

Put that Phone to Work!

Utilizing texting to enhance PC effectiveness



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NWA Conference 9/8/14

A photograph of a woman with blonde hair and a young girl with blonde hair, both wearing bright pink shirts, standing on a sandy beach. The woman is holding the girl in her arms. They are both smiling at the camera. In the background, there is a turquoise ocean with white waves crashing onto the shore, and a blue sky with large, fluffy white clouds. The text "No conflicts of interest to declare" is overlaid in yellow on the left side of the image.

No conflicts of interest to
declare

*"You must be the change you wish to
see in the world." Mahatma Ghandi*

I JUST SAVED A TON OF MONEY BY SWITCHING TO



10.com! Breastfeeding123

BREASTMILK



Santa Barbara Co WIC - California

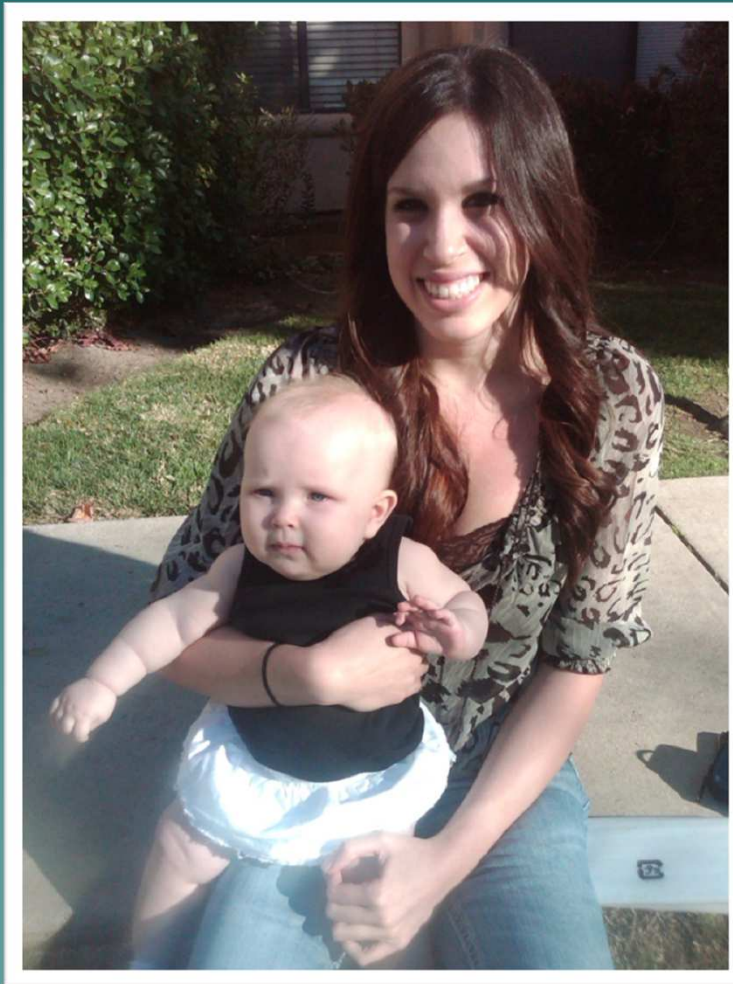
- ◆ 90 minutes North of LA
- ◆ Caseload of 19,000
- ◆ 4 Permanent & 5 Satellite Sites
- ◆ 7 IBCLCs
- ◆ Two FTE Peer Counselors (PCs)
- ◆ 25 Lactation Educators
- ◆ 76% WIC staff are IBCLCs, LEs, or Completed a Lactation Course
- ◆ State WIC BF Award 2003 & 2009
ILCA / IBLCE Award 2013
- ◆ Exclusive BF Rate 37.7% (1-12 mos)
CA Average 21.1%



