

# **BUREAU OF FAMILY HEALTH COMMUNICATIONS DATA REPORT 2018**

**Helpline, Websites, and  
Social Media Data (1994 – 2018)**



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# Executive Summary

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## Program Information

In 1991, the federal Title V Maternal and Child (MCH) Health block grant mandated that all state recipients provide a helpline to connect pregnant women and new moms to MCH resources to help reduce infant mortality. With that mandate, the Partners for Healthy Babies (PHB) campaign and helpline were “born” in 1993 as a cooperative effort between the MCH program and the Women, Infants, and Children (WIC) program of the Office of Public Health. This campaign connected women and their families to information and resources in Louisiana via a toll-free helpline: 1-800-251-BABY (2229); the website [PartnersForHealthyBabies.org](https://PartnersForHealthyBabies.org) (launched in 2004); and a social media campaign on Facebook and Twitter that began in 2009.

Title V falls under the Louisiana Department of Health – Office of Public Health – Bureau of Family Health (BFH), which has grown significantly between 2013 and 2017 as several programs merged with BFH. As BFH grew, so did its web presence. There are now several topic-specific “mini-websites” that cover safe sleep, reproductive health, hospital support for breastfeeding, and health and safety training for child care centers. In 2017, in coordination with WIC, BFH launched, [PartnersForFamilyHealth.org](https://PartnersForFamilyHealth.org) to fulfill the emerging need to have a singular web presence that encompasses all the programs and services of BFH. Also in 2017, WIC rebranded and built a new website that launched in 2018, [LouisianaWIC.org](https://LouisianaWIC.org).

## Annual Report Objectives

This 2018 annual Bureau of Family Health Communications Data report is a compilation of trends, quality indicators, and usage data for the PHB helpline, BFH’s family of websites, WIC’s website, and BFH’s social media accounts. It identifies changes over time in how target audiences interact with BFH and WIC resources via the helpline, websites, and social media, and helps guide the future directions of the campaigns.

## Data Highlights: Partners for Healthy Babies Helpline

- Helpline calls have been on a downward trend since 2013. The trend continued in 2018 with 1,877 total calls, which represents fewer calls than the five-year average.
- WIC remains the most frequent reason for calling the helpline, followed by questions regarding general assistance and potential pregnancy testing.

## Data Highlights: Websites

- [PartnersForFamilyHealth.org](https://PartnersForFamilyHealth.org): Enhanced the *About Us* page and the *Providers and Partners* homepage; and added a Data Center to the site. The Data Center allows users easier access to the many data products BFH and its partners create (reports, fact sheets, infographics, etc.).
- [GiveYourBabySpace.org](https://GiveYourBabySpace.org): Developed an interactive quiz game, added a QR code for the game, and produced five video vignettes of Louisiana residents sharing their stories of safe sleep.
- [PartnersForHealthyBabies.org](https://PartnersForHealthyBabies.org): Added Live Chat to all of the pages on the site (previously piloted on only one webpage).

## Future Plans

In 2019, the four overarching priorities for BFH and WIC are to continue to (1) promote LouisianaWIC.org; (2) promote the BFH websites and helpline; (3) conduct continuous quality improvement efforts for these campaigns; and (4) explore new media and find innovative ways to engage target audiences. As such, some projects in 2019 include creating a widget for [PartnersForFamilyHealth.org](https://PartnersForFamilyHealth.org) that partners can add to their websites, redirect the newsfeed from [PartnersForHealthyBabies.org](https://PartnersForHealthyBabies.org) to [PartnersForFamilyHealth.org](https://PartnersForFamilyHealth.org), and to obtain our own server to host the websites.

## Acknowledgements

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Special thanks to the following for their collaborative work on the *Partners for Healthy Babies* project and *Partners for Family Health*:

### **Project Staff:**

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### **Contractors:**

American Pregnancy Association

Worldways Social Marketing

MEE Productions Inc.



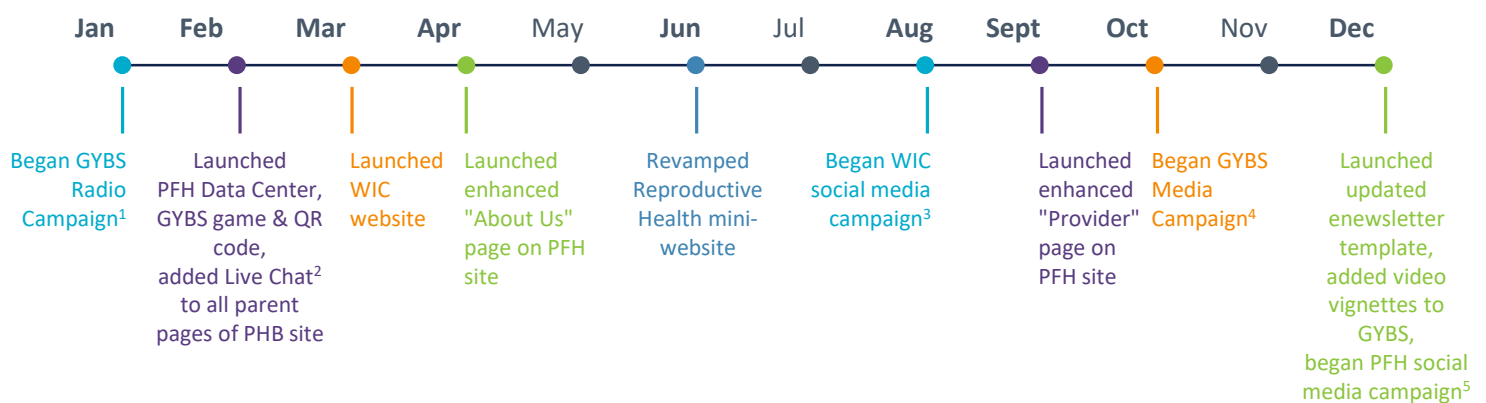
# Introduction

2018 was a year of growth and enhancement to BFH and WIC's web presence, including the following:

- Launched [LouisianaWIC.org](https://LouisianaWIC.org), where Louisianans can learn about WIC, access healthy recipes, and more. Site built in 2017.
- Added a Data Center onto [PartnersForFamilyHealth.org](https://PartnersForFamilyHealth.org), to make the many data products that BFH and its partners create (fact sheets, infographics, reports, etc) more easily accessible to the public.
- Produced and added: an interactive quiz game, a QR code for easy access to game, and five video vignettes of Louisiana residents sharing their stories of safe sleep to [GiveYourBabySpace.org](https://GiveYourBabySpace.org).
- Revamped [HealthyChoicesLA.org](https://HealthyChoicesLA.org) (Reproductive Health program website).
- Ran a social media campaign promoting WIC on Facebook.
- Ran two radio campaigns promoting the safe sleep website [GiveYourBabySpace.org](https://GiveYourBabySpace.org) (GYBS) on Facebook and Pandora.
- Ran a digital ad campaign promoting [PartnersForFamilyHealth.org](https://PartnersForFamilyHealth.org) on Facebook, Twitter, and Google.
- Revamped the BFH eNewsletter template to incorporate Partners for Family Health branding. To subscribe to the eNewsletter, scroll to the bottom of any page on [PartnersForFamilyHealth.org](https://PartnersForFamilyHealth.org).
- Produced collateral materials to promote BFH services with Partners For Family Health branding (retractable banners, tear pads, folders, promotional sheet and sunglasses).
- Developed a Outreach Toolkit that WIC staff can use to promote WIC services at events. Toolkit includes: pens, notepads, tablecloth and runner, and a tri-fold board.

*The data in this report lays out the reach of the PHB helpline, the websites (including PFH, PHB, WIC, and the mini-websites), and social media to our target audiences (parents and families, providers and partners, and women and men).*

## 2018 Highlights Timeline



1 Give Your Baby Space radio campaign ran on Pandora and radio (1/18 - 4/30/2018)

2 Live Chat initially launched in 2017 on only the Healthcare Resources page of the Parents portal of PHB

3 WIC ad campaign ran on social media (8/15 - 12/31/2018)

4 Give Your Baby Space ad campaign ran on Facebook and Pandora (10/2018 - 2/2019)

5. Partners for Family Health ad campaign ran on Facebook, Twitter, and Google (12/27/2018 – 1/24/2019)

An abstract graphic composed of several thick, curved lines in various colors: dark blue, light blue, green, orange, and purple. These lines sweep across the page, creating a sense of movement and energy. Some lines are straight, while others are curved, and they overlap in some areas.

# HELPLINE DATA

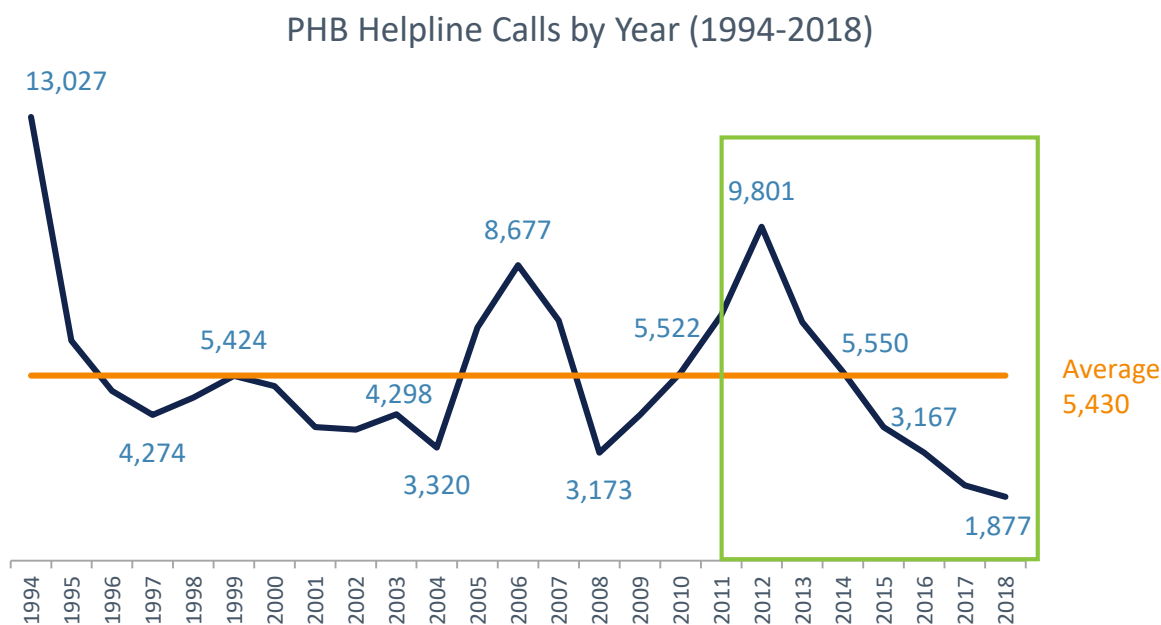
(1994 – 2018)

## Helpline Data

The *Partners for Healthy Babies* helpline, 1-800-251-BABY (2229), was created in 1993, as mandated by the Maternal and Child Health Services Title V Block Grant. Since 2005, Partners for Healthy Babies has contracted with the American Pregnancy Association (APA) to serve as the helpline call center. They provide trained staff to answer calls 24 hours a day, every day, to link Louisiana families with information and services they need to be healthy and to raise healthy babies.

