Thank You!

Text4baby is made possible through a broad, public-private partnership that includes government, corporations, academic institutions, professional associations, tribal agencies and non-profit organizations.

Founding partners include the National Healthy Mothers, Healthy Babies Coalition, Voxiva, CTIA - The Wireless Foundation and Grey Healthcare Group (a WPP company). Johnson & Johnson is the founding sponsor, and premier sponsors include WellPoint, Pfizer and CareFirst BlueCross BlueShield. U.S. government partners include the White House Office of Science and Technology Policy, the Department of Health and Human Services and the Department of Defense Military Health System. The mobile health platform is provided by Voxiva and free messaging services are generously provided by participating wireless service providers. Implementation partners include BabyCenter, Danya International, Syniverse Technologies, Keynote Systems and The George Washington University. MTV Networks is a media sponsor.
Federal Government Partners

- White House Office on Science and Technology Policy
- U.S. Department of Health & Human Services
- U.S. Department of Defense Military Health System

Implementation & Media Partners
Text4baby Launch

National Launch – 2/4/2010

U.S. Chief Technology Officer
Aneesh Chopra

Congresswoman Lois Capps

Congressional Briefing–
4/28/2010
State Breastfeeding Coalitions
Teleconference

**Media Coverage**

- ABC News
- CNN
- AP
- TIME
- The Washington Post
- Houston Chronicle
- The Economist
- Los Angeles Times
- NBC
- The Boston Globe
- Star Tribune
- Journal Gazette
- San Francisco Chronicle
- EmpowHER
- MomsLikeMe.com
- The New York Times
- SOUTH ASIA MAIL
- LittleAbout
- Informer
- CONCORD MONITOR

**Mobile Health Technology & Text4baby Service**
Over 90% of Americans have mobile phones
300 million untapped behavior change devices in the US
1.5 trillion text messages sent in 2009
Hours/day mobile phones are within arm’s reach: 19
4.6 billion mobile phones globally

Why Mobilize Health Services?

North America...

286M mobile subscribers
106M mobile devices shipped in 2008

7M mobile bankers, 4M by 2013
400K mobile transfer users, 37.6M by 2013

284M mobile messaging users, 373M by 2013
2.5B mobile messages shipped in 2008

mobile messages sent daily

Sources: Juniper, In-Stat, ABI
How it works

User registration via text or website

User gives zip and due date/DOB

If pregnant, starter-pack of 6 key messages

Free tips 3x/week

Ends if text STOP or baby’s 1st b-day

About the Service

• 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.

• Quit and Help
  • Users can text STOP to quit service. We are unable to ask why users quit.
  • Users can text HELP for technical assistance.
### Text4baby Mobile Operator Partners

<table>
<thead>
<tr>
<th>Alltel</th>
<th>Cricket</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assurance Wireless</td>
<td>Metro PCS</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>N-Telos</td>
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<tr>
<td>Bluegrass Cellular</td>
<td>Sprint Nextel</td>
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<tr>
<td>Boost Mobile</td>
<td>T-Mobile</td>
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<tr>
<td>Cellular South</td>
<td>U.S. Cellular</td>
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<tr>
<td>Cellcom</td>
<td>Verizon Wireless</td>
</tr>
<tr>
<td>Centennial Cellular</td>
<td>Virgin Mobile USA</td>
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<tr>
<td>Cincinnati Bell</td>
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</tbody>
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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.

### Text4baby Content
Priority Topics

<table>
<thead>
<tr>
<th>Pregnancy</th>
<th>Infant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>Tobacco</td>
</tr>
<tr>
<td>Alcohol and drugs</td>
<td>Infant feeding/oral health</td>
</tr>
<tr>
<td>Nutrition</td>
<td>Developmental milestones</td>
</tr>
<tr>
<td>Safety</td>
<td>Safety</td>
</tr>
<tr>
<td>Services: referral, encourage use</td>
<td>Services</td>
</tr>
<tr>
<td>Infection prevention/screening</td>
<td>Immunizations</td>
</tr>
<tr>
<td>Medications</td>
<td>Postpartum depression</td>
</tr>
<tr>
<td>Breastfeeding</td>
<td>Infection prevention</td>
</tr>
<tr>
<td>Support/bonding/“feel good”</td>
<td>Support/crying</td>
</tr>
<tr>
<td>Influenza</td>
<td></td>
</tr>
</tbody>
</table>