Santa Maria California, USA



Meet Santa Barbara Co WIC PCs Arely & Sandra



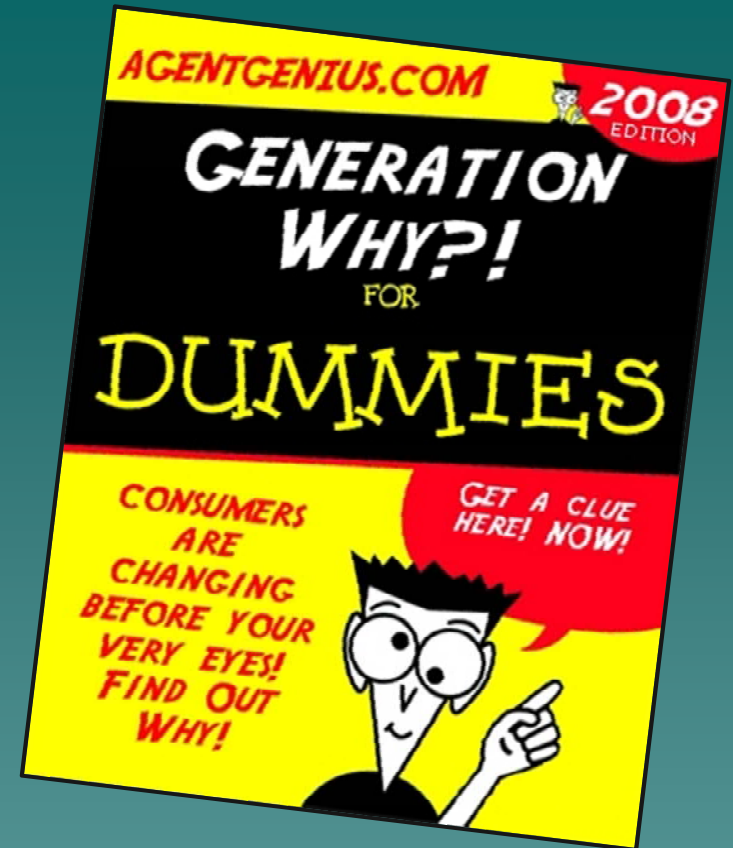
Who is Gen Y?

Born ~ 1980- 2000

Also called *Millennials*

Nearly 80 million in population (baby boomer was 72 million)

Now represent ~75% of all births, 85% of first births



Ethnically diverse (almost half are Black, Hispanic, Asian, Native American)

One in four lived in single-parent households

75% had working mothers

Higher education than previous generations

Gen Y



Gen Y

The text messaging, multi-tasking, advertising-wary, trendsetting, sarcastic, blog-reading, information-addicted, social media-savvy, tech-embracing, fast-moving, highly ambitious, quick-talking, well-educated, iPod, iWhatever-listening crowd



A woman with long brown hair, wearing a pink long-sleeved shirt and blue jeans, is sitting in a red plastic chair. She is holding a baby doll in her arms and gesturing with her right hand. The setting appears to be a classroom or a playroom, with a wooden desk, a yellow bucket, and various toys visible in the background.

Connection: *The Key to Millennials*

Personalized interactions
Place high importance on connecting
with other women

Millennial... Rely heavily on mobile communication





Gen Y's Modus operandi

Preferred Communication	Baby Boomers	Gen X	Gen Y
Face-to-Face	X		
Cell phones	X	X	X
Email	X	X	
IM		X	X
Texting			X
Problem solving approach	Think about what worked in the past, how to replicate it, then call a meeting to discuss	Think up a list of solutions on their own, then call a meeting to discuss	Use web and social networking for research

Reaching *Gen Y* where they're at: Targeted Social Marketing

- ◆ Listen to the needs and desires of our participants, and building our programs from there—“participant centered”
- ◆ Current trend of health education
- ◆ Computer is out & the cell phone (mobile device) is in
- ◆ Mobile devices - #1 consumer product in the world



Bfed Texting Program Background

- ◆ 90% PC participants have cell phones
- ◆ 100% OK with texting
- ◆ More likely to answer text than the phone

Bfed Texting Program Goals



- ✓ Meet the communication needs of *Gen Y*
- ✓ Targeted Social Marketing of BF messages
- ✓ Increase BF rates above baseline