### How Many People Call the Helpline?

Since 1993, the Partners for Healthy Babies (PHB) helpline has received 135,747 calls (an average of 5,430 calls per year). In 2018, 1,877 people called the helpline, which was down 338 calls from 2017, and below the 5-year average of 3,346 calls per year.



Since 2012, there has been a decline in helpline calls for a number of reasons:

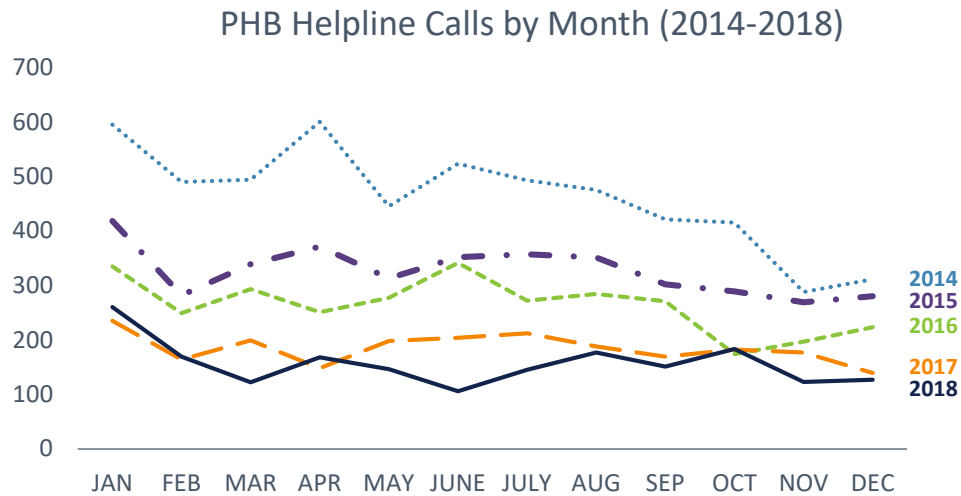
- From 2012 to 2017, 2013 was the only year where a campaign ran to specifically promote the helpline.
- In 2014 and 2015, media promotions did not specifically drive people to the helpline, but rather to the PHB website, which may in part account for the overall decrease in calls.
- There was not a media budget to promote the helpline and website in 2016, which likely contributed to the decrease in calls.
- In 2017 and 2018, an online media campaign drove people to the helpline AND the website. Because the ads promoted the helpline and website, people may have opted to visit the website instead of calling the helpline. As devices allowing internet access become ubiquitous and more accessible to the general population, it is unsurprising to see a shift from away from helpline calls and toward PHB website usage.



# Helpline Data

## How Many People Call the Helpline?

Over the past 5 years, as with previous years, calls tended to drop in December and rise in January, as seen on the graph and table below.



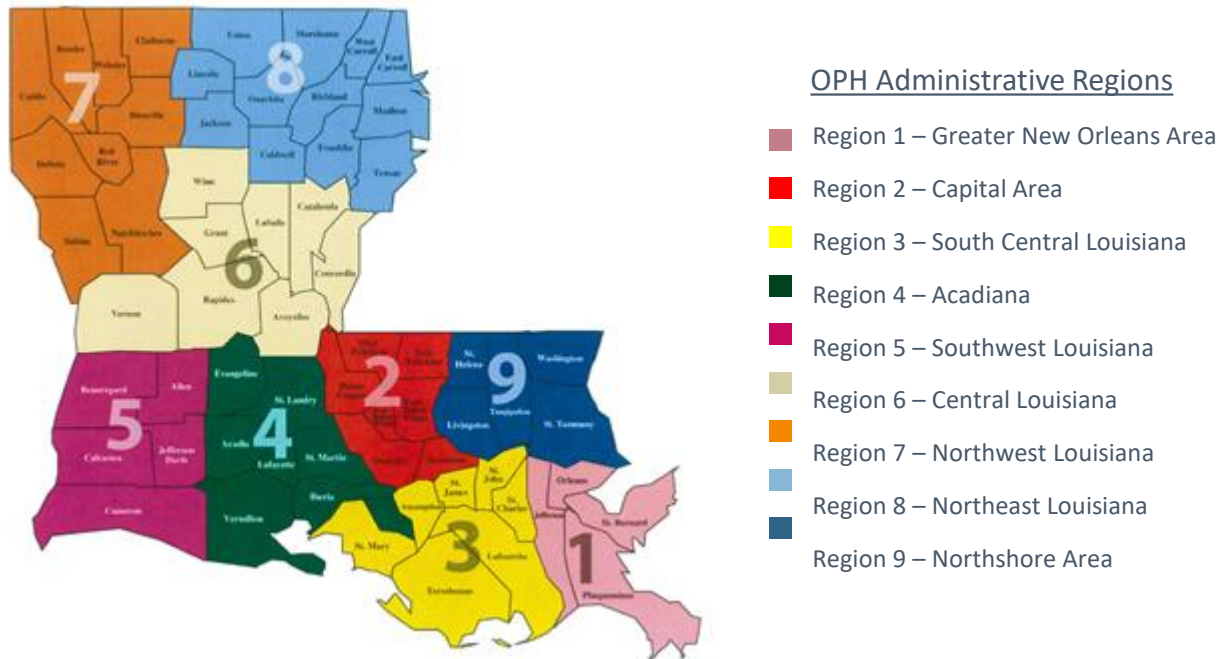
## PHB HELPLINE CALLS BY MONTH & YEAR SINCE INCEPTION

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	TOTAL
1994	435	620	376	588	684	1,407	1,811	1,760	1,912	2,184	829	421	13,027
1995	748	478	553	703	682	748	429	645	469	292	387	325	6,459
1996	68	433	556	457	572	487	448	434	415	410	361	341	4,982
1997	506	306	347	462	355	408	360	198	301	317	392	322	4,274
1998	153	127	212	261	366	786	292	317	616	710	563	381	4,784
1999	443	347	440	558	517	640	396	396	258	664	365	400	5,424
2000	361	266	385	258	361	776	375	608	480	436	583	234	5,123
2001	284	213	247	347	203	296	317	418	465	536	275	317	3,918
2002	318	355	540	259	208	232	297	431	260	214	380	354	3,848
2003	393	393	241	225	194	247	658	370	420	500	251	406	4,298
2004	390	439	399	220	279	206	364	494	144	147	137	101	3,320
2005	102	85	77	129	107	101	100	208	1,729	1,926	1,438	845	6,847
2006	861	603	1,543	512	584	814	712	774	671	900	392	311	8,677
2007	939	1,202	864	519	478	445	496	447	317	761	286	297	7,051
2008	363	233	246	270	277	240	293	296	365	206	197	187	3,173
2009	264	218	261	280	268	352	390	480	469	488	471	333	4,274
2010	451	342	416	354	386	423	532	605	504	465	534	510	5,522
2011	640	467	604	490	531	711	708	777	564	556	554	608	7,210
2012	777	673	796	881	884	834	931	966	1,075	776	632	576	9,801
2013	860	628	542	606	596	533	637	595	563	511	477	455	7,003
2014	595	490	494	600	445	523	493	475	421	415	288	311	5,550
2015	418	282	339	371	313	352	357	351	302	289	269	280	3,923
2016	335	249	293	251	277	341	272	284	271	174	197	223	3,167
2017	235	164	199	148	198	204	212	188	169	182	177	139	2,215
2018	260	169	122	168	146	106	145	177	151	183	123	127	1,877
TOTAL	11,199	9,782	11,092	9,917	9,911	12,212	12,025	12,694	13,311	14,242	10,558	8,804	135,747



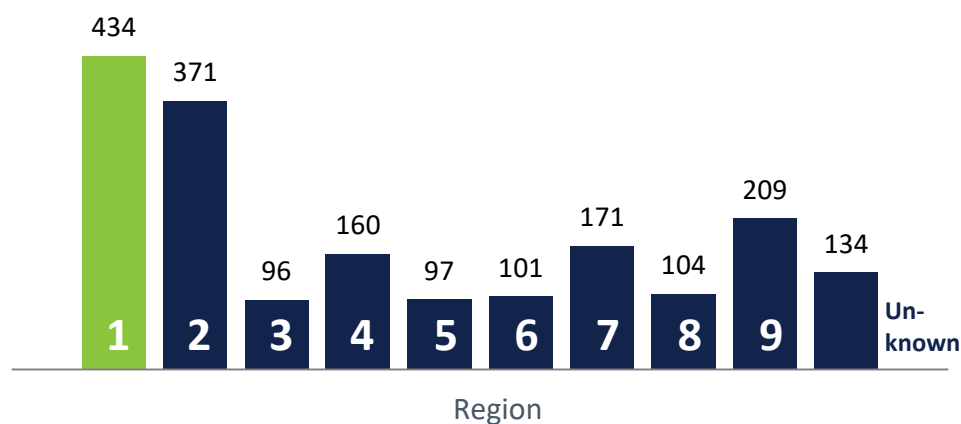
## Helpline Data

### Where are Helpline Callers Located?



In 2018, most calls to the helpline came from OPH Regions 1 (22%) and 2 (20%), which has been consistent throughout the helpline's existence. This year, the lowest percentage of calls came from Regions 8 (5.5%), and Regions 3, 5, and 6 (approximately 5% each), which is also consistent with past trends. See above for a map of OPH Administrative Regions.

