

Text4baby Partner Frequently Asked Questions

General

Q: What is text4baby?

A: 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. Women who sign up for the service by texting BABY to 511411 (or BEBE in Spanish) will receive free SMS text messages each week, timed to their due date or baby's date of birth.

Text4baby is made possible through a broad, public-private partnership that includes government, corporations, academic institutions, professional associations, tribal agencies and non-profit organizations. Founding partners are HMHB, Voxiva, CTIA - The Wireless Foundation and WPP. 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 and the Department of Health and Human Services. 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.

Q: How do women sign up?

A: Women sign up for the service by texting BABY (or BEBE for Spanish) to 511411. Beginning the day after they sign up, women will receive a free, daily message for the first six days with key starter messages. Then, the service will provide three free SMS messages each week, timed to their due date or baby's date of birth.

Programmatic

Q: When is the launch date?

A: Text4baby will launch nationally in February 2010.

Q: Will there be a text4baby website? If so, what will be its purpose?

A: Yes, there is a website, www.text4baby.org. Participants can register for the service on the website. There is also a partner portal, where organizations can download promotional materials and read updates about the program.

Partners

Q: What can organizations do to promote the service?

A: Outreach Partners spread the word about text4baby by encouraging the women they reach to sign up for the service. There are a variety of ways to become involved as an Outreach Partner. Some examples include:

- Adding text4baby information to your website
- Including text4baby information in your mailings, listserv or newsletter
- Displaying text4baby posters in your facilities
- Promoting text4baby through public health or wellness campaigns

- Encouraging service use among your employees
- Any other ways you can think of to spread the word

Q: How will text4baby support partners?

A: Partners will receive:

- Toolkits to assist in your outreach efforts
- Artwork for customizing text4baby promotional materials
- Text4baby Tuesday, a weekly e-mail alert providing program updates
- Invitations to showcase your activities to a national audience through webinars
- Access to an online partner portal
- Recognition on the text4baby website and in select communications
- Technical assistance for outreach initiatives

Q: When can partners start promoting the text4baby service?

A: We are asking partners to begin their promotional activities on February 8, 2010.

Q: Is technical assistance available to outreach partners?

A: Yes, we are available to provide limited technical assistance to outreach partners. Email partners@text4baby.org.

Q: How do we know if there is a partner in our state already involved?

A: If you are interested in becoming a partner and would like to find others involved within your state, contact partners@text4baby.org.

Q: Where can I go for more information?

A: There is a partner portal, where organizations can download promotional materials and read updates about the program. To gain access to this portal, you must be an approved partner. Contact partners@text4baby.org for more information.

Messages

Q: How were messages developed and reviewed?

A: Text4baby pregnancy and infant messages were developed by the National Healthy Mothers, Healthy Babies Coalition (HMHB) in collaboration with federal partners, physicians and nurses and national medical organizations.

Q: Will we see the text messages before we sign on as a partner?

A: Yes, partners have the opportunity to see the text messages. Please note that the messages are copyrighted, and we ask that partners do not distribute the messages outside of their organizations.

Promotional Materials

Q: Text4baby materials will need to go through a clearance process here at our organization before we are able to disseminate them. When will partners receive the materials?

A: Partners will receive electronic copies of the materials in January.

Q: When will partners receive the final materials for distribution?

A: Partners will receive the final materials in February.

Q: Will materials say that the text4baby service is free?

A: Yes.

Q: Can we get free posters?

A: We encourage all partners to purchase text4baby materials. However, we understand that some organizations do not have the budget to purchase promotional materials. We will provide free promotional materials for those specific organizations. Contact partners@text4baby.org to request materials.

Q: Will outreach partners receive funding to disseminate text4baby promotional materials?

A: At this time, there are no additional funds to provide to partners with funding for printing or dissemination.

Technical

Q: How long will women receive free text messages?

A: Text4baby is designed for pregnant women through their pregnancy and the first year of their baby's life. The service is scheduled to run through the end of 2011. All participants will receive free text messages through the end of 2011.

Q: Will the text messages be free for people who have "booster phones" with the no-contract, prepaid set-up?

A: Yes, as long as the user is subscribed to one of the text4baby mobile operator partners, she will be able to access text4baby and not be charged for this service.

Q: If participants change phone services (without carrying over the same phone number) or have inconsistent phone service, will they need to re-register when the phone is back on?

A: Yes, participants will need to re-register.

Q: How do participants select their preferred language for the messages?

A: Participants can sign up for text4baby in English by texting BABY to 511411. They can sign up for text4baby in Spanish by texting BEBE to 511411.

Q: What information will be collected from the participant in the initial registration process?

A: The text4baby service collects phone number, zip code and due date or baby's birth date. This information is used to provide the messaging services and is not used for any commercial purposes.

Q: Are participants able to forward messages to friends?

A: Participants can forward the messages to others directly from their phones.

Q: What happens if a participant loses their phone or changes their phone number?

A: They will need to re-register for the service.

Q: What does a user do if her due date changes?

A: If her due date changes, she can update her due date by texting the word UPDATE to 511411. The timeline and content of her messages will be adjusted to her new date.

Q: How do users unsubscribe from text4baby?

A: To stop receiving texts from the text4Baby service, users simply text the word STOP to 511411 from the same phone they use to get the messages.

Q: Will there be advertisements in the text messages? Is participant information shared with advertisers?

A: No. There are no commercial messages.

Q: Will anyone regardless of trimester in pregnancy or child's age be able to sign up?

A: Yes, pregnant women can subscribe to the service at any point in pregnancy, and mothers of children under one year can sign up at any point during their baby's first year.

Q: Will text4baby be interactive? Can women ask questions?

A: No, text4baby is currently designed as a one-way, broadcast educational service. It does not allow for interactivity.

Q: How can clients cancel the service in case of adverse outcomes?

A: A user can text STOP to 511411 to stop receiving messages. Per industry guidelines, the cancellation instructions are sent with many of the messages. The reason why a person cancels the service is never asked nor collected. Text4baby does not ask follow-up questions once the participant has opted out of the service.

Q: The mobile companies allow the mother to access the text messages free of charge but who pays for sending them?

A: This is a free-to-end-user system. Even if the participant has a text messaging plan, there will be no deduction from that plan. The participating mobile operators have agreed to make this a free service.

Q: Are any of the text message gender neutral to allow fathers to receive messages?

A: The messages are currently focused on mothers. However, anyone who might find value in the information may register to receive them.

Q: Are there localized messages?

A: Text4baby is currently a national program, so the information provided refers to nationally-available resources. In a number of messages, we refer to HRSA's 1-800-311-BABY hotline, which connects users with local services. In the future we plan to develop the capacity for delivery of localized messages.

Q: If we are an outreach partner, can we see data on how many people are registering for text4baby in our state?

A: Yes. Registration is linked to zip code data. There is a web-based data dashboard for partners to see how many registered users there are by zip code.

Q: How do users know that text4baby is free?

A: Promotional materials and outreach communications emphasize that text4baby is a free service. In addition, each text messages begins with “Free msg” to remind users that this is a free message delivered at no cost to them.

Q: Where does the participant access technical assistance if needed?

A: A user can text HELP for technical assistance. Participants can also visit www.text4baby.org for additional information.

Evaluation

Q: Will text4baby be evaluated?

A: Yes. We are working with select organizations to implement evaluation studies. The George Washington University (GWU) is coordinating the overall evaluation and developing an evaluation protocol for the text4baby service.