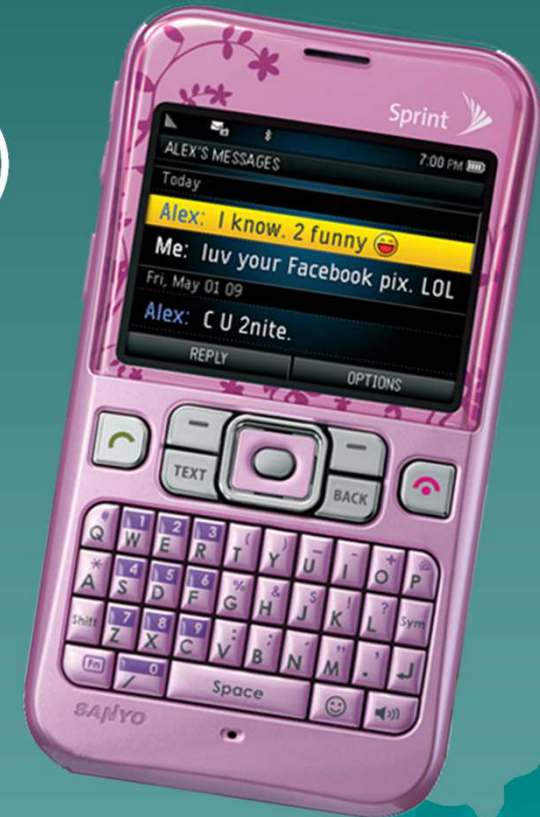
How we started

In Spring 2011, partnered with Educational Message Services (EMS)

Developed a text message platform

Developed prenatal & postpartum texts in English & Spanish

Went live on Friday July 22, 2011



Bfed Texting Program – What it Does

- ◆ Coined the name “Bfed”
- ◆ Short code 8398..
- ◆ Spam texting against the law
- ◆ Participants must give permission to receive texts by “opting in”
- ◆ HIPAA compliant
- ◆ Only for our PC participants
- ◆ Evaluated Quarterly

Former BF Peer Counselor Leanna, now IBCLC



Developing messages

Bfed Texting Program – What it Does

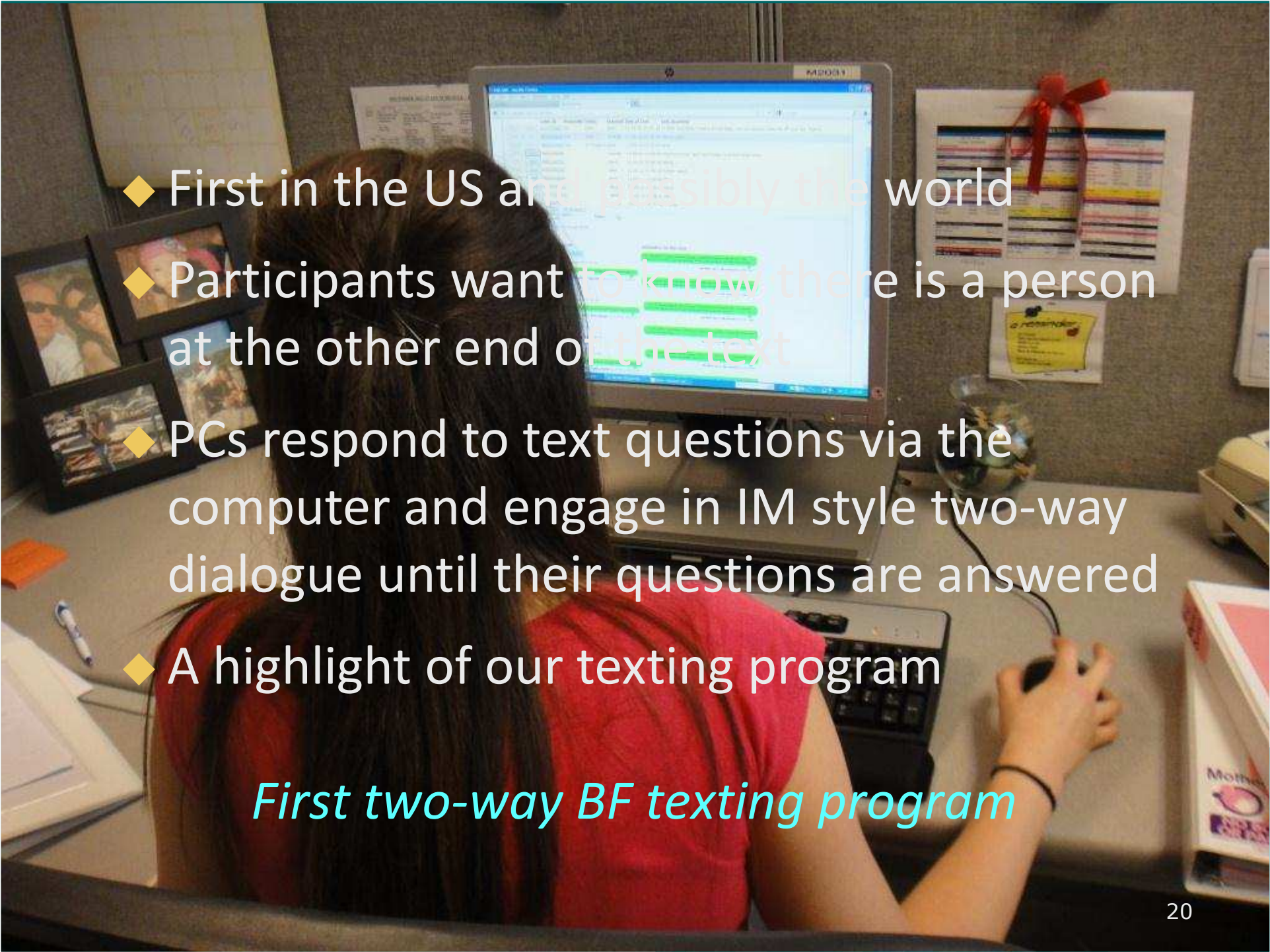
Sends weekly automated text messages from computer to cell phone