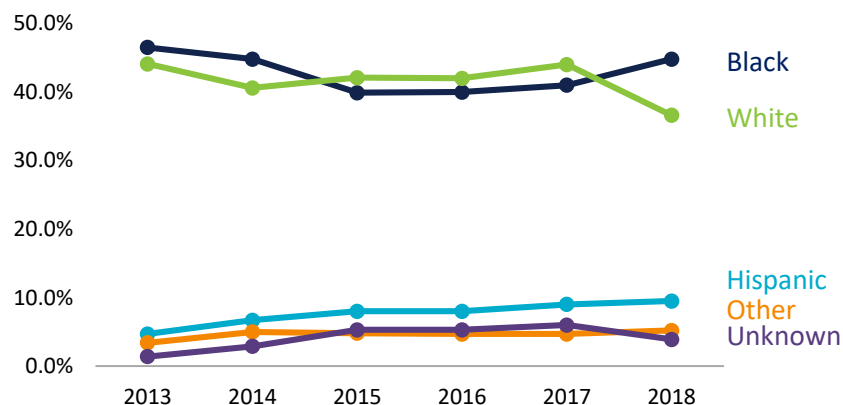
### The **Greater New Orleans Area (Region 1)** Continues to Lead in Number of PHB Helpline Calls (2018)



## Helpline Data

### What is the Racial Breakdown of Helpline Callers?

As Callers who Identify as **White** and **Unknown** Decreases, Callers who Identify as **Black**, **Hispanic**, & **Other** Increases (2018)



Over the years, majority of Helpline callers have either identified as White or Black, with a small subset of callers who identified as Hispanic, Other, or their racial identity was Unknown. A caller's identity may be classified as Unknown if they do not want to identify their race on the call or if helpline staff feels it would be inappropriate to ask for race during the phone call. For many years, callers who identify as Black were the largest group. However, from 2015 to 2017, callers who identify as White became the largest group of callers, followed by Black, Hispanic, callers whose race was Unknown, and callers who identified as Other.

In 2018, callers who identify as Black once again became the largest group of callers (44.8%), surpassing the number of callers who identify as White (36.6%). There was also a slight increase in the number callers who identify as Other (5.2%), and a slight decrease in the number of callers whose race/ethnicity was Unknown (3.9%)- returning to proportions similar to 2014. The number of Hispanic callers has consistently increased over time (9.5% in 2018). The amount of callers whose race is Unknown has also consistently increased, although it decreased slightly in 2018.

### What is the Gender Breakdown of Helpline Callers?

Over **9** out of Every 10 Callers to the Helpline are **Female** (2018)



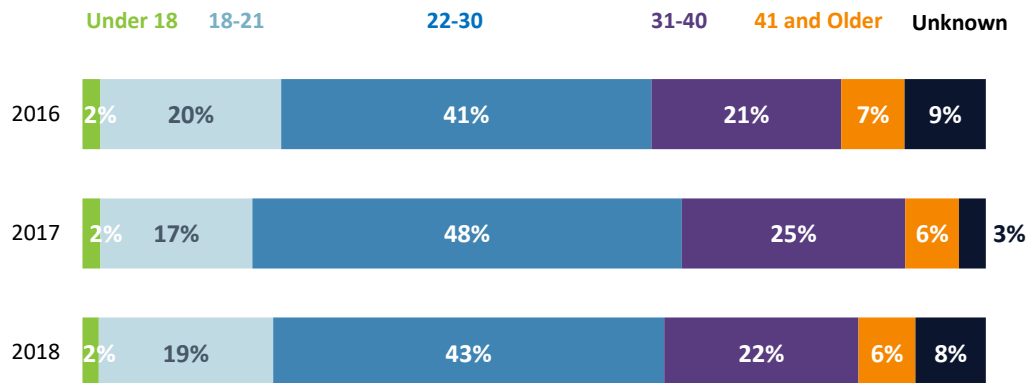
As has been the case since the helpline was established, over 90% of helpline callers are female; with 93% female callers in 2018, 95% female callers in 2017, and 94% female callers in 2016 and 2015.

## Helpline Data

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### How Old Are Helpline Callers?

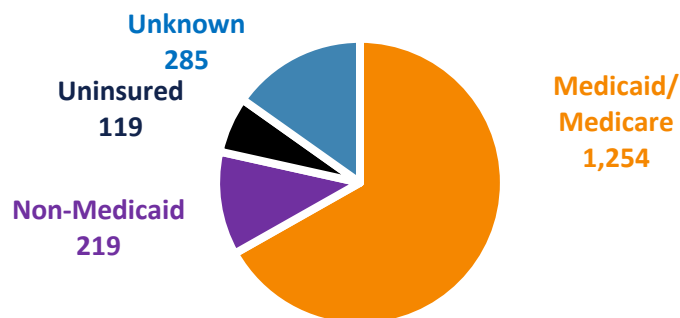
The Majority of PHB Helpline Callers Are **Ages 22-30** (2018)



The age profile of helpline callers has remained consistent since 2006. In 2018, as with all previous years on record, the majority of callers were between the ages of 22 and 30 (43%). The second highest percentage of callers were aged 31-40 (22%), followed by callers aged 18-21 (19%). Only 2% of callers were under the age of 18, which has remained consistent over the past six years.

### How are Helpline Callers Insured?

The Majority of PHB Callers are **Medicaid/Medicare Insured** (2018)



Beginning in September 2016, the helpline began to gather information on callers' insurance status. Callers' insurance was categorized as Medicaid/Medicare, Non-Medicaid, Uninsured, and Unknown. In 2018, more than half of helpline callers had Medicaid/Medicare insurance; which is consistent with 2017.

# Helpline Data

## Why Do People Call the Helpline?

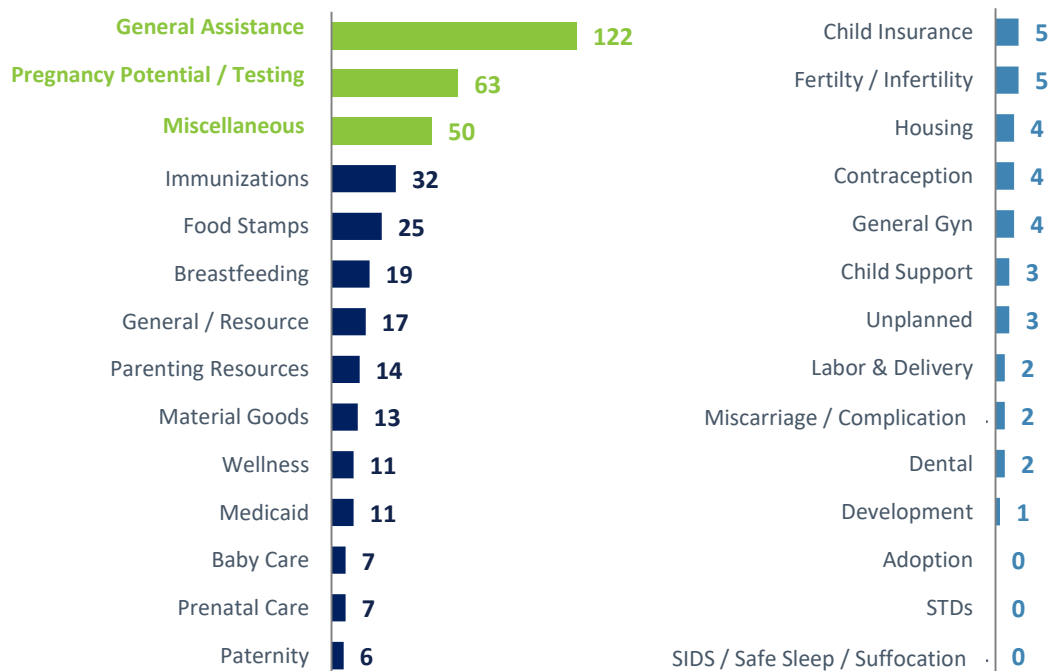
The *Partners for Healthy Babies* helpline connects people to information, resources, agencies and programs to support their inquiries. In 2018, there were 1,877 callers with 1,886 unique requests, meaning some callers had multiple queries.

Consistently, most callers ask for information on the Louisiana WIC (Woman Infant and Children) program. The percentage of calls related to WIC rose steadily to 84% of calls (2014), dipped slightly in 2015 with 78%, rose again in 2016 and 2017 with 81%, and slightly dipped this year to 77% of calls. Since 2010, calls about immunizations are in the top 5 reasons for calling. Since 2010, pregnancy potential/testing has been one of the top 5. A table showing the top 5 reasons for helpline calls from 2014-2018 can be found in Appendix A (Support Table 1A). See below for a graph to show all the reasons for calls in 2018.

### WIC is the Top Reason for Helpline Calls (2018)

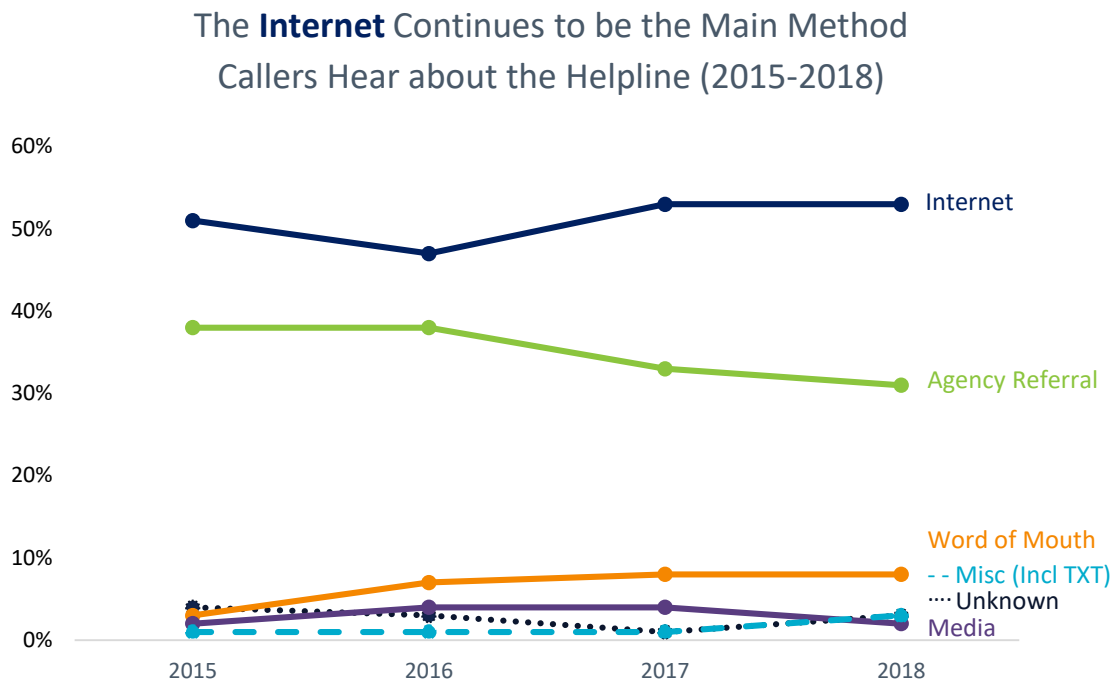


Aside from WIC, **General Assistance**, **Pregnancy Potential/Testing**, & **Miscellaneous** are the Top 3 Reasons for Helpline Calls (2018)



## Helpline Data

### How Did Callers Say They Heard About the Helpline?



The graph above shows a breakdown of referral channels over the past four years. In 2008, the internet surpassed television as the number one channel for callers to hear about the helpline and it has remained the top channel (53% in 2017 & 2018). Although there has been an overall gradual decline in the number of callers calling the helpline, more callers report hearing about the helpline when paid ad campaigns are running. Referrals from organizations and agencies remain a consistent channel, with 31% of calls coming from this channel. The other top channels for referrals are word of mouth (8%), miscellaneous- which includes text messages (3%), and unknown (3%).

