

Texting to Promote Maternal and Infant Health in San Diego: Evaluation Findings Phase I



State Wide Immunization Group

March 14, 2012

Presented by:

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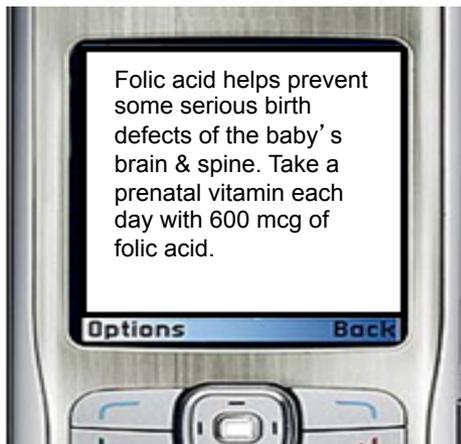
What is text4baby?



- Text4baby is the first national, free-to-end-user mobile health information service in the U.S., designed to promote maternal and child health.
- Women who sign up for the service by texting BABY to 511411 (or BEBE for Spanish) receive 3 free SMS text messages each week, timed to their due date or their baby's date of birth.
- Messages are tailored, action-based, and responsive to the due date and/or birthdate of infant.

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.



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



Customized Content

Text4baby is the largest mobile health service in the US. How can we make it better?

***Then:** Congratulations on your baby's birth! Baby's 1st doctor's visit should be 2 to 3 days after leaving the hospital. Ask your Dr. when to schedule it. Call 800-311-2229 for care & breastfeeding support.*

800-311-2229 transferred to CA Hotline transferred to CA Dept of Public Health directed to look up local WIC on google.com

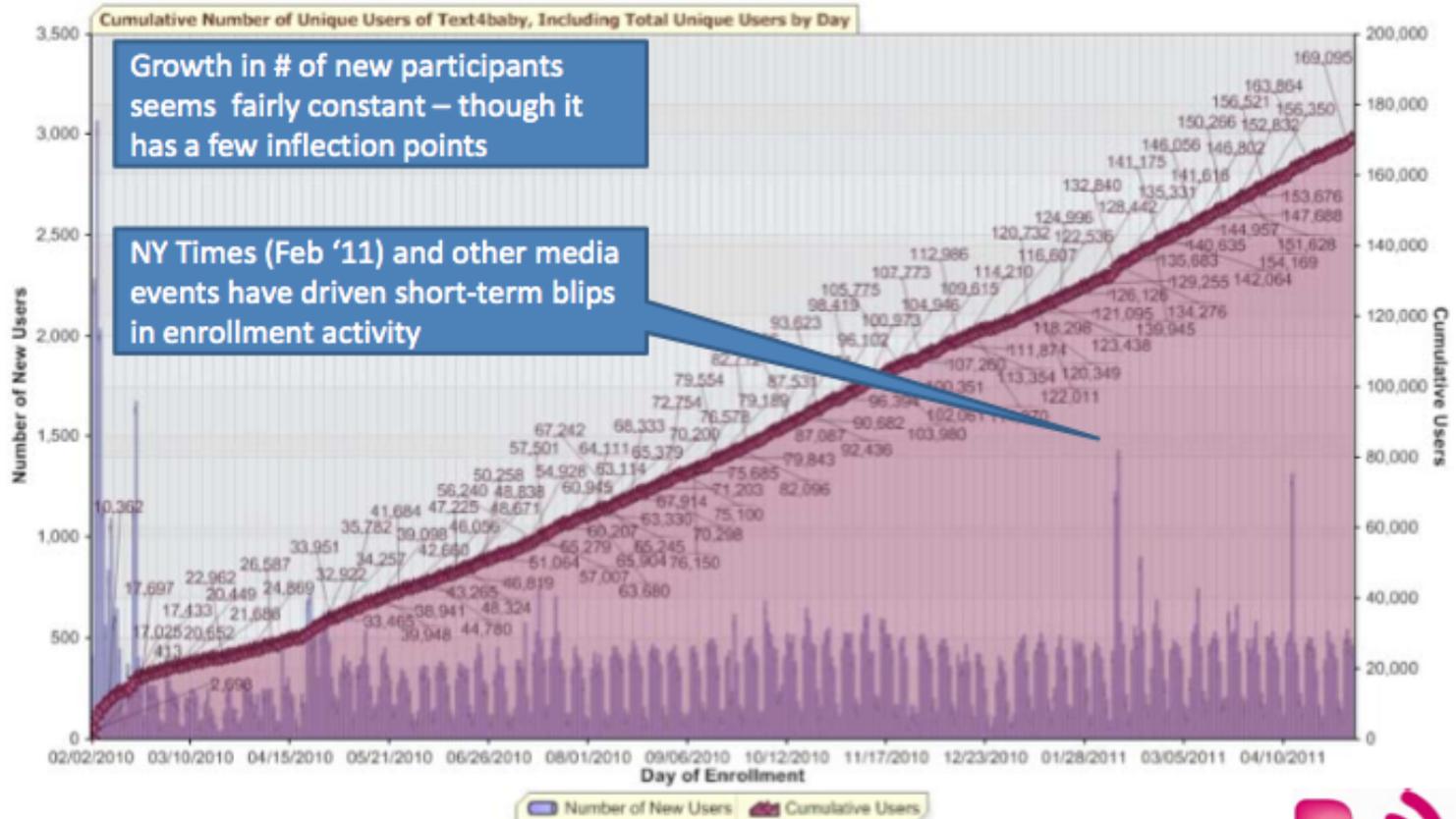
***Now (Customized):** Congratulations on your baby's birth! Baby's 1st doctor's visit should be 2 to 3 days after leaving the hospital. Ask your Dr. when to schedule it. Call 1-888-999-6897 for care & breastfeeding support.*