PC participants can text back any question or concern and engage in two-way dialogue with their assigned Peer Support Counselor

Computer

12 wks

10 wks pp

- 
- ◆ First in the US and possibly the world
 - ◆ Participants want to know there is a person at the other end of the text
 - ◆ PCs respond to text questions via the computer and engage in IM style two-way dialogue until their questions are answered
 - ◆ A highlight of our texting program

First two-way BF texting program

Participants in Bfed Program

936 current subscribers

- 532 English
- 404 Spanish

◆ Only 13 have opted out of program by sending “stop”

◆ 738 have used system for two-way communication



Data taken August 2014 Report.

Are we reaching them? *Survey says...*

- *I learned something new in almost all the messages*
- *There is no need to go to the clinic, all I do is send a text*
- *I feel very good and more confident about breastfeeding*
- *When I had my baby and they congratulated me for becoming a mom*
- *I feel supported because I knew nothing of breastfeeding*
- *I like receiving the messages. They have great information.*
- *I feel confident and that I am important. Thank you.*
- *I like receiving them, it's a reminder of why breastfeeding is so important and teaches me things I didn't know about.*
- *I enjoy receiving messages with information since I am a first time mom, it's nice to know.*

Summary of our Bfed program

- ◆ Web-based texting interface
- ◆ Participant opts-in (secure)
- ◆ Language flexibility
- ◆ Automated BF message service
- ◆ Two-way communications: Also used for caseload management e.g. touching base, answering questions, & scheduling appointments
- ◆ EMS is developing a platform just for appointment reminders and will be ready soon!

Educational Message Services (EMS)

- ◆ Provides Public Health Education text messages
- ◆ Is a social marketing & health IT agency
- ◆ Runs the Texting Platform
- ◆ Meets all Regulations for Confidentiality (uses short codes vs long codes which are phone numbers)
- ◆ Costs \$3,995.00 a year
- ◆ For more info contact:

(805) 653-6000 or text “more” to 898211

www.educationalmessageservices.com

Why not a cheaper service?

The Verizon computer to text program shortfalls :

NOT an opt in based strategy (opt in based texting is the only method of texting recommended by HHS, HRSA, CDC, because it protects the end user's privacy) <http://www.hhs.gov/open/initiatives/mhealth/recommendations.html>

Limited to one-way communication – can't text back. Participant find ability to text with their peer counselor in a one-on-one conversation very valuable

Cannot preprogram the messages. We have messages sent automatically biweekly to weekly.