From early 2014 through February 2017, the national Text4baby program directed Louisiana subscribers to 1-800-251-BABY in their message protocol. These text messages are also included in the “miscellaneous” category.

## Helpline Data

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### Are Callers Getting Additional Resource Referrals from the Helpline?

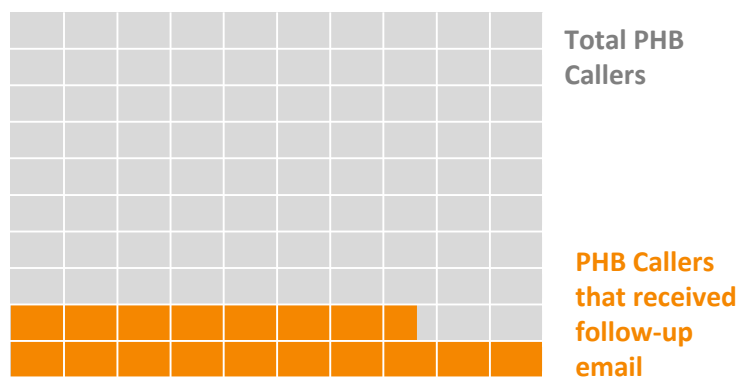
*(Support Materials in Appendix A)*

As a standard practice, the helpline has always offered additional, relevant referrals to callers after they receive a referral for their initial request. These additional resources were offered at the end of the call and included referrals to home visiting services, brochures from WIC on nutrition and breastfeeding, and information on services like Text4baby. Every time a new resource was added to the list, it became more challenging for helpline staff to keep callers on the phone.

#### *Referrals to Additional Resources via Email*

To streamline the referrals process and ensure that interested callers received information about priority programs, the helpline staff implemented an email referral process starting in August 2016. All callers are asked if they would like to receive an email with important and useful health information. If callers agree to receive the email, helpline staff asks for the caller's email address and parish, customizes the email to the caller's location, and sends it out.

Of the 1,877 people who called the Helpline, ...  
**331** opted to receive a **follow-up email** (2018)



#### *Helpline Satisfaction Survey*

The email includes information on the following:

- Louisiana Medicaid – links to information about Medicaid expansion (July 1, 2016) and the new eligibility requirements, as well as a link to the Medicaid application website.
- BFH's home visiting program – brief description of the home visiting program, with a link to the Partners for Healthy Babies website for more program information and regional program contact information (customized by helpline staff before sending)
- Text4baby – brief description of the service and information on how to sign up
- WIC's healthy eating brochure – brochure is attached to all emails
- LABreastfeedingSupport.org – link to the website, which allows users to search for breastfeeding resources by zip code.

## Helpline Data

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The email also includes a link to a helpline satisfaction survey. While the response rate for the survey is very low (.4%), the results are positive, with almost all respondents reporting that they were “very satisfied.” The full text of the resource email can be found in Appendix A, Support Document 2A.

### *Referrals to Home-Visiting Program*

In the past, the helpline directly referred first-time pregnant women into BFH’s home-visiting program. Direct referrals involved a helpline staff member collecting a caller’s information and sending it to a nurse in the caller’s region. Due to privacy rules, this method was discontinued and the helpline began making “passive” referrals in mid-2012.

Passive referrals occur when helpline staff provide callers with information about the program via the resource email; while on the phone when home visiting is the reason for the call; or if helpline staff determines the caller may be interested in and eligible for one of the home visiting program models (Nurse-Family Partnership or Parents as Teachers). In 2018, no one called specifically for the home-visiting program (there were five calls in 2017). Both phone and email referrals provide the caller with program information and regional contact information so that they may contact the program themselves. With passive referrals, we have no way to measure how many people use the service after receiving the referrals.

### *Referrals to Other Information and Services*

The same call center manages the separate Abortion Alternatives line for Louisiana. The call center received 11 Abortion Alternatives calls in 2018. Abortion Alternatives calls have remained infrequent over the past four years, with seven calls in 2014, 10 in 2015, seven in 2016, and 11 in 2017.

In 2017, we piloted live chat services by launching live chat only on the Healthcare Resources page within the parent portal of the Partners for Healthy Babies website. The parent portal is a portion of the website specifically tailored to parents and written in plain language specifically for them. In 2018, we began to provide live chat on all of the pages within the parent portal and there were 19 live chats.

A table showing the number of Abortion Alternatives calls, follow-up emails, and live chats by year from 2014-2018 can be found in Appendix A, Support Table 3A. The number of Abortion Alternative calls received and follow-up emails sent in 2018 by month can be found in Appendix A, Support Table 4A.





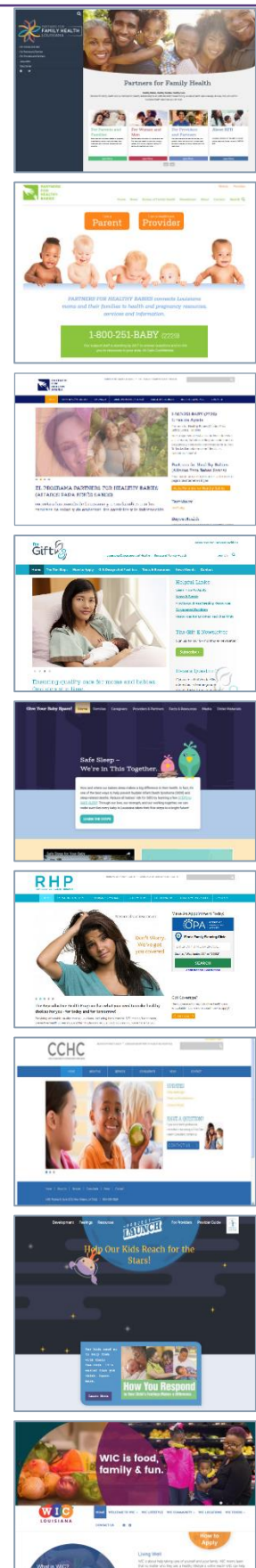
# **WEBSITE DATA**

**(1994 – 2018)**

# Website Data | Introduction

As mentioned previously, BFH has grown significantly as a Bureau and its web presence has evolved with it. WIC has also evolved. See below for a snapshot of BFH's and WIC's web growth and presence in 2018:

- BFH manages 8 websites (pictured to the right as listed):
  - [PartnersForFamilyHealth.org](http://PartnersForFamilyHealth.org)
  - [PartnersForHealthyBabies.org](http://PartnersForHealthyBabies.org)
  - [AliadosParaBebesSanos.org](http://AliadosParaBebesSanos.org) (written completely in Spanish, provides information similar to [PartnersForHealthyBabies.org](http://PartnersForHealthyBabies.org) and offers tips to Spanish speakers when accessing services)
  - [theGiftLA.org](http://theGiftLA.org) (hospital breastfeeding support)
  - [GiveYourBabySpace.org](http://GiveYourBabySpace.org) (safe sleep)
  - [HealthyChoicesLA.org](http://HealthyChoicesLA.org) (reproductive health)
  - [LACCHC.org](http://LACCHC.org) (childcare health consultants)
  - [LouisianaLAUNCH.org](http://LouisianaLAUNCH.org) (child development)
- [PartnersForFamilyHealth.org](http://PartnersForFamilyHealth.org) (PFH) evolution:**
  - Added a Data Center, allowing the many data products of BFH and its partners (reports, fact sheets, infographics, etc.) to be more easily accessible to the public.
  - Enhanced the [For Providers and Partners homepage](#) to include the capacity to add an indefinite amount of tiles that can link to other pages and an announcement section at the top of the page.
  - Enhanced the [About Us](#) page to include an indefinite amount of tiles linking to the Bureau's many programs.
- [PartnersForHealthyBabies.org](http://PartnersForHealthyBabies.org) (PHB) evolution:**
  - Added Live Chat to all pages geared towards parents (previously only available on the Healthcare Resources page for parents).
  - To eliminate identical information existing on PHB and PFH, deleted content within PHB Provider Portal and linked the menu button to the PFH [For Providers and Partners homepage](#).
- [HealthyChoicesLA.org](http://HealthyChoicesLA.org) evolution:**
  - Redesigned and launched new site.
- [GiveYourBabySpace.org](http://GiveYourBabySpace.org) evolution:**
  - Developed an interactive quiz game and added it to the homepage.
  - Developed a QR code for easier access to the game.
  - Five video vignettes of Louisiana residents sharing their stories around safe sleep were produced and added to the homepage.
- Also, [HealthyChoicesLA.org](http://HealthyChoicesLA.org) and [LACCHC.org](http://LACCHC.org) were moved to the same content management system (CMS) where the other websites are hosted.
- [LouisianaWIC.org](http://LouisianaWIC.org) evolution (pictured bottom right):**
  - In March 2018, launched redesigned site.



The data in this report lays out the reach of these websites to our target audiences (women, men, parents & families, and providers & partners).

## Partners for Family Health (PFH)

(Support Materials in Appendix B)

BFH launched *Partners for Family Health* (PFH) in August 2017. PFH was created to fulfill BFH’s growing need to have a singular web presence and to provide a way to visually connect all of the programs within BFH. PFH Branding consists of a design element, a style guide, and the website [PartnersforFamilyHealth.org](https://PartnersforFamilyHealth.org), as well as promotional materials.

PFH is a “one-stop-shop” where users can gain a “snapshot” summary of all of BFH’s offerings. There are five secondary homepages that links users to webpages dedicated to BFH programs. Written in plain language for each target audience, these webpages consist of program summaries, links to the program’s actual website (if applicable), and links to relevant external websites that users may find useful. By including links to external organizations, PFH allows BFH to include its partnerships and collaborations with external providers, stakeholders, and families.

