An Introduction to mHealth and Text4baby

Over 90% of Americans have mobile phones

300 million untapped behavior change devices in the US

1.5 trillion text messages sent in 2009

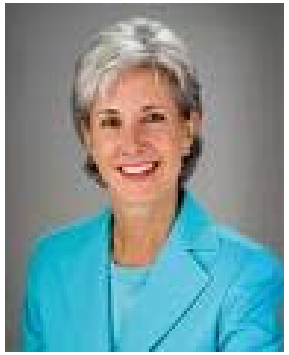
Hours/day mobile phones are within arm's reach: 19

5 billion mobile phones globally

"They're the most direct, convenient, and dependable form of communication we have. That's why the President and I believe mobile phones have so much power to empower the consumer toward a healthcare system in the future…

"The introduction of mobile technology in this move toward electronic health records for all Americans is a huge tool in the tool kit that allow us to drive better care and better outcomes…

"Mobile health has enormous benefits for individuals and improving the health of all Americans…"



HHS Secretary Kathleen Sebelius

October 29, 2009

What is text4baby?

Text4baby is a free mobile information service designed to promote maternal and child health. An educational program of the National Healthy Mothers, Healthy Babies Coalition (HMHB), text4baby provides pregnant women and new moms with information to help them care for their health and give their babies the best possible start in life.

text4baby™

healthy mothers, healthy babies

Text4baby 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.

text4baby™

healthy mothers, healthy babies

Watch the video at: http://text4baby.ning.com/video/text4baby-video-mtv

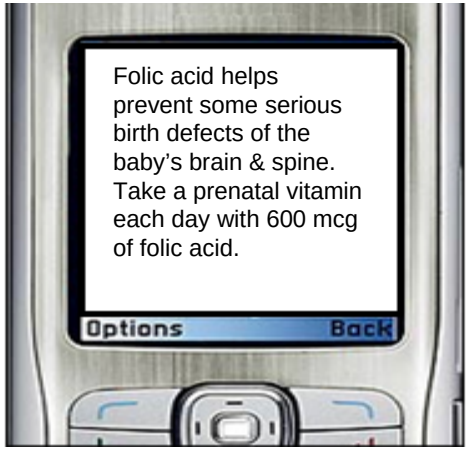
Text4baby Message Content

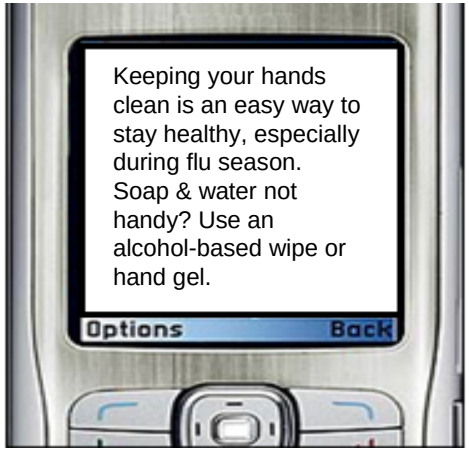
Content

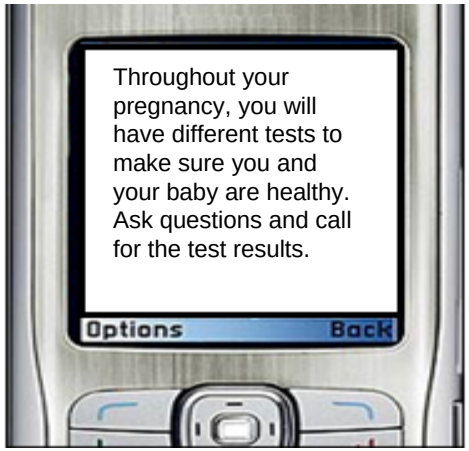
- Health Care Access
- Immunization
- Nutrition
- Prenatal Care
- Drugs and Alcohol
- Emotional Wellbeing
- Smoking Cessation
- Labor & Delivery
- Breastfeeding
- Mental Health
- Car Seat Safety
- Safe Sleep
- Oral Health
- Pregnancy Symptoms
- Exercise
- Developmental Milestones

Content developed by HMHB in collaboration with HHS, CDC, NICHD, HRSA, physicians and nurses.

