



Virginia text4baby Implementation Team

Tuesday, March 18, 2014

10:00-11:00 am

Minutes

Present: Jillian Weyant, Shelagh Greenwood, Luisa Soaterna-Castaneda, Heather Board, Bethanny Geldmaker, Tabitha Taylor, Martha Kurgans, Shedona Wright, Susan Pharr, Valerie Bowman, Sara Varner, Joan Corder-Mabe, Shannon Pursell

Strategic 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 reproductive age families.

Our team goal: To increase text4baby enrollment by 6,125 (25%), to a total of 30,625 enrollees by February 2015.

| | Lead | Notes |
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| Welcome and Roll Call | Joan Corder-Mabe | <ul style="list-style-type: none"> See attendance above |
| text4baby National Update | Luisa Soaterna-Castaneda | <ul style="list-style-type: none"> To date there are just under 25,000 text4baby enrollees in VA and 692,988 text4baby national enrollees The PSA with Brandi are being finalized in English and Spanish. The 4th birthday launch was a success. Text4baby has partnered with Johnson & Johnson, for every photo donated and uploaded to Johnson & Johnson, they will donate a dollar to text4baby. Here is the link: http://www.donateaphoto.com/ Luisa is scheduled to present at the MCO workgroup in June 2014. State contest will launch in May around Mother’s Day, last year Virginia had a spike in enrollment due to this contest. |
| Status Updates on Work plan | Joan Corder-Mabe | <ul style="list-style-type: none"> Please see attached updated work plan |
| Review of Goal/Objective and Team Goal | Shannon Pursell | <ul style="list-style-type: none"> The goal and objective of this group came from the IMSP and is at the top of the minutes. Our team goal is also at the top of the minutes, please review. |
| Data by Indicators | Sara Varner | <ul style="list-style-type: none"> The data power points were presented, which moved the group into discussion on how we would further examine the data to decide on where we wanted to targeted our efforts, specific to 2-3 communities. |

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| Discussion | Sara Varner | <ul style="list-style-type: none"> • What other factors are associated with the dark pink area (low text4baby enrollment, high birth rate)? <ul style="list-style-type: none"> ○ Poverty ○ Cell phone towers (minimal) ○ Homevisiting programs ○ Additional barriers specific to that area ○ What resources are present in the area ○ Examine the health district needs assessment for those areas • Based on low birth rate, smoking while pregnant, women who initiated prenatal care in 3rd trimester or later, and percent of live births covered by Medicaid the five worst areas were: <ul style="list-style-type: none"> ○ Southside ○ Pittsylvania- Danville ○ Cumberland Plateau ○ Lenowisco ○ Roanoke • The group decided that additional data was needed to determine which areas the group will target. The additional data will be available at the next meeting for discussion. |
| Next Steps and Adjournment | Joan Corder-Mabe | <ul style="list-style-type: none"> • Next Meetings: April 22, 2014 at 10:00 am and May 20, 2014 at 10:00 am |

Link for text4baby newsletter: <http://my.text4baby.org/page/s/text4baby-tuesday>

Link to order text4baby supplies:

<http://graphtech.myprintdesk.net/DSF/storefront.aspx?6xni2of2cF3qEW9M0h2GLtXhmqEGcGvIkJsDghD0nPLANM4rIAuffhcSGdRZf+ih>

Link to VDH infant mortality webpage: <http://www.vdh.state.va.us/infantmortality/index.htm>