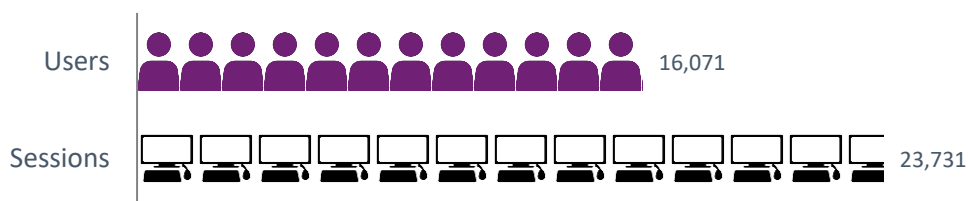
When users arrive to the homepage, they are directed to five secondary homepages they can explore:

- For Parents and Families – shares resources and services geared towards families.
- For Men and Women – connects to BFH’s Reproductive Health Program.
- For Providers and Partners – shares resources and programs of BFH and partners have that supports the work of health care, social service, and public health professionals.
- Data Center – *new to the website!* users can view and download the many products (reports, infographics, and etc.) BFH’s Data to Action Team creates to guide programs and inform policy decisions.
- About Us – an alphabetical list of all BFH programs, plus LDH and OPH organizational charts.

## PFH Website Usage

In 2018, 23,731 sessions and 16,071 users visited the Partners for Family Health website. Comparing August – December 2017 data to August – December 2018 data (PFH launched in August 2017), users to the site increased almost fifty-fold.

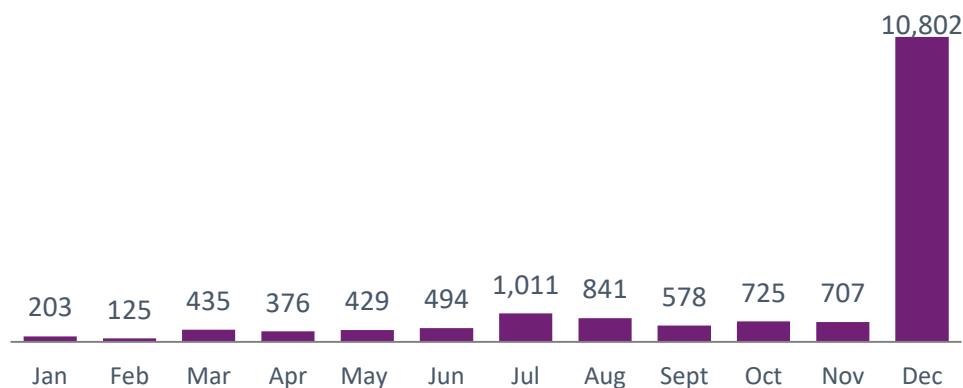
Total Number of **Users** and **Sessions** to the Site (2018)



### Website Users – By Month

The graph below shows website users by month in 2018. From December 27, 2018 to January 24, 2019, a media campaign ran on Facebook and Twitter with the goal to increase website usage. The campaign accounts for the large spike in visitors in December. In the four days the campaign ran, 10,148 users visited the site.

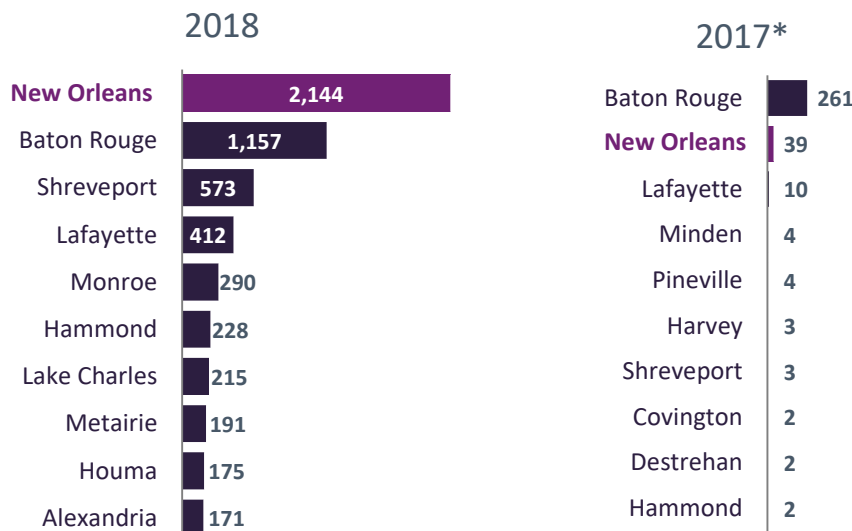
[PartnersforFamilyHealth.org](https://PartnersforFamilyHealth.org) Users per Month (2018)



### Which Cities are most Users in?

The graphs below show the top 10 cities by number of sessions for the site in 2017 and 2018. In 2018, New Orleans gained the status of having the largest number of website sessions with 2,144 sessions.

**New Orleans** has the Highest Number of PFH Website Sessions (2018)

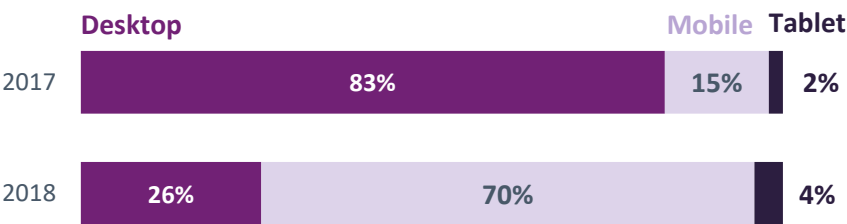


\*Data from Aug.– Dec. 2017 (site launch)

## How Are Users Accessing the Site?

In 2018, mobile devices were by far the most frequently-used device. The number of tablet devices also doubled in 2018. A media campaign ran at the end of 2018, in aims to drive consumers to the site. The media campaign may account for the increase in mobile and tablet devices. This is a trend that we noticed with the Partners for Healthy Babies website as well.

In 2018, Users Accessed the Website Primarily via **Mobile** Device



## Which Pages Were Most Popular?

The word cloud below represents the top 10 pages viewed (including the homepage) by users to [PartnersForFamilyHealth.org](https://PartnersForFamilyHealth.org) in 2018. Larger words represent more pageviews, and the “Welcome Men, Women, and Teens” was the most frequently viewed page. This page as well as the “Welcome Providers” and “Welcome Partners” pages (all marked with an asterisk), were temporary pages created as part of a media campaign promoting [PartnersForFamilyHealth.org](https://PartnersForFamilyHealth.org).

During the campaign, when a user clicked an ad targeting providers; community partners; and men, women, and teens; the ads directed users to these welcome pages. Each page highlighted programs and services that would be of interest to the differing groups. This year, the homepage is actually not the most viewed page, but the 4<sup>th</sup> viewed page. This is most likely due to the campaign that ran. A more detailed table showing rankings with exact pageview numbers can be found in Appendix B (Support Table 1B).



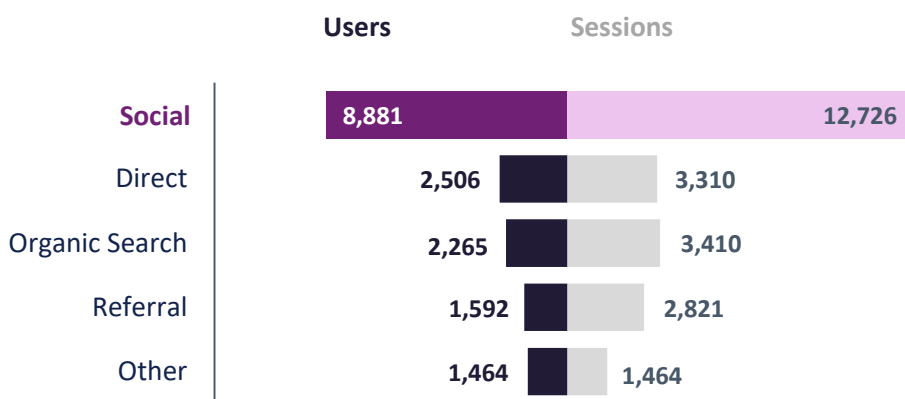
## How Are Users Finding the Website?

As we continue to market digitally, it is important to know if our efforts are effective. One way to do so is by looking at how users found the website, whether their route was:

- **Direct** – they knew they wanted to visit *Partners for Family Health* and typed it into the browser or clicked on the links from their bookmarked/favorites list
- **Organic Search** – they searched a keyword in an unpaid search engine and selected *Partners for Family Health* from the results
- **Referral** – they came to the website through a link from another site
- **Paid Search** – they found the website because the *Partners for Healthy Babies* program paid for placement for certain search terms or placed an ad
- **Social** – they came to the website through a link on social media

In 2018, majority of users visited the site through a link on social media (social route). Following the social route, users found the site by searching via organic search and direct route. We ran an ad campaign in December that may account for the large amount of people finding the site via social route. To learn more about that campaign, visit the *Promotions* section of this report. The graph below shows the routes in which users visited the site by the number of users and sessions.

### Social Routes Brought Majority of Users to the Website (2018)



The next page shares how users are finding the website using non-direct and referral routes.

### Non-Direct Routes

The table below shows the top 10 ways users came to the site without typing in the URL (non-direct routes) and includes the social, organic search, referral, and other routes. You will notice CPC is listed as a source type. CPC is an acronym for “cost per click” and refers to when a site pays to have their website listed at the top of search results.

Top 10 **Non-Direct Traffic** Sources by # of Sessions (2018)

Source	Source Type	# of Sessions
1. Twitter	Social	7,858
2. Google	Organic	2,082
3. 1800251baby.com (Partners for Healthy Babies)	Referral	1,269
4. Google	Cost per Click (CPC)	1,212
5. m.facebook.com	Referral	574
6. l.facebook.com	Referral	262
7. Bing	Organic	225
8. Facebook.com	Referral	100
9. LDH.la.gov (LDH homepage)	Referral	99
10. Yahoo	Organic	65

### Referral Routes

The table below shows the top websites that a user clicked on to get to [PartnersForFamilyHealth.org](https://PartnersForFamilyHealth.org). The Partners for Healthy Babies site ([1800251baby.org](https://1800251baby.org)) was the top referral source, followed by Facebook. As we continue to link [PartnersForFamilyHealth.org](https://PartnersForFamilyHealth.org) on the Partners for Healthy Babies site, it makes sense that it will be the top referral source. It also makes sense that Facebook is second with number of referrals, as we regularly post much about our programs and run ad campaigns on social media.