Sample Messages







healthy mothers, healthy babies

US Partnership

text4baby℠

US Government

Sponsors

Outreach Partners

State & Local Health Departments
National Associations
Health Plans
Provider Networks
Community Health Orgs.
Retail Partners
Media Partners

Program Coordination

Platform & Service

SMS Gateway

Mobile Operators

Content Advisory

Marketing Agency

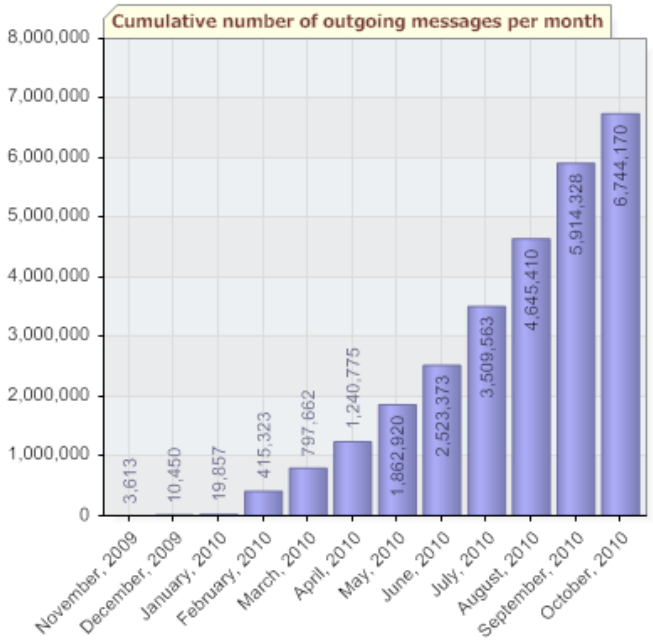
PR Agency

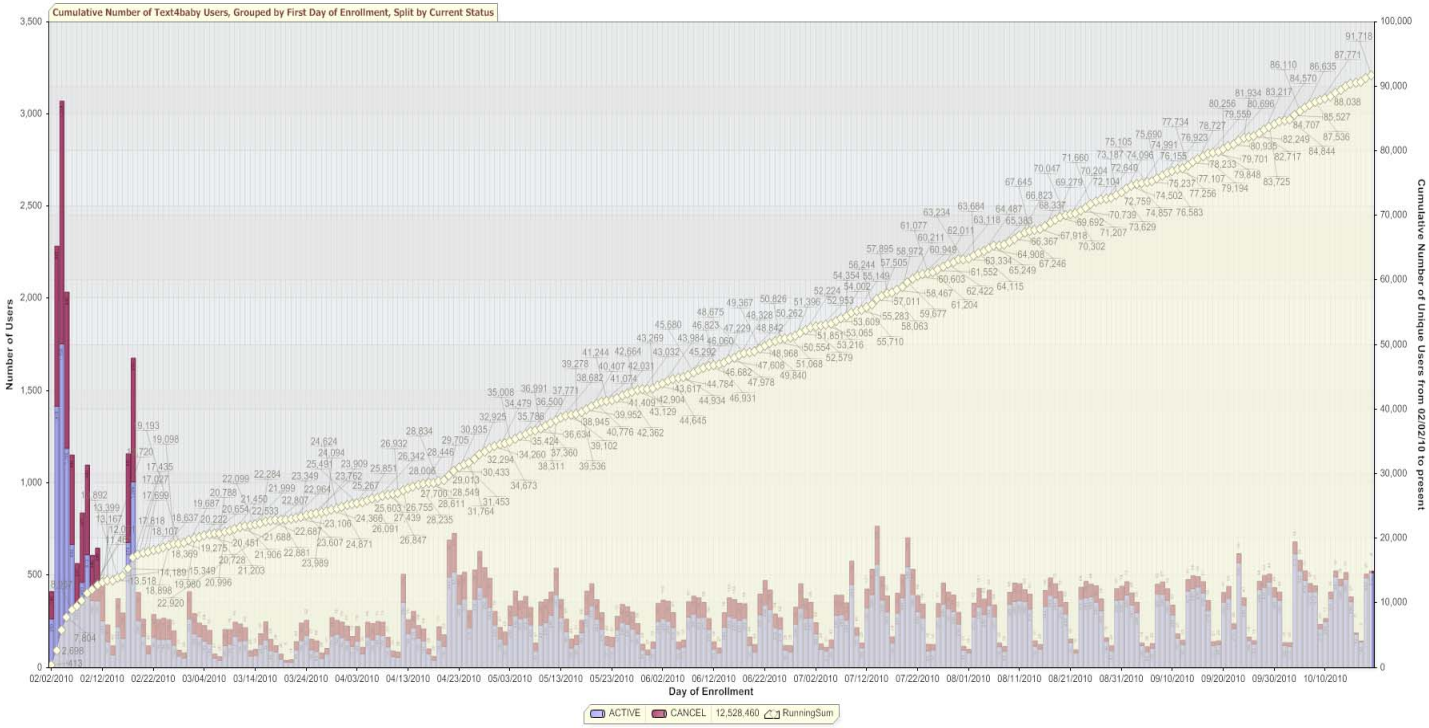
Evaluation

Media Partners

Text4baby Enrollment

> 95,000 enrollees
> 6.7 million messages sent
> 96% would recommend the service to a friend





