

### Implementation Team: text4baby

**Goal 3:** To improve interconception care and family planning across the Commonwealth.

**Objective 2:** Increase the percentage of women who have an interval from birth to subsequent birth of at least 24 months from 23.3% to 25.5% (10%) by 2018.

**Strategy 2:** Promote the utilization of text4baby and 2-1-1 VIRGINIA by childbearing age families.

**Success Indicator:** *Number of Virginia enrollees in text4baby*

| Action Steps  | Timeframe | Lead   | Benchmarks   | Status   |
|---|-----------|--|--|--|
| 1. Assure that a text4baby "link button" is on the VDH website.   |           | Shannon Pursell (SP)   | ●# of link buttons on local, state, and organization websites within VA  | Continuing to work on a complete inventory of the 35 health districts.   |
| 2. Assure that all the Medicaid MCOs have a text4baby "link button" on their website.   |           | Shelagh Greenwood (SG)                                       | ●# of link buttons on local, state, and organization websites within VA  | Shelagh sent an email with the link to Mary Mitchell and asked her to have the MCOs place it on their websites. Intotal and Majesta Care have added the link their websites.   |
| 3. Work with the school health liaisons at DOE and VDH to include information on text4baby at school nurses professional training.  |           | SG to reach out to DOE to identify a lead to work with Luisa | ●provide training/webinars to X# of healthcare professionals   | Tia Campbell from DOE is willing to have the school nurses attend a webinar in mid-late August 2014. Shelagh had a meeting with Tia and Tia is looking at the content and will decide on a date to have a more in-depth meeting with Shelagh to discuss text4baby intergration into the schools. |
| 4. Contact the VHHA to include information regarding text4baby in their routine communications (e.g. newsletters)   |           | SP   | ●reached X# of healthcare professionals through news article promotion of text4baby  | Will follow-up with Barb from VHHA to begin including text4baby in their routine communications.   |
| 5. Contact the Association of Health Plans to explore how they can assist have information on text4baby in the communications to their members (letter, newsletter article, or link on website) |           | JohnJason Cecil (JC)   | ●# of link buttons on local, state, and organization websites within VA<br>●reached X# of healthcare professionals through news article promotion of text4baby | Will find a contact person with the Association of Health Plans and follow-up with team at next meeting.   |

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|---|--------------|--|--|--|
| 6. Include information on text4baby at the home visiting meeting.                               |              | Joan Corder-Mabe (JCM)                                 | <ul style="list-style-type: none"> <li>● Provided X# of promotional materials to promote text4baby at X# of venues</li> <li>● provide training/webinars to X# of healthcare professionals</li> </ul> | Next home visiting meeting is October 28, 2014; text4baby would like a speaking part on the agenda and a larger presence for text4baby. JCM to work with the meeting planning committee to include text4baby |
| 7. Distribute information about text4baby to obstetrical providers through the ACOG newsletter. |              | JCM  | <ul style="list-style-type: none"> <li>● reached X# of healthcare professionals through news article promotion of text4baby</li> </ul>   | JCM reached out to ACOG (Holly Puritz) to determine the best avenue to distribute information about text4baby to OB providers and recommends doing an article  |
| 8. Distribute text4baby materials to the licensed day care centers.                             | Apr/May 2014 | Bethany Geldmaker (BG)                                 | <ul style="list-style-type: none"> <li>● Provided X# of promotional materials to promote text4baby at X# of venues</li> </ul>  | Bethany was on call looking to put out spring (Apr/May) newsletter, needing to get things finalized, no approval needed from childcare centers. BG waiting on materials from Luisa.                          |
| 9. Distribute referral cards and provide an ad for the Imagine Festival in Richmond, VA         |              | Patricia Mills   | <ul style="list-style-type: none"> <li>● Provided X# of promotional materials to promote text4baby at X# of venues</li> </ul>  | Promo text4baby in Latin community, find out dates for additional festivals and send representative. Make sure table is set up and plenty of supplies are stocked.   |
| 10. Provide promotional materials to all the Federally Qualified Health Centers and website     |              | Trinette Randolph                                      | <ul style="list-style-type: none"> <li>● Provided X# of promotional materials to promote text4baby at X# of venues</li> </ul>  | John Jason will email proper person  |
| 11. Include a linkage to text4baby on the electronic health records                             |              | CaSaundra Swain (CS),<br>Luisa Soaterna-Cataneda (LSC) | <ul style="list-style-type: none"> <li>● # of link buttons on local, state, and organization websites within VA</li> <li>● CS and LSC will follow-up offline after the meeting</li> </ul>            | LSC is working on screening tools with MCOs to implement text4baby in outreach calls and link in a question or tab within the health assessment on EMR. This is being worked with compliance teams.          |
| 12. Draft recommended procedures on how to include text4baby in procedures for the CSBs         | 60 days      | Martha Kurgans,<br>DBHDS                               |  | Joan volunteered to follow up with Martha, in process  |
| 13. Identify other funds to enhance the promotion of text4baby                                  |              |  |  | No info  |