1-888-999-XXXX transfers to _____ County WIC

Text4baby 2011 Flu Module

Text4baby Enrollment

- 260,000 Moms
- > 25 million messages sent

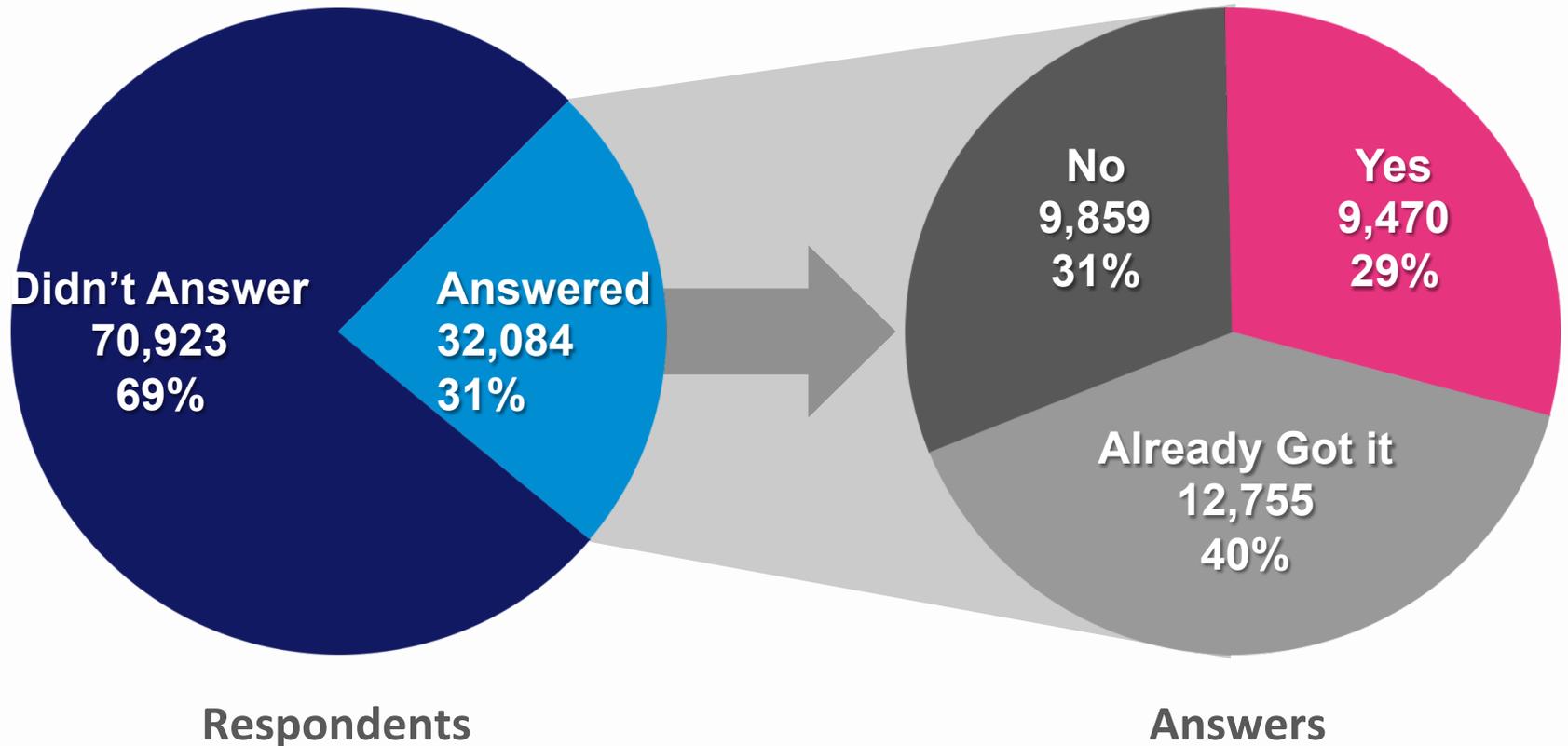


Text4baby Flu Module

- Introduce interactivity by way of “text reminders” into the text4baby system, in order to:
 - Make the service more attractive
 - Increase retention rate among users
- Gather user insights around
 - Barriers to obtaining flu shots
 - Openness to reminder-based option in the system

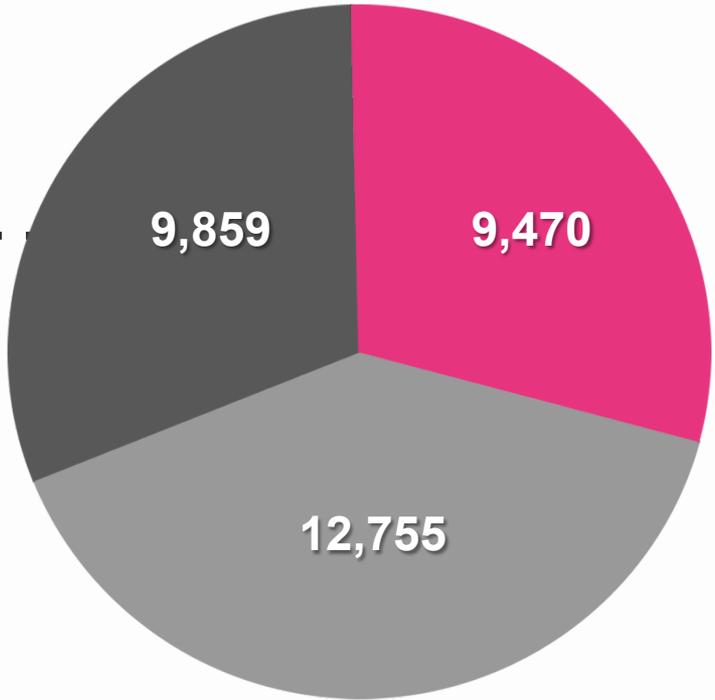
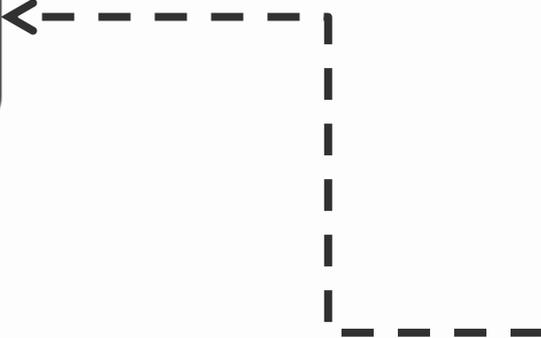
Fall 2011 Flu Module Overview