Top 10 **Traffic by Referral Sources** by # of Sessions (2018)

Source	# of Sessions
1. 1800251baby.org (Partners for Healthy Babies)	1,267
2. m.facebook.com	571
3. l.facebook.com	261
4. Facebook.com	100
5. LDH.la.gov (LDH homepage)	99
6. t.co	31
7. Webmail.la.gov (LDH email server)	25
8. LinkedIn.com	22
9. SurveyMonkey.com	21
10. l.instagram.com	17



### Partners for Healthy Babies (PHB)

The *Partners for Healthy Babies* website, [PartnersforHealthyBabies.org](https://PartnersforHealthyBabies.org), serves as a resource for both parents and health professionals. The website was created in 2004 under the URL of [1800251BABY.org](https://1800251BABY.org), then revamped and rebranded under the URL [PartnersforHealthyBabies.org](https://PartnersforHealthyBabies.org) in 2013.

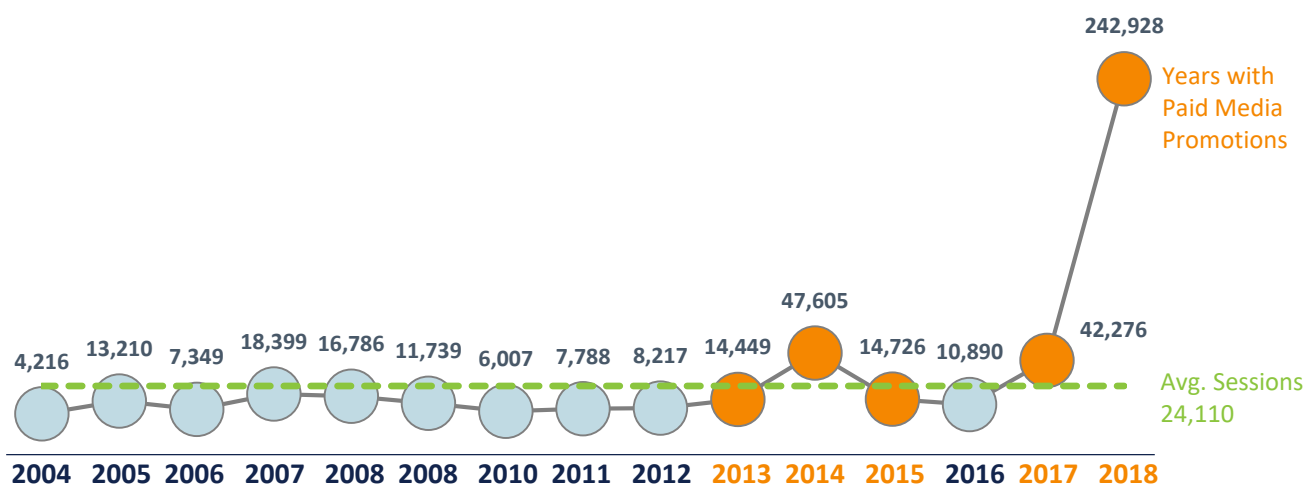
Once users arrive to the home page, they can choose to explore the parent portal or the provider portal.

- **Parent Portal** -provides useful information about pregnancy and parenting, and financial, social and health-related resources for expecting parents and caregivers.
- **Provider Portal** -includes information and resources for medical providers, community agencies, and other maternal and child health organizations. In the 2<sup>nd</sup> half of 2018, we began shifting this information to [PartnersForFamilyHealth.org](https://PartnersForFamilyHealth.org). Key resources include maternal and child health data fact sheets and reports available for download (moved to the Partners for Family Health Data Center), links to programs and services for pregnant women and new moms, and news related to maternal and child health issues.

### PHB Website Usage

Since 2004, there have been 466,585 sessions on the Partners for Healthy Babies website. Paid media campaigns have been successful in increasing website usage. For instance, the three highest peaks in website usage occurred in 2018 – with 242,928 sessions, 2014 – with 47,605 sessions, and 2017 – with 42,276 sessions. Sessions are periods of time during which a user is active on the website. During the top three years, paid media campaigns ran, which increased traffic to the website. There was also a small media campaign in the summer of 2015 (June and July) which accounts for the smaller increase in website usage.

With a **Promotions Budget**, Website Usage **Increases** over **200%**



\*Due to changes in website metrics nomenclature, data may vary slightly.

\*\*Annual sessions for 2006 have been approximated due to missing data (Jan). Total # of sessions = SUM (Feb:Dec) + AVG (Feb:Dec).

## PHB Website Usage continued

(Referring to the graph on the previous page) In 2018, there were 242,928 sessions, which is more sessions to the site than in the years 2003 – 2017 combined. An ad campaign that ran November 2017 – December 2018 may be the reason for this increase in number of sessions. The average number of sessions when there are no paid media promotions remains relatively consistent over the years.

The table below shows the number of users to the website by month from 2006 to 2018. Users are the number of people who view the website.

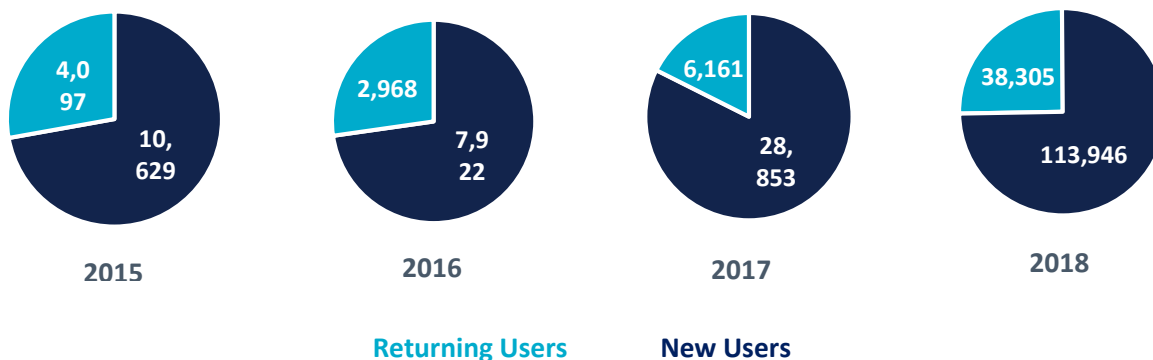
**PHB WEBSITE USERS BY MONTH (2006 – 2018)**

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
<b>JAN</b>	660	709	1,041	1,014	461	334	351	424	280	312	595	588	23,511
<b>FEB</b>	660	883	853	818	387	333	362	355	286	437	401	522	24,420
<b>MAR</b>	1,396	876	946	1,200	488	353	327	452	423	448	719	518	1,728
<b>APR</b>	682	524	992	1,199	363	293	366	472	339	465	758	439	3,381
<b>MAY</b>	570	2,723	1,236	1,075	291	271	426	414	14,914	460	914	498	7,252
<b>JUN</b>	674	1,546	1,290	1,061	319	2,441	556	386	8,972	1,861	797	762	9,009
<b>JUL</b>	517	1,695	1,205	973	509	413	1,690	620	487	3,678	717	469	9,543
<b>AUG</b>	515	1,078	1,886	1,016	476	911	1,141	2,840	4,623	852	849	640	9,804
<b>SEP</b>	464	1,283	1,440	1,099	370	360	409	5,171	3,451	760	893	745	12,256
<b>OCT</b>	1,018	1,512	1,231	67	353	388	451	355	1,504	762	752	676	11,929
<b>NOV</b>	409	1,347	1,090	711	328	334	367	234	393	660	553	9,399	10,934
<b>DEC</b>	363	898	895	398	285	301	276	243	229	615	446	14,997	8,664
<b>TOTAL</b>	<b>7,928</b>	<b>15,074</b>	<b>14,105</b>	<b>10,631</b>	<b>4,630</b>	<b>6,732</b>	<b>6,722</b>	<b>11,966</b>	<b>35,901</b>	<b>10,711</b>	<b>8,384</b>	<b>30,253</b>	<b>132,431</b>

## Website Users – New vs. Returning

The graphs below show the number of new and returning users to the website from 2015 – 2018. The graphs illustrate that no matter the number of users, on average, about one in five users return to the site after initial visit.

About **1 in 5** Users **Return** to the Site after First Visit (2015-2018)



## Where are Users Viewing the Website?

The table below shows the top 10 cities by number of sessions for the site since 2014. From 2012 to present day, the highest number of website sessions are in New Orleans or Baton Rouge. In 2016, Baton Rouge became the city with the highest number of website sessions. In 2017, New Orleans reclaimed the status of highest number of website sessions and has maintained it in 2018, with 13,320 sessions.

### New Orleans Returns to Having the Highest Number of PHB Website Sessions (2018)

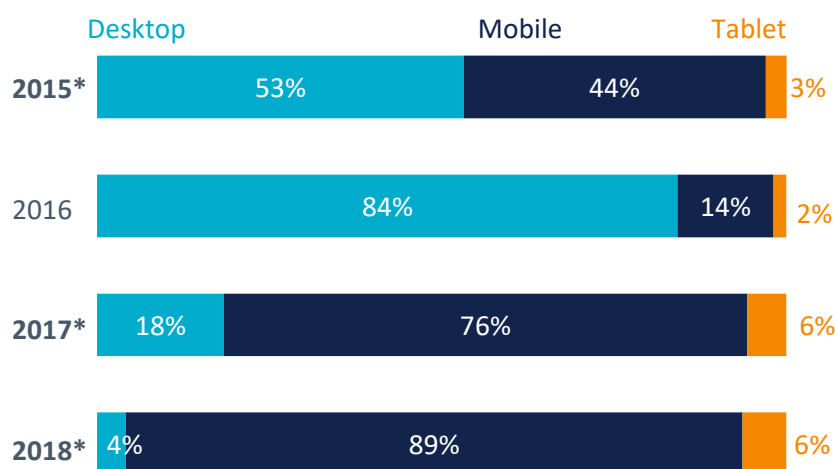
2018	2017	2016	2015	2014
1. New Orleans (13,320)	1. New Orleans (3,221)	1. Baton Rouge (1,481)	1. New Orleans (2,007)	1. New Orleans (3,637)
2. Baton Rouge (4,489)	2. Baton Rouge (1,708)	2. New Orleans (583)	2. Dallas (977)	2. Baton Rouge (3,637)
3. Shreveport (3,829)	3. Shreveport (861)	3. Lafayette (234)	3. Baton Rouge (886)	3. Lafayette (2,212)
4. Lafayette (2,699)	4. Lafayette (764)	4. Shreveport (89)	4. Houston (733)	4. Shreveport (1,664)
5. Monroe (1,865)	5. Monroe (499)	5. Pineville (88)	5. Lafayette (453)	5. Unknown (1,403)
6. Houma (1,578)	6. Lake Charles (412)	6. Monroe (85)	6. Unknown (346)	6. Bryan (1,093)
7. Lake Charles (1,533)	7. Hammond (370)	7. Metairie (75)	7. Shreveport (234)	7. Monroe (981)
8. Hammond (1,405)	8. Houma (362)	8. Lake Charles (64)	8. Moscow (192)	8. Lake Charles (971)
9. New Iberia (1,379)	9. New Iberia (303)	9. Alexandria (63)	9. Houma (155)	9. San Antonio (955)
10. Alexandria (1,171)	10. Alexandria (284)	10. Hammond (54)	10. Lake Charles (145)	10. Covington (937)

## What Devices are People Using to Access the Website?

In 2018, mobile devices were by far the most frequently-used device. A media campaign ran at the beginning of 2018 in aims to increase the number of consumers to the site. This campaign may account for the increase in mobile and tablet devices. A trend that can also be seen in 2015 and 2017, both years, a short-term media campaign ran. In 2016, there was no paid media campaign. The graph on the next page shows the shift in how users access the website from 2015 - 2018.

