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Contact: Janice A. Freedman
Executive Director
919-828-1819
janice@ncealthystart.org

North Carolina Wins National Contest to Connect Women to Free Health and Safety Information through Text4baby

Winners announced at APHA - nation's largest public health meeting

RALEIGH (November 5, 2013) – A unique public-private partnership between the North Carolina Healthy Start Foundation and the NC Division of Public Health successfully led to North Carolina being named the winner of the national 2013 Text4baby State Enrollment Contest in the large state category. In 2012 North Carolina came in third place. The purpose of this five month competition was to connect pregnant women and new moms with Text4baby, the nation's largest, and only free, mobile health service that provides critical health and safety information.

North Carolina partners enrolled 4,882 new women during the contest period (mid-May to mid-October.) The majority learned about the service from a television ad developed by the North Carolina Healthy Start Foundation that aired on stations in 10 areas of the state starting in late June. The advertisement had an immediate and significant impact, as there was a sharp increase in enrollment immediately following the ad campaign launch. North Carolina moved from fourth place prior to airing the ads to the number one spot for the rest of the contest period and had nine weekly wins. The ad can be viewed at: <http://youtu.be/GIXvkvO4acg> and media partners are listed at the end of this release.

Winners were determined based on new participants who enrolled in the service during the contest period as a percentage of eligible moms. States/territories were separated into three size categories based on their estimated number of new pregnancies and new infants. Arkansas won in the medium state category and South Dakota for small states.

“Text4baby really meets a need for pregnant women and new moms. The information they receive, in English or Spanish, is tailored to where the woman is in her pregnancy or the age of her baby,” says Janice Freedman, Executive Director of the North Carolina Healthy Start Foundation. “Our media partners really stepped up and provided more than 500 free ads.”

The winners of the contest were announced and honored on November 4th by Text4baby Director Sarah Ingersoll during the Martha May Eliot Awards Ceremony at the American Public Health Association Annual Meeting in Boston, Mass.

Dr. Michael Lu, Director of the Health Resources and Services Administration and the Maternal and Child Health Bureau, congratulated the three states at the luncheon, “the innovative efforts of these three states, and of all the states that participated in the 2013 Text4baby State Enrollment Contest, are successfully linking many more pregnant women and new mothers to important evidence-based health information.”

In addition to the media campaign, Text4Baby was promoted in North Carolina through local efforts and through a number of North Carolina-based websites. Some of the community-based

programs include: the federally funded Healthy Start projects in North Carolina, Healthy Beginnings projects (state minority infant mortality program), the Pregnancy Medical Home clinics (Medicaid managed care for pregnant women), some of the Foundation's statewide network of 500+ community-based agencies serving women of childbearing age, and the Young Moms Connect project that supported young pregnant and parenting women in five North Carolina counties.

About the North Carolina Healthy Start Foundation

The North Carolina Healthy Start Foundation, a nonprofit organization established in 1990, conducts ongoing public education campaigns, advises state and local policy-makers, and provides technical assistance and professional training focused on reducing infant death and illness and improving the health of women and young children. For more information, visit: nchealthystart.org.

About text4baby

Text4baby is the nation's only free mobile information service designed to promote maternal and child health through text messaging and is a service of the nonprofit National Healthy Mothers, Healthy Babies Coalition (HMHB), implemented in partnership with Voxiva. Mobile carriers support text4baby so the service can be free to the end user. A public-private partnership also includes over 1000 national, state and local organizations including the American Academy of Pediatrics, American College of Obstetricians and Gynecologists, and Centers for Disease Control and Prevention. For more information, visit text4baby.org.

North Carolina Media Partners

- Time Warner Cable – Raleigh/Durham, Fayetteville, Charlotte, Greenville, Onslow/Wilmington, Greensboro/Winston-Salem
- Fox 46/WJZY/WMYT – Charlotte
- WCCB – Charlotte
- CW20/WCWG – Greensboro/Winston-Salem
- WFMY/News 2 – Greensboro
- WLFL/CW22 and WRDC/MYRDC – Raleigh/Durham
- Charter Media – Asheville and Western NC
- Fox 50 WRAZ – Raleigh, Durham, Fayetteville, Rocky Mt.

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