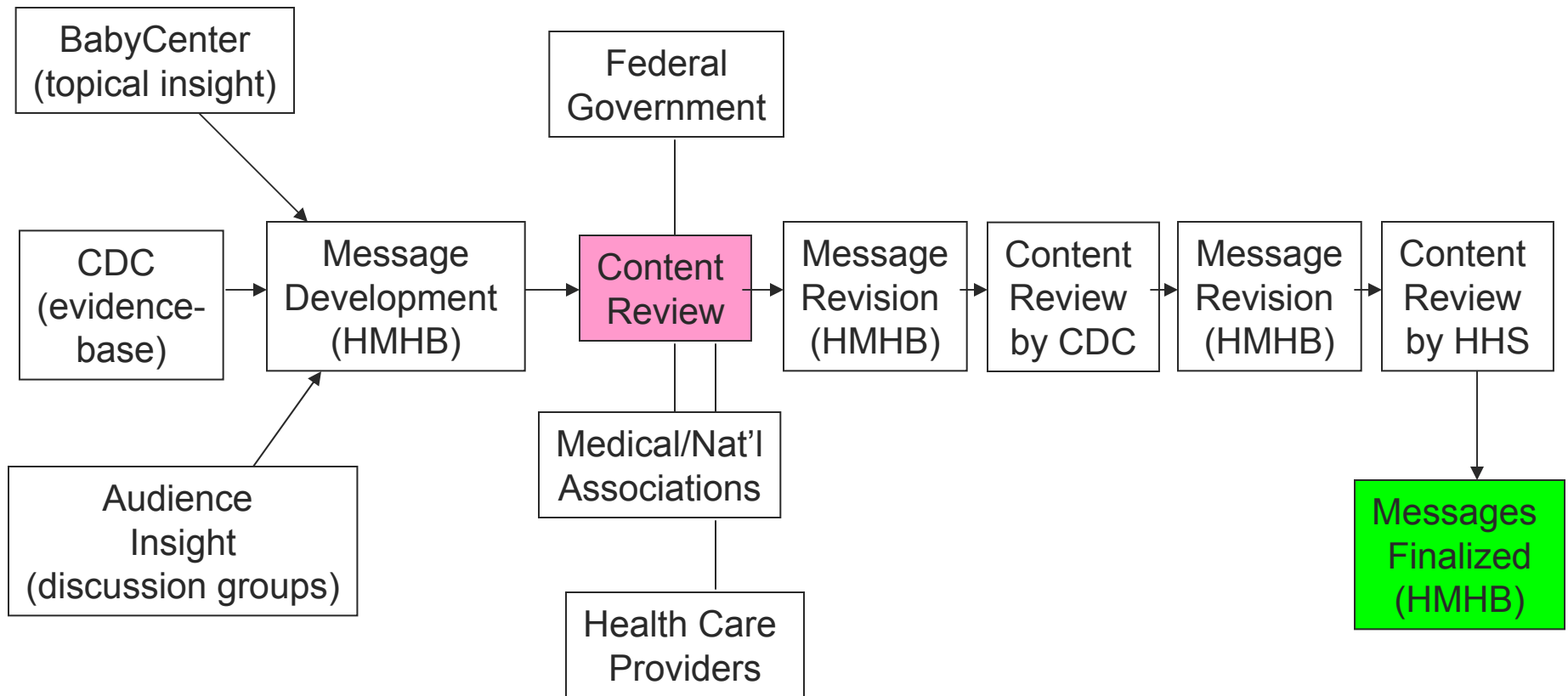


Content

- Content developed by HMHB in collaboration with :
 - Department of Healthy 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)
 - U.S. Department of Agriculture (WIC)
 - Centers for Medicare and Medicaid Services (CMS)
 - American Academy of Pediatrics
 - BabyCenter
 - Physicians and nurses
- Six key start-up messages received daily, then three messages per week.
- Available in English and Spanish.
- Based on stage of pregnancy and/or child's age.
- Messages during pregnancy & first 12 months of baby's life.



Content Development Process



Content Reviewers: Federal Government

- Centers for Disease Control and Prevention:
 - Division of Reproductive Health, National Center for Chronic Disease Prevention and Health Promotion
 - National Center on Birth Defects and Developmental Disabilities
 - Office of Strategy and Innovation
 - National Center for HIV/AIDS, Viral Hepatitis, STD and TB Prevention
 - National Center for Health Marketing, Coordinating Center for Health Information Service
 - Emergency Operations Center, Maternal Health Desk
 - National Center on Immunization and Respiratory Diseases
 - CDC Office of Women's Health
- Health Resources and Services Administration, Maternal and Child Health Bureau
- U.S. Department of Health and Human Services, Office on Women's Health
- U.S. Department of Health and Human Services, Physical and Dietary Guidelines Committee
- National Institute of Child Health and Human Development
- Centers for Medicare and Medicaid Services
- U.S. Department of Agriculture, Supplemental Food Programs Division