### What Devices are People Using to Access the Website? *continued*

In 2018, Users Accessed the Website Primarily via **Mobile** Device



\*Bolded years represent when paid media campaigns drove consumers to the site

### How Are Users Finding the Website?

As we continue to market digitally, it is important to know if our efforts are effective. One way to do so is by looking at how users found the website, whether their route was:

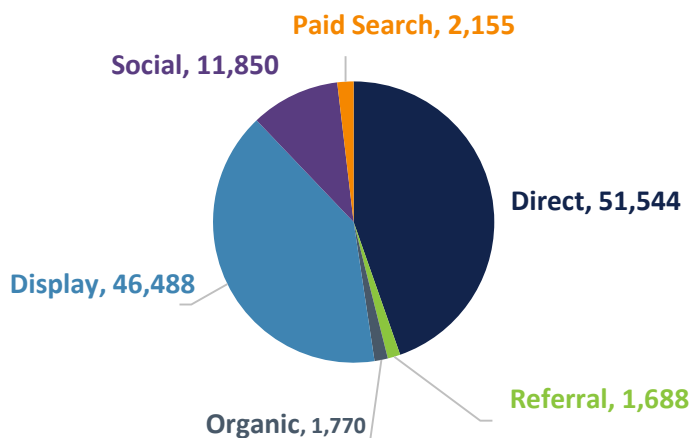
- **Direct** – they knew they wanted to visit *Partners for Healthy Babies* and typed it into the browser or clicked on the links from their bookmarked/favorites list
- **Display** – they clicked on an ad we ran on another site (only occurs when we’re running an ad campaign)
- **Organic** – they searched a keyword in an unpaid search engine and selected *Partners for Healthy Babies* from the results
- **Referral** – they came to the website through a link from another site
- **Paid** – they found the website because the *Partners for Healthy Babies* program paid for placement for certain search terms or placed an ad
- **Social** – they came to the website through a link on social media

Over the years, the methods in which users found the website has varied. In 2010, organic Google searches were the primary way people found the website, followed by direct routes. Starting in 2011, users were most likely to get to the website via direct route. In 2013 and 2014, paid media campaigns became the highest source of traffic, bringing in 32,561 sessions combined.

### How Are Users Finding the Website? *continued*

In 2018, direct routes were the number one way people found the website, with 51,544 sessions. This was followed by display routes, which brought in 46,488 sessions. As mentioned previously, display routes are when people get to the site via an ad we placed on another website. Social routes rounded out the top three traffic sources, bringing in 11,850 sessions. The graph below shows the routes users took by looking at the number of sessions.

#### Almost half of Users Visited the Website through **Direct Channels** (2018)



### Non-Direct Routes

The table below shows the top 10 ways users came to the site without typing in the URL (non-direct routes) and includes the social, organic search, referral, and other routes. You will notice CPC is listed as a source type. CPC is an acronym for “cost per click” and refers to when a site pays to have their website listed at the top of a search result.

#### Top 10 **Non-Direct Traffic** Sources by # of Sessions (2018)

Source	Type	# of Sessions
1. Google/cpc	Costs per Click (CPC)	48,562
2. l.facebook.com/referral	Referral	4,496
3. m.facebook.com/referral	Referral	3,339
4. t.co/referral	Referral	2,720
5. google/organic	Organic	1,463
6. facebook.com/referral	Referral	650
7. ads-bidder-api.twitter.com/referral	Referral	560
8. ldh.la.gov/referral	Referral	542
9. nursefamilypartnership.com/referral	Referral	539
10. Bing/organic	Organic	264

## Referral Routes

The table below shows the top websites a user clicked on a link to get to [PartnersForHealthyBabies.org](https://PartnersForHealthyBabies.org). The Louisiana Department of Health has consistently been one of top two referral sources, which can be seen in 2017. However, in 2018, almost half of the referral sources were from social media (Facebook or Twitter) and almost one third were from the Louisiana Department of Health website. Since multiple ad campaigns ran on social media in 2018, this shows that the ad campaigns are effective in bringing users to the site. The table below compares 2017 and 2018 traffic referrals.

Top 10 Traffic by Referral Sources by # of Sessions (2017 – 2018)

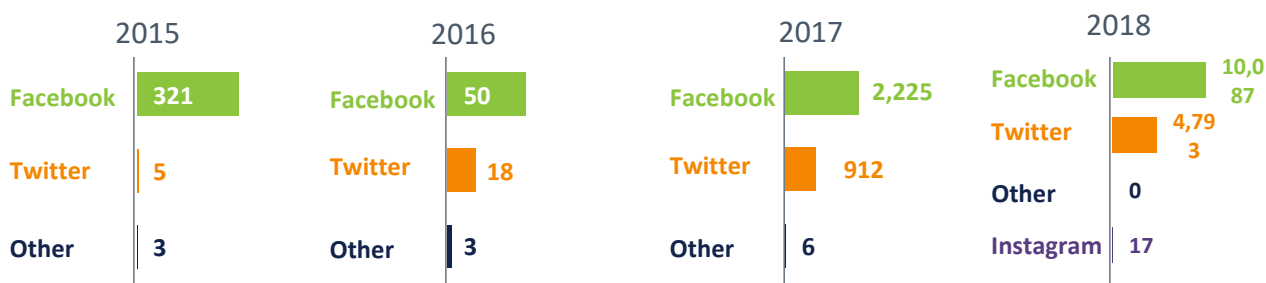
2018 Traffic Referrals		2017 Traffic Referrals	
1.	<a href="https://l.facebook.com">l.facebook.com*</a>	1.	<a href="https://l.facebook.com">l.facebook.com*</a>
2.	<a href="https://m.facebook.com">m.facebook.com*</a>	2.	<b><a href="https://dhh.louisiana.gov">dhh.louisiana.gov</a></b>
3.	<a href="https://t.co">t.co</a>	3.	<a href="https://t.co">t.co</a>
4.	<a href="https://facebook.com">facebook.com*</a>	4.	<b><a href="https://new.dhh.louisiana.gov">new.dhh.louisiana.gov</a></b>
5.	<a href="https://ads-bidder-api.twitter.com">ads-bidder-api.twitter.com*</a>	5.	<a href="https://website-analytics.online">website-analytics.online</a>
6.	<b><a href="https://ldh.la.gov">ldh.la.gov</a></b>	6.	<a href="https://m.facebook.com">m.facebook.com*</a>
7.	<a href="https://nursefamilypartnership.org">nursefamilypartnership.org</a>	7.	<b><a href="https://dhh.la.gov">dhh.la.gov</a></b>
8.	<b><a href="https://dhh.louisiana.gov">dhh.louisiana.gov</a></b>	8.	<a href="https://louisianabelieves.com">louisianabelieves.com</a>
9.	<a href="https://partnersforfamilyhealth.org">partnersforfamilyhealth.org</a>	9.	<a href="https://ads-bidder-api.twitter.com">ads-bidder-api-twitter.com*</a>
10.	<b><a href="https://new.dhh.louisiana.gov">new.dhh.louisiana.gov</a></b>	10.	<a href="https://1800251baby.com">1800251baby.com</a>

-asterisk denotes social referral sources -LDH referral source in **bold**

## Social Routes

Social networks have been a rising source of referrals for the website, but there was a large drop in 2016. As with previous years, in 2018, the majority of social network referrals came from Facebook, with a much lower proportion of referrals coming from Twitter. Partners for Healthy Babies has used Facebook as a platform for hosting ads on several occasions, which may account for its consistently high ranking as a source of social referrals. In 2018, PHB began to place ads on Instagram, which accounts for those 17 users. The graphs below show the social referrals from 2015-2018 (not to scale).

Of the Social Referrals, **Facebook** Consistently Refers More Users to [PartnersForHealthyBabies.org](https://PartnersForHealthyBabies.org)



### Which Pages Were Most Popular?

*(Support Materials in Appendix B)*

Since the relaunch of the website in 2013, the content that receives the most pageviews is tracked. The word cloud below represents the top 10 pages viewed (not including the home page, which is consistently the most viewed) by users to [PartnersForHealthyBabies.org](https://PartnersForHealthyBabies.org) in 2018. Larger words represent more pageviews, and accordingly, the “Parent Portal” homepage was found to be the most frequently viewed page other than the main home page. This was followed by the “Social Services” page of the parent portal and the “Financial Resources” page of the parent portal.



The majority of the top ten pages of 2018 are the same as 2017. The biggest change in 2018 with regard to most-viewed content was the amount of views to the Parent Homepage, which reached over 200,000 views. A more detailed table showing rankings with exact pageview numbers can be found in Appendix B, Support Table 2B.

### Which Pages Did Parents Look at Most?

Pageviews for content found in the parent and provider portals were tracked separately to learn which content was most popular among parents and providers, respectively. The word cloud below represents the five most popular pages accessed through the parent portal. As expected based on the top pages for the overall site, “Social Services” was the most popular page for parents. This page contains information regarding the home visiting program. This was followed by the “Financial Resources” page, then “Healthcare Resources”, which contains links to medical care.





## Which Pages Did Providers Look at Most?

The most popular page for providers was the “Bureau of Family Health” page with over 5,000 views. This page contains information about all of the Bureau of Family Health’s programs. After the “Bureau of Family Health” page, the Provider Portal homepage had the most views with over 4,000 views. The third most popular page was the “Data” page. The “Data” page includes fact sheets and reports available for download. The word cloud below shows the top five most-viewed pages.

