



## text4baby

### What it is

- Text4baby is the nation's first free mobile information service designed to promote maternal and child health. An educational program of the National Healthy Mothers, Healthy Babies Coalition, 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.

### How it works

- New users can register online directly on the text4baby.org website or from their cell phone. If registering on a cell phone, the user will text the word BABY (or BEBE in Spanish) to the number 511411. Then the user will be asked to enter their baby's due date or their baby's birthday and your zip code. Once registered, the user will start receiving free messages with tips for their pregnancy or caring for their baby. These messages are timed to the user's due date or user's baby's birth date. If the user is pregnant and the due date changes, she can text the update to 511411 to enter the new due date. Once the user has her baby, it's important to remember to update with the baby's birthday to keep getting messages through baby's first year. If the user wants to stop receiving messages from text4baby, she can text STOP to 511411.

### Successes

- Text4baby is reaching individuals (specifically low-income women) with key information: Since program launch, more than 240,000 individuals have enrolled and over 20 million text messages have been sent. Enrollment numbers show that there is higher enrollment in ZIP codes with the highest poverty levels compared with the overall U.S. distribution.
- Users value the service: Of 11,656 text4baby users who responded to a survey, 96.17% said they would refer text4baby to a friend. Users share that they have learned new information (i.e. about children's health coverage), called hotlines, or talked to their doctor as a result of the text messages.

### Challenges

- Majority of mobile phone carriers provide the text4baby service, however there are some that don't.
- Reaching more women (with focus on low-income women).

## **Implementation**

- Text4baby launched nationally on February 4, 2010. Text4baby is the result of a broad public-private partnership of community health organizations, wireless carriers, businesses, health care providers, and government health agencies, starting with the foundation of expertise out of Voxiva – an international mobile health leader – and with the National Healthy Mothers, Healthy Babies Coalition. Johnson & Johnson is the founding sponsor, providing programmatic support to text4baby, while CTIA- The Wireless Foundation was and continues to be essential to the free-to-end-user model by bringing the U.S. mobile operators on board.

## **For more information:**

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