Message Development

- Content developed by HMHB in collaboration with:
  - U.S. Department of Health and Human Services (HHS)
  - U.S. Department of Agriculture (USDA/WIC)
  - Major medical associations
  - OB/GYN, Nurse-Midwife, Pediatricians, Medical epidemiologists, Mental health professionals, Nutritionists, Nurses, Lactation Consultant, Clinical geneticist
  - BabyCenter
  - Discussion groups
- 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.
Topics Covered

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

Health Literacy Testing

HMHB is working with the Emory at Grady Health Literacy (EAGHL) Team lead by Ruth Parker, MD to perform one-on-one cognitive testing of messages with the target audience to ensure message content is clear, understandable and actionable by mothers of all literacy levels.
Promotional Strategy

Outreach Partners

- WIC program
- Immunization clinic
- University
- Health plan
- City government
- Social services
- State health department
- Federal agency
- National nonprofit
- Daycare center
- Small business
- Corporation
- Library
- Medical association
- Doctor
- Hospital
National Nonprofit Partners

- American Academy of Pediatrics
  - Website feature
- National Association of County and City Health Officials
  - Webinar for members
- National WIC Association
  - Press release
- National Healthy Start Association
  - Blog posting
- Planned Parenthood Federation of America
  - Promotion among over 800+ health centers nationwide
  - Website promotion in English & Spanish sites
- March of Dimes
  - Twitter promotion
  - E-newsletter

Corporate Partners

- Alameda Alliance for Health
  - Flyer distribution to pregnant women and new moms
- Alere Women’s and Children’s Health
  - Promotion during initial maternity assessment and in welcome letter
- BabyGooRoo
  - Blog Posting
- General Mills
  - Cheerios Boxes
- Heinz Corporation
  - Workplace Health Promotion
**State Partners**

- **Virginia Department of Health**
  - Institutional support from Health Commissioner and Health Secretary.
  - State-wide coalition with diverse partners across spectrum of public health: Health Commissioner’s Infant Mortality Workgroup, Department of Medical Assistance Services/Medicaid, Virginia Sections of ACOG, AAP, &AWHONN, Virginia WIC, Richmond City Healthy Start, Virginia Healthy Start Initiative/Loving Steps, Inova Health System, United Way, and more.
  - Text4baby info in letters to all Medicaid enrollees.

- **Oklahoma Healthy Mothers, Healthy Babies Coalition**
  - Strategic partnerships with American Academy of Pediatrics Oklahoma Chapter (newsletter feature), Oklahoma Public Health Association (conference materials).
  - Shared text4baby information at meetings: OK-HMHB General Coalition Meeting, Oklahoma State Department of Health Improving Infant Outcomes Meeting, March Perinatal Advisory Task Force meeting.
  - The Oklahoma Health Care Authority (Medicaid agency) sharing text4baby on outreach calls to pregnant women and new moms.
Local Partners

New York City Department of Health and Mental Hygiene:
- Text4baby informational insert with all birth certificates mailed to new mothers (150,000/year)

Maternity Care Coalition:
- Philadelphia text4baby coalition, including Clear Channel Communications
- Launch event (5/5/10) and Stakeholders’ Meeting (March 2010)

HMHB of Palm Beach County, FL:
- Mother’s Day event on 5/1/10 at local Wal-Mart with text4baby flyers in shopping bags
- Giveaways from local stores and free food from restaurants
- Partnership with Palm Beach College marketing students

For more information

Go to text4baby.org

Contact partners@text4baby.org

Visit the Partner Portal at http://text4baby.ning.com

Sign up for the e-newsletter at http://eepurl.com/h9h3.