Cannot collect data – number of participants, number of texts, dialogue strings, percent of participants who complete the text education, number of English/Spanish participants etc.

Cannot have multiple responders (2 or more PCs on at the same time).



Challenges / Lessons Learned

- ◆ One PC texting too much & not talking to ppts on phone
- ◆ PCs were texting via cell phone, not the texting computer system – we lost data
- ◆ Prepaid cell cards sometimes do not allow texts
- ◆ Funding



Questions for Thought



Could a breastfeeding texting program work for your agency or state because mobile devices are here to stay?

Americans under 55 now text more than they make voice calls and email.

Save money – Cost \$20 a call vs 80 cents for a text (One Study showed)

What barriers might you need to overcome?

- No cell phones
- Not allowed to text

WIC's Future is Now



- ◆ Leading edge in ppt centered counseling
- ◆ WIC is a leading source of BF education & support
- ◆ Count as an education contact?
- ◆ Increase caseload (Colorado saw increase caseload & retention)
- ◆ Personalized attention
- ◆ Expand case mgmt.
- ◆ Increase credibility
- ◆ Research opportunity
- ◆ Provide general nutrition education not just BF
- ◆ Time to start now

Let's take a test drive...

Take out your cell phone!

- 1) Type **898211** where you would put a phone # to text
- 2) Text **NWAEN** for **English** or **NWASP** for **Spanish** (in the message area)
- 3) Press send



Online View →

Online View Sample

[Home](#)
[SMS](#)
[Users](#)
[Reminders](#)
[Admin](#)

[All](#)
[Mine](#)
[Open](#)
[Closed](#)
[In Progress](#)

Phone: [Search](#)

	<u>Caller ID</u>	<u>Responder</u>	<u>Status</u>	<u>Keyword</u>	<u>Time of Text</u>	<u>Last Incoming</u>
Close Open	9166002698	LisaM	Open	demoen	05-01-12 15:42:27	Bfed
Close Open	7074802826			demoen	05-01-12 15:42:33	Bfed
Close Open	5109198715			demoen	05-01-12 15:42:32	Bfed
Close Open	9253232627			demoen	05-01-12 15:42:31	Bfed
Close Open	7073919216			demoen	05-01-12 15:42:30	In a meeting
Close Open	7078439374			demoen	05-01-12 15:42:25	Bfed
Close Open	8054432149			demoen	05-01-12 15:42:24	Bfed
Close Open	9167982475			demoen	05-01-12 15:42:23	Bfed
Close Open	5302712229			demoen	05-01-12 15:42:19	Arly helm
Close Open	8313590792			demoen	05-01-12 15:42:18	Bfed

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[5](#)
[Next »](#)

[Send SMS](#)
0 characters of 160 entered

Hi, just following up to make sure your pregnancy is going okay. I

Name:
phone: 9166002698
email:
created: 2012-05-01 14:11:06 -0700
keyword: demoen
assigned: [LisaM](#)
[\[edit\]](#)

Notes



What Questions Do You Have?

Go ahead and Text
yourself something
you want to
remember from
this talk!



Contact Information

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Breastfeeding Coordinator & HIV Nutrition Advocate
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meg.beard@sbcphd.org

Educational Message Services, Inc. (EMS)
Ventura, CA

www.educationalmessageservices.com
(805) 653-6000 or text MORE to 898211



Santa Barbara Prenatal BF Class



Why it was Developed – Meeting the Needs of Gen Y

- ◆ Gen Y trusts their peers, blogs, and the WEB
- ◆ Texting is a favorite
- ◆ Want to watch / research in the privacy of their own home

