

WEST VIRGINIA  
Department of



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## **WVDHHR Text4Baby Program**

By utilizing mobile cell phones, the WV Office of Maternal Child and Family Health promotes a smart and cost-effective way to provide WV moms with important health and safety reminders. Text4Baby is the largest mobile health initiative in the nation and is designed to promote maternal and child health. Text4Baby was launched by the national Healthy Mothers, Healthy Babies Coalition in early 2010. The service provides pregnant women and new moms with three free text messages a week with expert health tips and safety information timed to their due date or baby's birth date. Text4Baby also connects women to resources, national hotlines and provides additional critical alerts.

During the recently launched nationwide Text4Baby contest, states competed to enroll as many users as possible. West Virginia currently ranks third in the nation by total unique users of Text4Baby since its launch in 2010. For the purposes of the state enrollment contest, states have been divided into three groups based on overall distribution of 2009 live births with the goal of having states with similar numbers of estimated NEW pregnancies and NEW infants competing against each other. During the weeks of June 17-23 and July 15-21 it was no surprise that WV was the weekly winner in the "small states" group. The WV Department of Health and Human Resources, Right From The Start Program has widely publicized Text4Baby using TV and radio stations to promote the Text4Baby PSAs, and promoted Text4baby at local conferences and baby showers. Text4Baby information was also included in a mailer that was distributed statewide to all pregnant women receiving WV Medicaid coverage. The WV Birth Score Office sent Text4Baby flyers to healthcare providers statewide.

The ultimate goal of the Text4Baby messaging is to increase the number of positive outcomes in WV for pregnant women and newborns. "WV mothers have really responded to this innovative use of technology to improve birth outcomes and maternal and child health," said Dr. Marian Swinker, commissioner for the Bureau for Public Health and WV state health officer. For more information, call the Right From The Start Program at 1-800-642-8522 or visit the Text4Baby website at [www.Text4Baby.org](http://www.Text4Baby.org).