

Text4baby Tip Sheet: Promotional Ideas for State Departments of Health

- ❖ Identify key stakeholders in your agency and state and create a statewide coalition or implementation team around text4baby. You could include:
 - Division of Social Services
 - MCH Bureau/Title V Administrator
 - WIC and Healthy Start programs
 - Division of Medicaid/Managed Care
 - Head Start program
 - Health plans
 - Health Resources and Services Administration's "311-BABY" hotline state administrators (often Info Line or 211-BABY)
 - Large healthcare delivery networks and hospital systems
 - State immunization coalition
 - State perinatal network/partnership
 - State breastfeeding coalition
 - State Healthy Mothers, Healthy Babies chapter/coalition
- ❖ Send an email or letter to your grantees and county and local health districts announcing your support of text4baby and providing them with resources and the Partner Portal link (<http://text4baby.ning.com>).
- ❖ Tailor the press release template and distribute it with your logo and plans for the campaign.
- ❖ Host a media launch/press event around text4baby. Invite your state health commissioner, health secretary, governor, and other key leaders.
- ❖ Add a text4baby web banner or button to your website's homepage.
- ❖ Add a web page within your site about text4baby and how your agency is helping promote the service.
- ❖ Link to text4baby on your agency's Facebook page.
- ❖ Collaborate with your state's department of vital statistics/records to send out text4baby information with birth certificates.
- ❖ Include a blurb or article in e-newsletters or print newsletters that are distributed to specific state grantees or programs. HMHB staff can help provide the language you need.

- ❖ Work with regional partners to hold “baby showers” and distribute promotional items and information about text4baby in different parts of your state.
- ❖ Create your own radio or TV PSAs, or distribute the ones featuring Sheri Shepherd to your media contacts and partners.
- ❖ Invite text4baby to staff a booth or table at conferences and meetings.
- ❖ Host a webinar for interested staff and colleagues in your state and invite HMHB staff to speak about text4baby.
- ❖ Customize the text4baby posters with your agency’s logo and distribute the PDF (or have copies printed) to partners in your state.
- ❖ **Have other creative ideas? Let us know by emailing partners@text4baby.org and we’ll add them to this list!**