How it Works

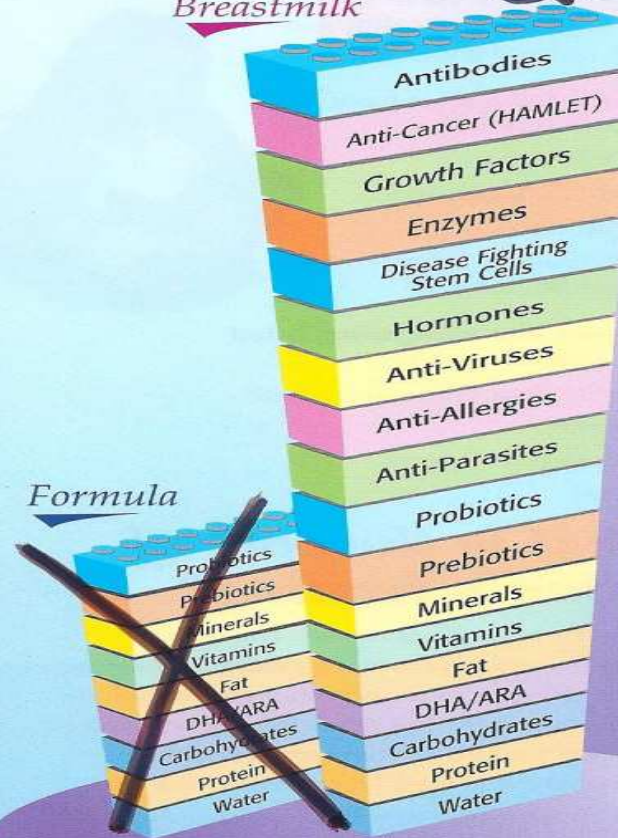
- The topics are called apps
- Ppts choose their topics – learner centered
- - 30 minute class
- - Use their cell phone in the class to text
- Some topics have clips of successful WIC ppts (peers)
- We have a YouTube account with all the clips to view later on their own time

Breastmilk has **MORE**
of the Good Things Babies Need
See for Yourself!

Breastmilk

200+

Formula

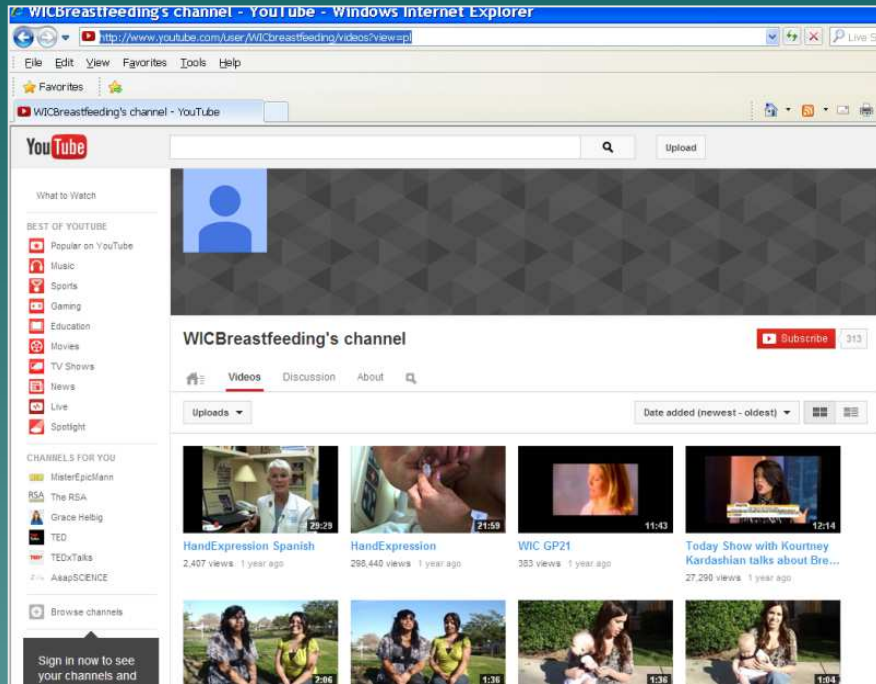


This institution is an equal opportunity provider.
Developed by the California WIC Program,
California Department of Public Health,
1-800-852-5770

Formula vs. Breastmilk --English (03/11) IC# 926095



YouTube Clips & Apps



[http://www.youtube.com/user/WICbreastfeeding/videos?
view=pl](http://www.youtube.com/user/WICbreastfeeding/videos?view=pl)