103,007 active text4baby users currently in the “Pregnancy” or “New Baby” protocol received a message asking if they were planning to get a flu shot this season.



Fall 2011 Flu Module Overview

No
not planning
to get it



Fall 2011 Flu Module Overview

No
not planning
to get it

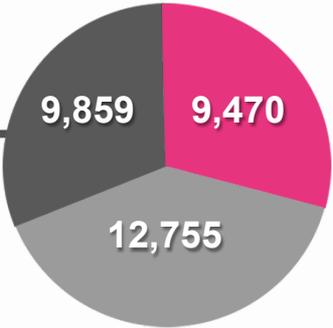
I think it may give
me flu

Cost

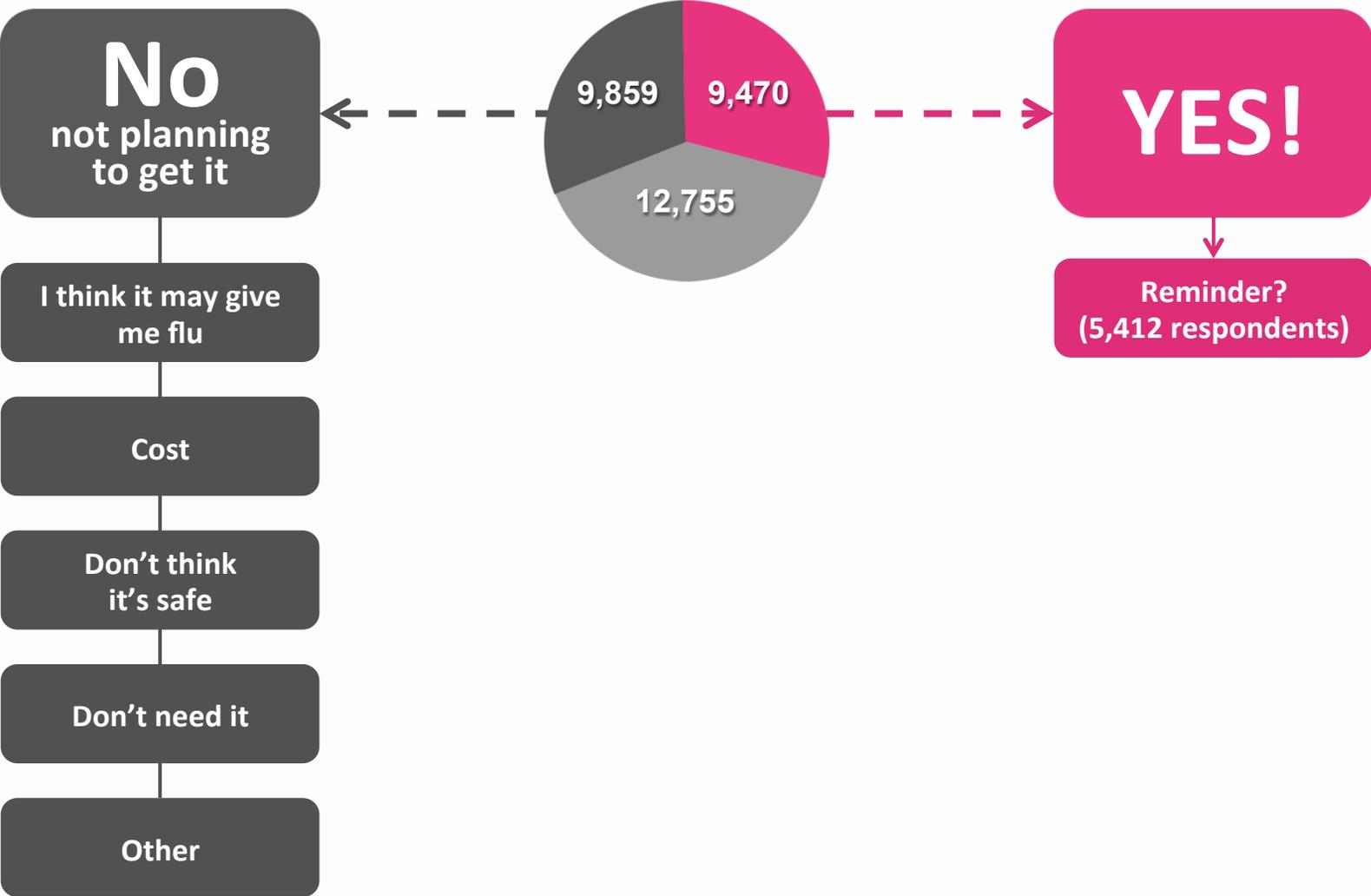
Don't think
it's safe

Don't need it

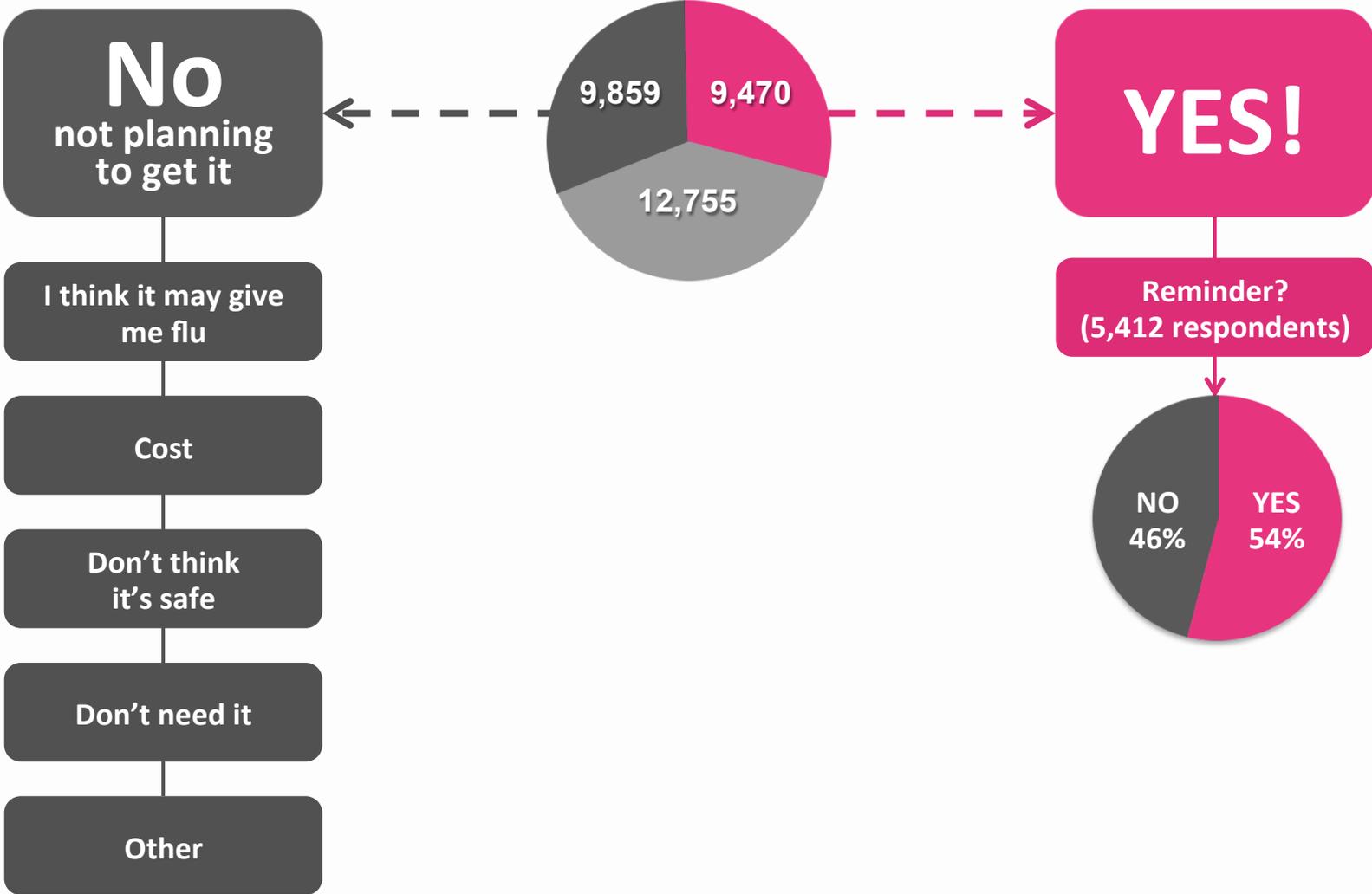
Other



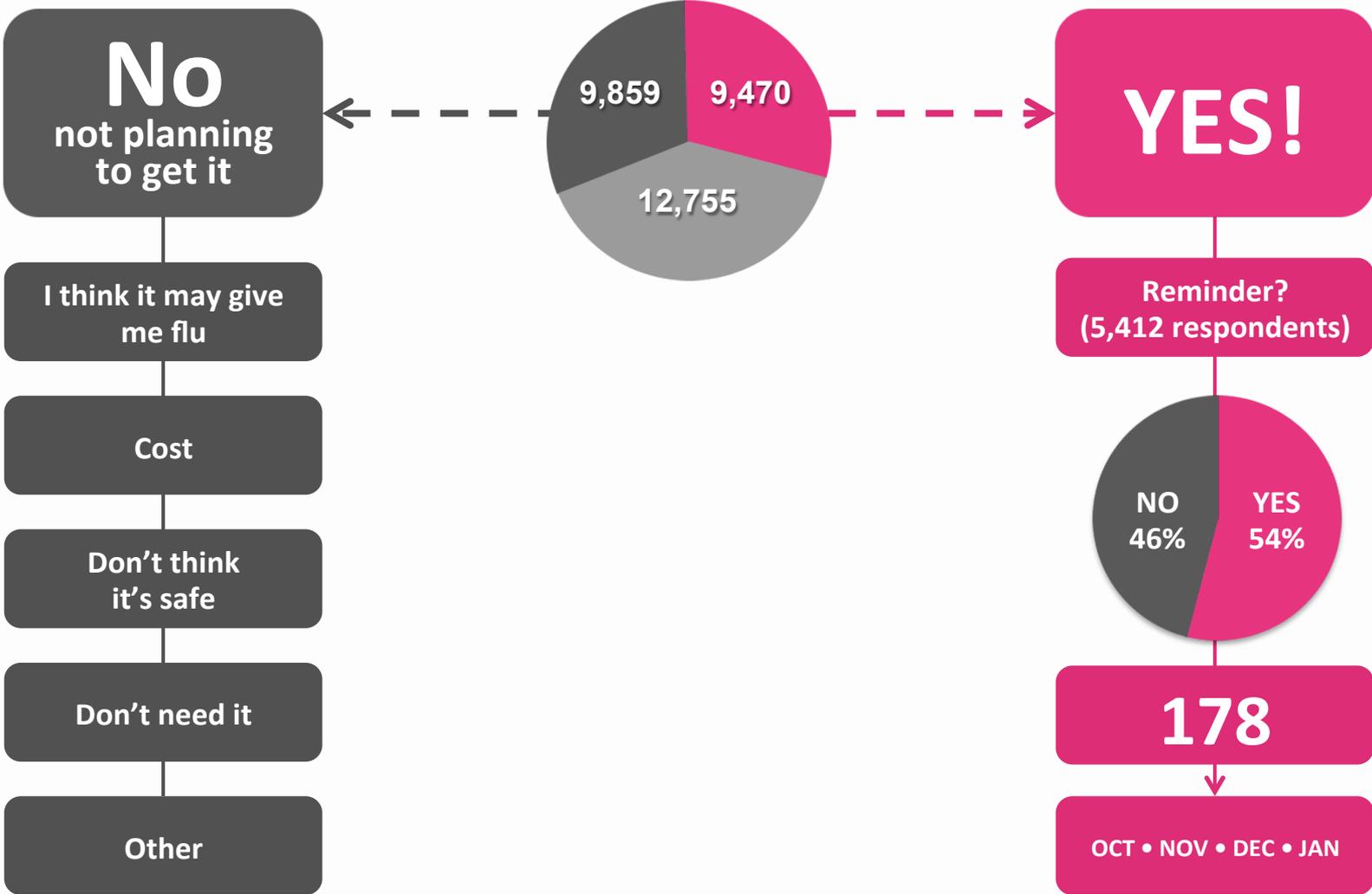
Fall 2011 Flu Module Overview



Fall 2011 Flu Module Overview

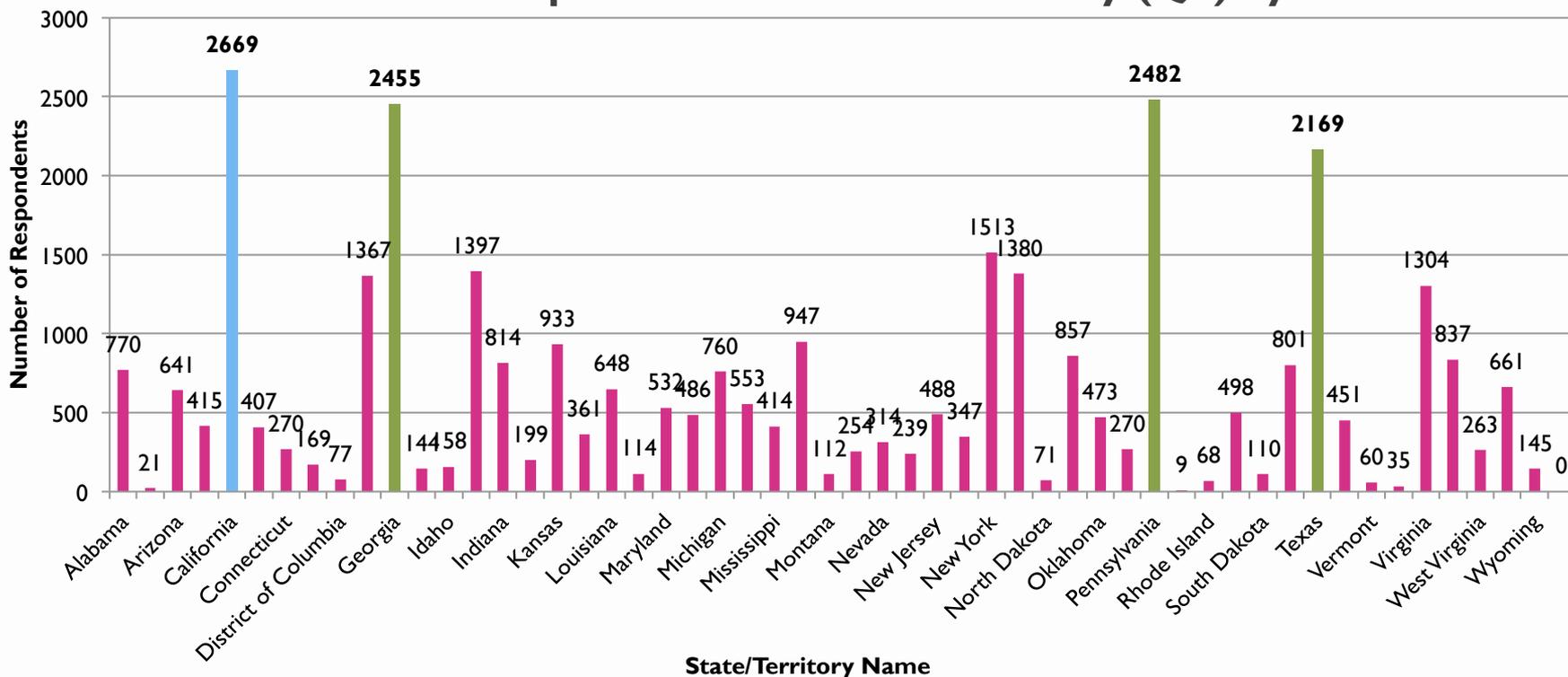


Fall 2011 Flu Module Overview



Flu Module Responses

Number of Respondents to Flu Shot Survey (Q1) by State