| Action Steps  | Timeframe | Lead       | Benchmarks  | Status  |
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| 14. Distribute materials at appropriate professional and/or community conferences (AAP, Rural Health Association)         |           | Emily      | <ul style="list-style-type: none"> <li>● Provided X# of promotional materials to promote text4baby at X# of venues</li> <li>● provide training/webinars to X# of healthcare professionals</li> </ul>            | Sept 5 <sup>th</sup> and 6 <sup>th</sup> state conference. Text4baby information distributed and discussed. Emily will follow up with Gerald to see if text4baby can present. Joan to follow-up with A1 conference to put a presentation about text4baby on the agenda in Fredricksburg. LSC will send new templates to JCM |
| 15. Include text4baby materials in the Capital Diaper Bank Network.   |           | JC         | <ul style="list-style-type: none"> <li>● Provided X# of promotional materials to promote text4baby at X# of venues</li> </ul>   | John Jason will follow up   |
| 16. Include text4baby materials in the Richmond City Commission on Breastfeeding activities                               |           | JC         | <ul style="list-style-type: none"> <li>● Provided X# of promotional materials to promote text4baby at X# of venues</li> </ul>   | Healthy Communities Action Team, John Jason will present and work on.   |
| 17. Convene a mother-baby summit.   |           | SP and JCM |   | May 16, 2014 and SP/JCM will follow-up with LSC   |
| 18. Implement text4baby in routine outreach questionnaires within MCO's   |           |            | <ul style="list-style-type: none"> <li>● Evaluate MCO penetration on text4baby</li> </ul>   | Text4baby has been added to Majestacare's outreach questionnaire and into their system, Dynomo.   |
| 19. Reach out to Veteran's Hospitals (VA) and Military Posts to include text4baby information during pregnancy counseling |           | SP         | <ul style="list-style-type: none"> <li>● Provided X# of promotional materials to promote text4baby at X# of venues</li> <li>● # of link buttons on local, state, and organization websites within VA</li> </ul> | SP met with the Women's Health Clinic program manager at the Veteran's hospital and gave her text4baby materials and the manager will be attending the HCIMWK meetings to stay in the loop.   |
| 20. Three Kings observance (Juguetavo) among Hispanic community in Richmond   |           | LSC        | <ul style="list-style-type: none"> <li>● Provided X# of promotional materials to promote text4baby at X# of venues</li> </ul>   | Availability of a table to provide information and resources surrounding text4baby at this festival Jan 2015. LSC will follow-up and research information and details.  |
| 21. Present text4baby at MCO meetings   |           |            | <ul style="list-style-type: none"> <li>●</li> </ul>   | Majestacare is involved with offices on baby care program and walk the providers through how to sign moms up for text4baby.   |
| 22. Provide a train the trainer webinar on how to use   |           | LSC        |   | LSC will provide the link and send it out   |

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| text4baby and send out links<br>to providers/nurses/offices |  |  |  |  |
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