Content Reviewers: Health Care Providers and Medical/National Associations

- Dr. James McGregor, OB/GYN Professor, University of Southern California, Division of Maternal-Fetal Medicine
- Dr. Betty Jordan, Assistant Professor, Department of Community Public Health at Johns Hopkins University & Co-Director of the Birth Companions Program
- Dr. Laura Jana, pediatrician and author, *Heading Home with Your Newborn; From Birth to Reality* (2005, American Academy of Pediatrics) and *Food Fights: Winning the Nutritional Challenges of Parenthood Armed with Insight, Humor and a Bottle of Ketchup* (2007, AAP).
- American Academy of Pediatrics
- Postpartum Support International



Content Reviewers

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



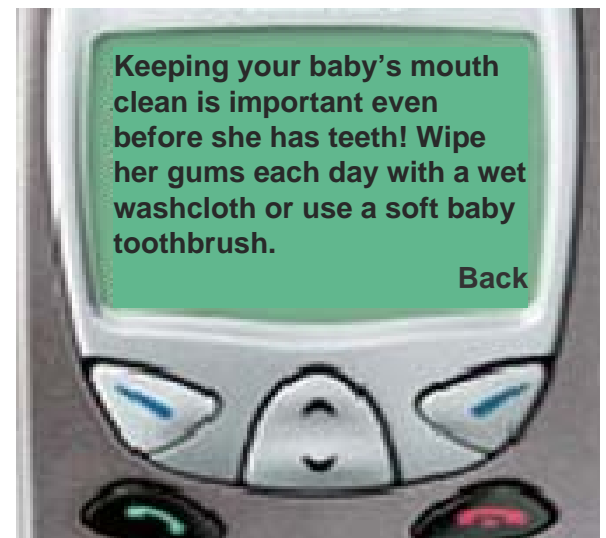
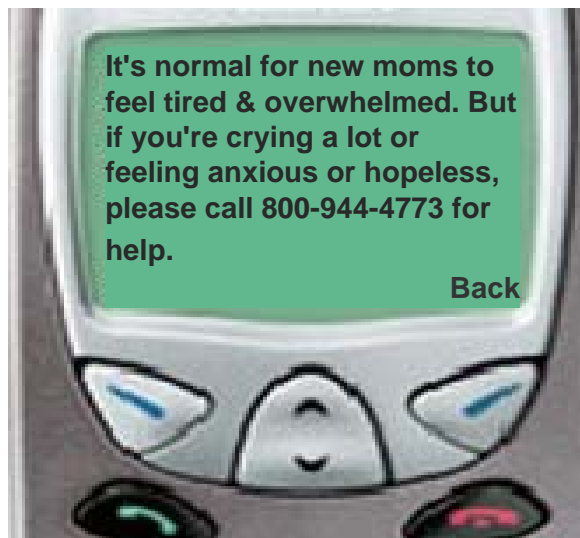
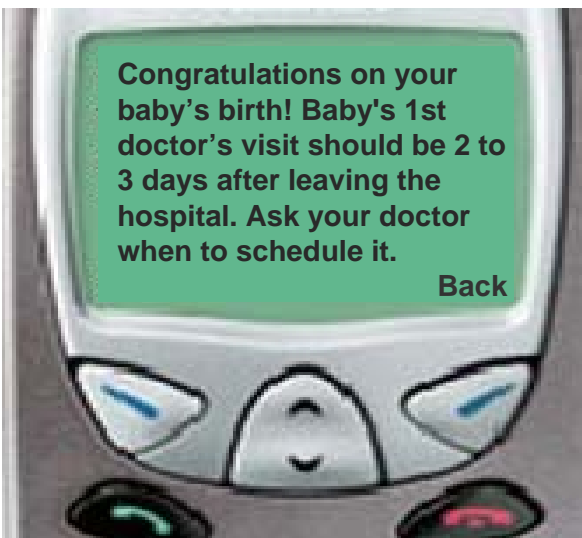
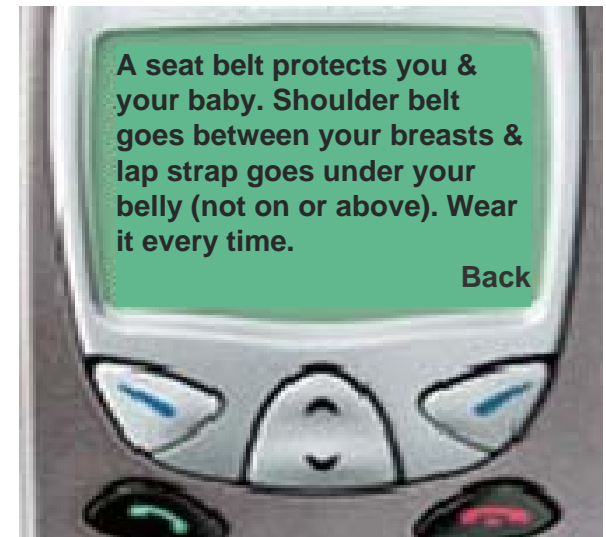
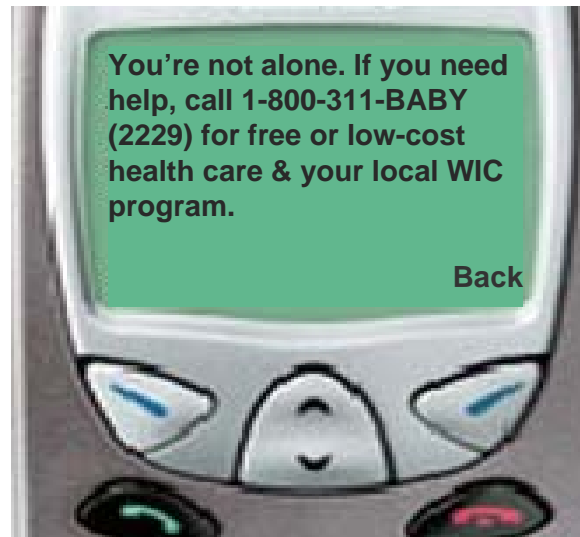
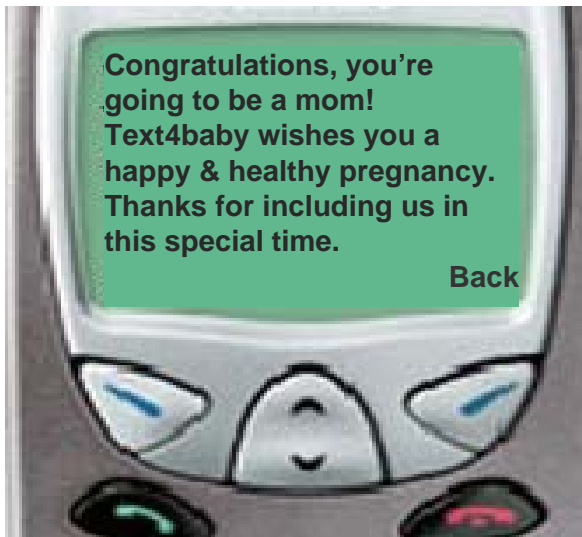
Content

