

First 5 Commission of San Diego
April 5, 2010
Text4baby

Request:

The action before the Commission is to consider approving \$82,500 for the development and management of an integrated media/marketing campaign of Text4baby in San Diego County through December 31, 2011.

Background:

Text4baby is a free mobile information service designed to promote maternal and child health. An educational program of the National Healthy Mothers and the Healthy Babies Coalition (HMHB), Text4baby provides pregnant women and new moms with information they need to take care of their health and give their babies the best possible start in life. Women who sign up for the service by texting BABY (or BEBE for Spanish) to 511411 will receive free text messages (SMS messaging) each week, timed to their due date or baby's date of birth.

The goals of the national Text4baby program are to:

- 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.

Research demonstrates that SMS messaging is an extremely effective method for reaching younger, low income, minority women. Text4baby is a pioneering program that will demonstrate the overall potential of mobile health initiatives in the United States.

Mobile Application Statistics

- 90% of Americans have cell phones
- 18% of US households are "mobile-only"
- 1 trillion SMS messages sent in US in 2008.
- Mobile phones are especially important in reaching the main target audience for Text4Baby:
 - Younger women
 - Lower income women
 - Minority women
- Many more of these women have phones than Internet and an overwhelming percentage use SMS.

San Diego Text4Baby Coalition

The local effort to promote Text4baby in San Diego is spearheaded by a 65-member coalition, co-chaired by the San Diego Medical Society Foundation and the Alliance Healthcare Foundation. This coalition is a key component to ensuring the overall success of the Text4baby campaign in San Diego. Alliance Healthcare Foundation and the San Diego Medical Society Foundation are currently providing in-kind contributions to support this local coalition, and the Alliance is considering funding a part-time coalition coordinator. Funds are needed to support the development and management of an integrated media/marketing campaign to promote Text4baby in San Diego County over the next 12-18 months.

Goals of San Diego Text4baby Campaign

- Develop and conduct a local outreach campaign that can serve as a model for other local coalitions
- Develop a San Diego County media and marketing campaign whose messages are targeted to our local population.

- Enroll 40% of the estimated 45,000 pregnant women and new parents (for a total enrollment of 18,000) in San Diego County in Text4baby over the next 12-18 months.

Text4baby and the Commission's Strategic Plan

The Commission's Strategic Plan 2010 – 2015 has among its strategic goals "Promote each child's healthy physical, social and emotional development" and "Strengthen each family's ability to provide nurturing, safe and stable environments." Text4baby addresses these strategic goals in that it:

- 1) promotes healthy behaviors to support early childhood development beginning prenatally; and
- 2) provides information about resources to help families support their child's healthy development.

The specific strategic plan objectives to be addressed by successful implementation of the Text4baby campaign in San Diego County include the following:

- Decrease the percentage of women who smoke during pregnancy
- Decrease the percentage of children entering kindergarten with undetected and/or untreated developmental, social emotional, or behavioral delays
- Increase parents' and caregivers access to needed services for their children

Funding Proposal

The San Diego campaign aims to enroll 40% of San Diego County's approximately 45,000 pregnant women and new parents in Text4baby over the next 12-18 months. A targeted media and messaging campaign in San Diego is vital to achieving this goal.

Funds are requested to support the following activities:

1) Social Media and Viral Marketing Campaign - \$30,000

This includes management of the local Text4baby Coalition group communications; creating and disseminating periodic progress reports on the success of the San Diego public outreach campaign; creating and implementing targeted integrated media campaign; maintaining strategic connection between the coalition, media and the general public, and periodic evaluation of the marketing campaign's effectiveness

2) Strategic Advertising and Media Buying - \$45,000

This will include a combination of media outlets, including transit advertising, posters, shopping carts and radio targeting the priority demographic of young, low income, and minority women.

3) Fiscal Sponsor - \$7,500

The San Diego County Medical Society Foundation has agreed to be the fiscal sponsor for the local coalition and outreach campaign. The Foundation will receive a 10% fiscal sponsorship fee for administrative costs, which is reasonable and customary.

Staff Recommendation:

- 1) Find that the proposed Text4baby outreach and marketing campaign is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit.
- 2) Authorize the Executive Director or her designee to negotiate and execute a contract with San Diego County Medical Society Foundation, as fiscal sponsor, for up to \$82,500 through December 31, 2011.

Fiscal Impact:

Up to \$82,500 from the Parent Development line in the FY 2009-10 budget.