For the most part, the response totals mirror the overall text4baby enrollment (states with highest # of enrollees also had more respondents)

Flu Module Takeaways

- Overall response rate was high (~30%)
 - User base is engaged and willing to respond to questions of this nature
- Almost 70% of respondents (~22,000 individuals) seem to think a flu shot is a good idea: They have already gotten it (31.8%) or are planning to (29.5%)
- Responses from text4baby mirror similar studies focused on pregnant women and flu conducted by CDC:
 - April 2011 survey (n=1,457)
 - 20% said they were concerned about safety for the baby
 - 17% worried that the shot would cause flu
 - Values are almost identical to text4baby's results
 - November 2010 survey (n=1,396)
 - ~45% of respondents had already been vaccinated against flu
 - Very close to ~40% of text4baby respondents who said they already got their flu shot

Informing Broader Strategy

- High response rate indicates:
 - Interest from users to engage more with program, even on controversial health topics such as vaccination
 - Text4baby users are reading their messages, reinforcing the value of a mobile health service to disseminate critical health information within minutes
- Quick “ping-pong” interaction is beneficial because it:
 - Provides rich data within minutes (days at the most) to program staff
 - Allows for immediate reinforcement of key health concepts based on user response (e.g., overcoming barriers identified by the user)
 - Allows for real-time changes in promotional strategy and long-term content development
- Text4baby can and should continue to introduce interactive modules like this one to further engage the audience
- Planned for 2012: reminder option for well-baby and prenatal visits

San Diego Evaluation Findings

San Diego Evaluation Findings

– Initial evaluation suggests that text4baby is:

- Increasing users' health knowledge
- Facilitating interaction with their health providers
- Improving adherence to appointments and immunizations
- Improving access to health services

64.1%

Reported that text4baby helped them remember an appointment or immunization that they or their child needed (n=122)

75.4%

Reported that text4baby messages informed them of medical warning signs that they did not know (n=122)

71.3%

Reported talking to their doctor about a topic that they read on a text4baby message (n=122)

Text4baby Evaluation

–Underinsured participants are improving their access to health services and health information services as a result of text4baby messages

38.5%

Reported that they called a service or phone number that they received from a text4baby message (n=122)

53.3%

...of participants without health insurance reported calling a service number

Text4baby potential:

- Text4baby: supplemental support to perinatal/infant care
 - Adherence to Appointments
 - Messages support physicians' advice
 - Reminder of “need to know” and “need to do” information
 - Immunization Reminders
 - Customize messages to refer pregnant mom's and infants to county services
 - Your thoughts and Ideas?



text4babySM

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