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



Evaluation

- Demonstration study with core evaluation measures.
- Collaborate with evaluation partners to collect data.
- Randomized experiment to test behavioral effects of text4baby messaging
 - Text4baby compared to usual prenatal care
- Evaluation questions
 - Do mothers recall and respond well to text4baby messages?
 - Do prenatal behaviors improve among text4baby mothers?
 - Do neonatal health outcomes (e.g., birth weight) improve?
- Data will be integrated with partner claims and other health status measures.



Outreach Partners

Outreach Partners agree to promote text4baby among their constituents. For example:

- State & Local Health Departments (e.g., VA & NYC)
- Federal Agencies (e.g., HRSA & CMS)
- Health Plans (e.g., Wellpoint)
- Professional Associations (e.g., National WIC Association)
- Media (e.g., MTV, BET, AURN)
- Corporate Partners (e.g., Johnson & Johnson)
- Retail Partners



Partner Outreach and Promotion

Partner Responsibilities:

- Assign a staff person to serve as the text4baby coordinator and participate in weekly status meetings.
- Develop and execute outreach and promotional plan among constituents in accordance with program guidelines.

Partners will receive:

- Artwork for text4baby promotional materials.
- Text4baby Tuesday, a weekly e-mail alert providing program updates.
- Invitations to showcase your activities to a national audience through webinars.
- Access to an online partner portal.
- Recognition on the text4baby website & in select communications.
- Technical assistance for outreach initiatives.



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

Founding Sponsor:

Johnson & Johnson



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

Powered by VOXIVA

Virginia Implementation Team

- Formed to gain the largest reach and have a concentrated outreach effort.
- Members of the Health Commissioner's Workgroup on Infant Mortality and other key maternal and child health partners
 - INOVA and Sentara Norfolk Health System
 - Healthy Start Programs and WIC
 - Virginia Sections of ACOG, AAP, AWHONN
 - Department of Medical Assistance Services
- Currently beta-testing.



Medicaid Fee for Service/Managed Care Outreach

- Include information in prenatal mailings.
- Include information when making home visits to pregnant members.
- Add information to website.
- Include a text4baby article in future member newsletters (after January 2010).
- Train customer service reps to talk to pregnant women about how to enroll.



Q & A

