

## **Text4baby Tip Sheet: Promotional Ideas for Health Plans**

- ❖ Place the text4baby logo, web banner, and program description on your web site home page, social media sites (Facebook, Twitter), and on the maternity/infant health program web site.
- ❖ Include an article about text4baby, written by the Medical Director, in the member newsletters, broadcast emails, and other communications (e.g. EOB) with enrollment instructions and program benefits.
- ❖ Place an article written by the Medical Director or Provider Relations Executive in the provider newsletter about text4baby, enrollment instructions, and its benefits.
- ❖ Reach out to your provider groups with and encourage them to promote text4baby in the office and during patient visits.
- ❖ Distribute posters and flyers (can be branded to the health plan) to provider offices, community health centers, etc.
- ❖ Encourage case management nurses to promote text4baby to pregnant members.
- ❖ Add a pre-recorded message to your telephone on-hold messaging system to encourage members to enroll in text4baby.
- ❖ Promote text4baby among your employees through internal newsletter promotion, closed-circuit TV advertising, and broadcast emails.
- ❖ Launch a community event with a non-profit partner to drive enrollment and to promote the program to your members.
- ❖ Collaborate with local media (news, entertainment, radio, etc.) to promote text4baby and drive enrollment.

**Have other creative ideas? Let us know by emailing [partners@text4baby.org](mailto:partners@text4baby.org) and we'll add them to this list! We will also promote your efforts in our weekly newsletter.**

