



How Text4baby Helps OB/Gyns & Patients

About Text4baby

Pregnant and new moms can get health information delivered **FREE** to their mobile phones through an innovative service called text4baby. An educational program of the National Healthy Mothers, Healthy Babies Coalition (HMHB), text4baby provides women with information during pregnancy and through baby's first year to help mothers care for their health and give their babies the best possible start in life. Women who sign up for the service by texting BABY (or BEBE in Spanish) to 511411 receive free text messages each week, timed to their due date or baby's date of birth.

There is no cost to your patients to sign up.

Making Your Job Easier

Text4baby supports you as a physician by providing accurate health information to your patients in a format they know and use – texting. Given the limited time available to discuss every health topic, text4baby is an important tool to reinforce the guidance you provide. To review the text4baby messages, contact info@text4baby.org and request a copy of the content.

The Society for Maternal and Fetal Medicine has joined as a key content reviewer of the program's text messages. Here are some sample text messages:

- Don't drink any alcohol while pregnant. Alcohol can cause your baby to have behavior & learning problems, speech delays & lower IQ. No amount is safe.
- Women who smoke have a higher risk of losing their baby or having a child with breathing & learning problems. Call 800-784-8669 for info on quitting.
- 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.
- If you've missed a visit with your Dr, be sure to reschedule. Need to find a Dr? Call your health plan. Or 800-311-2229 to connect to low-cost care.
- Diabetes can happen for the 1st time in pregnancy. You may be tested at 24-28 weeks. If you have it, you & your Dr. will make a plan to control it.
- Are you thinking about breastfeeding? Breast milk is the best food for babies. To learn more about breastfeeding, call 800-994-9662.

To learn more about text4baby, visit www.text4baby.org

Making a Difference for Moms

- More than 450,000 people have enrolled since the service launched in February 2010.
- More than 52 million text messages have been sent out to users.
- Of users who signed up to get pregnancy-related messages, more than 46% signed up during first trimester of pregnancy, based on the due date they entered during registration.
- Of more than 30,000 text4baby users who responded to a survey, 95% said they would refer text4baby to a friend.
- A survey conducted by the National Latino Research Center at California State University, San Marcos and the University of California San Diego School of Medicine Department of Obstetrics and Gynecology with 324 text4baby users in San Diego, CA, found that:
 - 67% of respondents reported that text4baby helped them remember an appointment or immunization that they or their child needed.
 - 73% of participants reported that text4baby messages informed them about medical warning signs of which they were not aware.
 - 64% of participants reported talking to their doctor about a topic that they read on a text4baby message.
 - 39% of respondents reported that they called a phone number they received in a text4baby message.
 - 47% of respondents without health insurance reported calling a service number.
- The researchers concluded that text4baby is increasing users' health knowledge, facilitating interaction with health providers, improving adherence to appointments and immunizations, and strengthening access to health services.
- For the 2011 flu season, text4baby launched an interactive flu module with tailored educational messages based on a user's self-reported barriers and reminder functionality. Findings included:
 - 31% (29,316 of 96,070) of users responded to a text asking about their intention to get a flu shot, indicating that the user base is engaged and willing to respond to question of this nature.
 - Respondents planning to get the vaccine expressed interest in receiving a text reminding them to get the shot; 55.7% of those who responded to a text asking if they wanted to receive a reminder (n=4,578) replied "yes."
 - Nearly three quarters (73%) of respondents not planning to get the shot (n=8,841) were willing to provide a reason when asked, "why not?" via text. Concerns reported by users are consistent with a Center for Disease Control and Prevention survey of pregnant women and illustrate the potential of text4baby to obtain health information from hard-to-reach populations.
- Text4baby recently launched a 2012 flu module and will disseminate results in 2013.

Spreading the Word

- Use the text4baby tearpad as a "prescription" and give a sheet to each of your pregnant patients or new moms.
- Place text4baby tearpads next to your check-in/check-out desks and ask staff to encourage patients to take a sheet.
- Post text4baby flyers in your waiting areas, exam rooms, and bulletin boards.
- Promote text4baby (@mytext4baby) via your practice's Twitter account or Facebook page.
- Add the text4baby **web button** to your practice's website.
- Add a text4baby reminder prompt into your electronic health record.

To order free pre-printed promotional items, visit www.tinyurl.com/t4bstore



Society for Maternal • Fetal Medicine