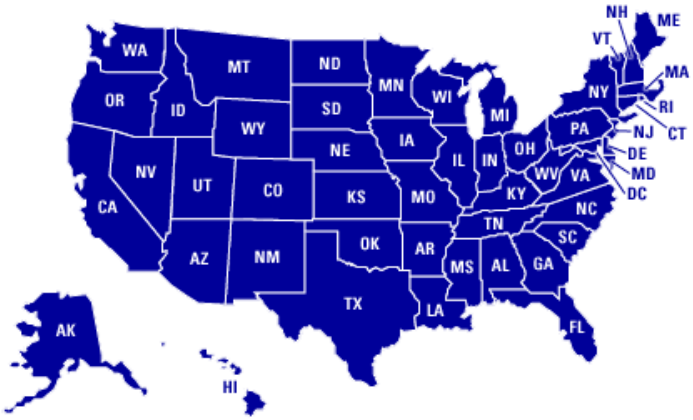
Text4baby Materials

HMHB Distribution
- >75,000 posters
- >75,000 tear pads
  (2.7m sheets)

HHS Distribution
- 12,000 posters

USDA Distribution
- 8,500 posters
- 5,000 tear pads
- 20,000 flyers

Outreach Partners



- >360 official partner in 50 States
- 1000s of unofficial partners
- 22 State Health Departments
- 54 County & City Health Departments
- 52 Health Plans

AMCHP ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS

NACCHO National Association of County & City Health Officials

March of Dimes

Planned Parenthood

First Candle HELPING BABIES SURVIVE & THRIVE

NCLR NATIONAL COUNCIL OF LA RAZA

NATIONAL WIC ASSOCIATION

THE AMERICAN ACADEMY OF PEDIATRICS

Present official insignia of the Academy

APHA

NHSA

AWHONN Association of Women's Health, Obstetric and Neonatal Nurses

AMERICAN COLLEGE of NURSE-MIDWIVES With women, for a lifetime

Pediatric Nurse Practitioners NATIONAL ASSOCIATION OF

MTV MUSIC TELEVISION

TENET

Anthem

AmeriChoice A UnitedHealth Group Company

CareFirst BlueCross BlueShield

COVENTRY Health and Life Insurance Company

Heinz

HCA Hospital Corporation of America

Aetna

WELLPOINT Health. Care. Value.

Blue Shield of California

HCSC Health Care Service Corporation

Horizon

Do your patients know about text4baby?

Expectant 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, 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.

How text4baby works

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. Messages focus on a variety of topics critical to maternal and child health, including:

- Baby's check-ups
- Breastfeeding
- Car seats
- Developmental milestones
- Immunization
- Mental health
- Nutrition
- Oral health
- Safe sleep
- Safety
- Seasonal flu
- Smoking cessation

Text4baby messages also connect women to prenatal and infant care services as well as other resources. Messages are provided free of charge by the wireless industry. While not everyone has access to the Internet, 90% of Americans have a mobile phone.

Sharing text4baby with your patients

The National Healthy Mothers, Healthy Babies Coalition is working with a broad range of partners that are encouraging women to take advantage of the free service. These include the American Academy of Pediatrics, Association of Women's Health, Obstetric and Neonatal Nurses and National Association of Pediatric Nurse Practitioners. We invite you to promote text4baby to your patients with free materials that we provide, such as posters and tear pads!

Text4baby partners

Text4baby represents an unprecedented public-private partnership that includes government, corporations, academic institutions, professional associations, tribal agencies and non-profit organizations. Founding partners are 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.

For more information, contact us at info@text4baby.org or visit text4baby.org

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

Founding Sponsor: Johnson & Johnson

Founding Partner: CTIA The Wireless Foundation

Powered by VOXIVA

text4baby handout 3

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™

Outreach efforts to 60,000 members through 59 chapters.

NYC Birth Certificate Inserts (est. 150,000 / year)

Martinsville, VA

CLEARCHANNEL
Ready To Be A Parent?
FREE text messages for healthy pregnancies & babies
TEXT BABY
(BEBE en Español) to
511411
to sign up
001650

San Diego, CA

text4baby
03.13.2010 08:15

t4baby

text4baby
VDH VIRGINIA DEPARTMENT OF HEALTH

text4baby℠
text4baby
03.13.2010 08:17

pregnancy and
born info sent
your phone.
BABY

San Diego Text4baby Coalition

Coalition called together by Alliance Healthcare Foundation and San Diego County Medical Society Foundation in November 2009

Membership includes:

- Community clinics, UCSD, San Diego County, First 5 San Diego, Hospitals, Medicaid Health Plans, 211 San Diego, National Latino Research Center, WIC programs, Navy Medical Center, Public Health Department, San Diego School District
- 74 individuals

Goals of the coalition:

- Enroll San Diego moms in the service.
- Customize T4B service to include San Diego specific service info.
- Evaluate efficacy of service for SD populations (Spanish & English).

text4baby™

healthy mothers, healthy babies

San Diego Community Outreach

text4baby

healthy mothers, healthy babies

Interested in partnership?

Contact info@text4baby.org for more information.

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

San Diego Coalition contact: Anna Hoff
ahoff@csusm.edu

text4baby™

healthy mothers, healthy babies