**Data** **Health Services** **Social Services**  
**Provider Portal Home Page**  
**Bureau of Family Health**



# TOPIC- SPECIFIC WEBSITES

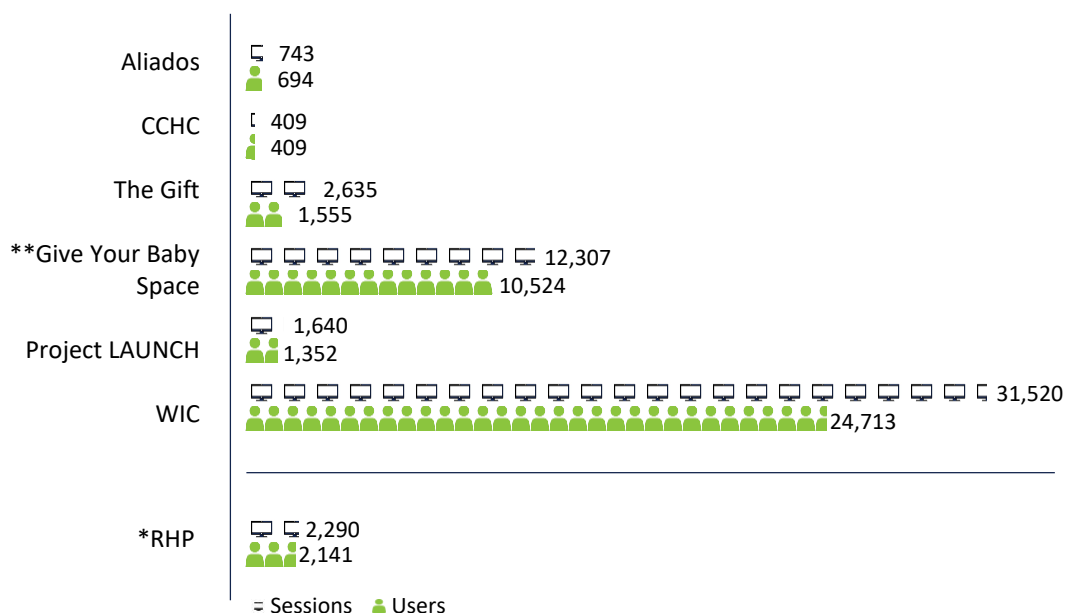
(2012 – 2018)

## Website Data | Topic-Specific Websites

Beginning in October of 2012, BFH began launching topic-specific websites to cater to specific audiences and their needs. Our family of topic-specific websites and their purposes are listed below.

- [AliadosParaBebesSanos.org](http://AliadosParaBebesSanos.org) is not just a simple Spanish translation of the parent portal of [PartnersforHealthyBabies.org](http://PartnersforHealthyBabies.org). The site offers tips and resources specifically identified to help Spanish speakers in Louisiana.
- [TheGiftLA.org](http://TheGiftLA.org) contains tools and resources for the evidence-based, breastfeeding-focused quality improvement program for Louisiana birthing facilities, *the Gift*.
- [GiveYourBabySpace.org](http://GiveYourBabySpace.org) focuses on safe sleep practices and includes resources for new parents and providers in Louisiana.
- [HealthyChoicesLA.org](http://HealthyChoicesLA.org) is a resource for teens and young adults in Louisiana to learn about their family planning options, connect them to Title X Clinics, and other relevant reproductive health issues.
- [LACCHC.org](http://LACCHC.org) (Louisiana Child Care Health Consultant Program) provides a platform for certified consultants to access password-protected content in addition to program and training information.
- [LouisianaLAUNCH.org](http://LouisianaLAUNCH.org) is a website for Project LAUNCH (Linking Actions for Unmet Needs in Children's Health). The website provides guidance and resources on how to create an environment that promotes healthy child development. Project LAUNCH is a national initiative that aims to increase healthy child development. The initiative was piloted in the Lafayette area from September 2013 – August 2018. Although the pilot program ended, the website remains active.

### BFH Topic-Specific Websites by Sessions and Users (2018)



\*denotes revamped website

\*\*denotes websites with marketing campaigns that ran in 2018

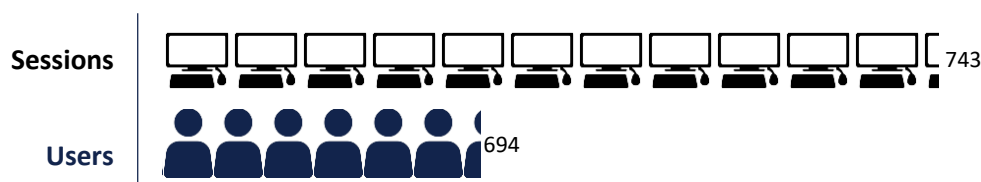
# Website Data | Topic-Specific Websites | AliadosParaBebesSanos.org

The PHB Spanish website, [AliadosParaBebesSanos.org](http://AliadosParaBebesSanos.org), launched in 2014. The website is not just a simple translation of the parent portal of PHB to Spanish. It offers tips and resources specifically identified to help Spanish speakers in Louisiana. The information below shares the number of users and sessions to the site, as well as the number of views to each webpage.

## Website Usage

In 2018, there were 743 sessions and 694 users who visited the Aliados website. This represents a slight increase in users and sessions to the site, up from 705 sessions and 623 users in 2017.

### Sessions and Users to AliadosParaBebesSanos.org (2018)



## Pageviews

The graph below shows the top five most-viewed pages (excluding the home page) on the Aliados site in 2018, as compared to 2017. The top two pages, Embarazo (Pregnancy) and Planificacion Familiar (Family Planning) have remained the same in ranking since inception, with the Padres Primerizos Y El Bebe (New Dads), Contacto (Contact us), Consejos Generales (General Tips), and Recursos Generales (General Resources) pages moving in rank throughout the years.

### Top 5 PHB Spanish Language Content Pageviews w/out Home Page

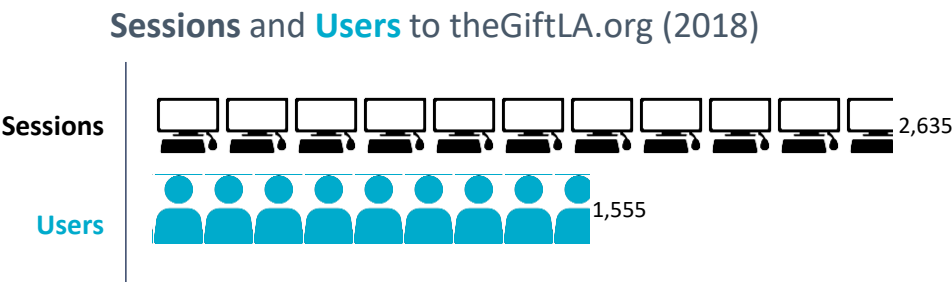


# Website Data | Topic-Specific Websites | theGiftLA.org

The Gift website launched in 2015. The website contains tools and resources for *the Gift*, an evidence-based and breastfeeding-focused quality improvement program for Louisiana birthing facilities. The information below shares the number of users and sessions to the site, as well as the number of views to each webpage.

## Website Usage

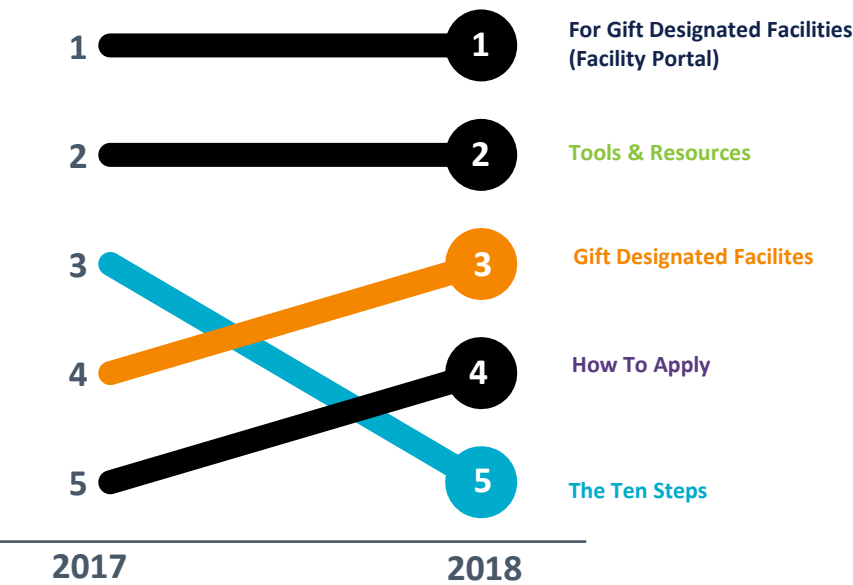
In 2018, there were 2,635 sessions and 1,555 users who visited *the Gift*’s website, which is an increase from 2017 when there were 1,476 sessions and 1,082 users to the site.



## Pageviews

The graph below shows the top five pages viewed (not including the home page) by users to TheGiftLA.org in 2018, as compared to 2017. The “For Gift Designated Facilities (Facility Portal)” page and the “Tools and Resources” page maintained their ranking between years, with both pages’ views increasing in number. “The Ten Steps” page moved from 3<sup>rd</sup> most viewed page to 5<sup>th</sup> most viewed page, while the “Gift Designated Facilities” and “How to Apply” pages moved up in ranking. This occurrence may be due to more birthing facilities obtaining *Gift* designation.

Top 5 *the Gift* Content Pageviews w/out Home Page



# Website Data | Topic-Specific Websites

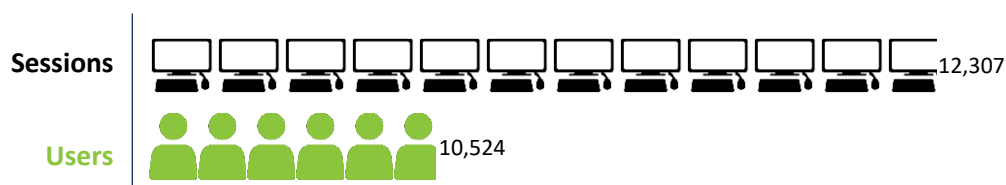
## GiveYourBabySpace.org

The Give Your Baby Space website focuses on safe sleep practices and includes resources for new parents, caregivers, providers, and partners in Louisiana. The site originally launched in October 2012 and was redesigned in October 2017. Within the redesign, webpages were restructured. In 2018, a game designed as an interactive quiz was added to the site and a QR code was developed for easy access to the game. The quiz consists of 15 questions and five questions rotate within each play. The information below shares the number of users and sessions to the site, as well as the number of views to each webpage.

### Website Usage

In 2018, there were 12,307 sessions and 10,524 users who visited the Give Your Baby Space website. Two ad campaigns ran in 2018 promoting the site and the game. Comparing October – December 2017 data (when the site was reconstructed) to 2018 data, the number of users to the site almost tripled.

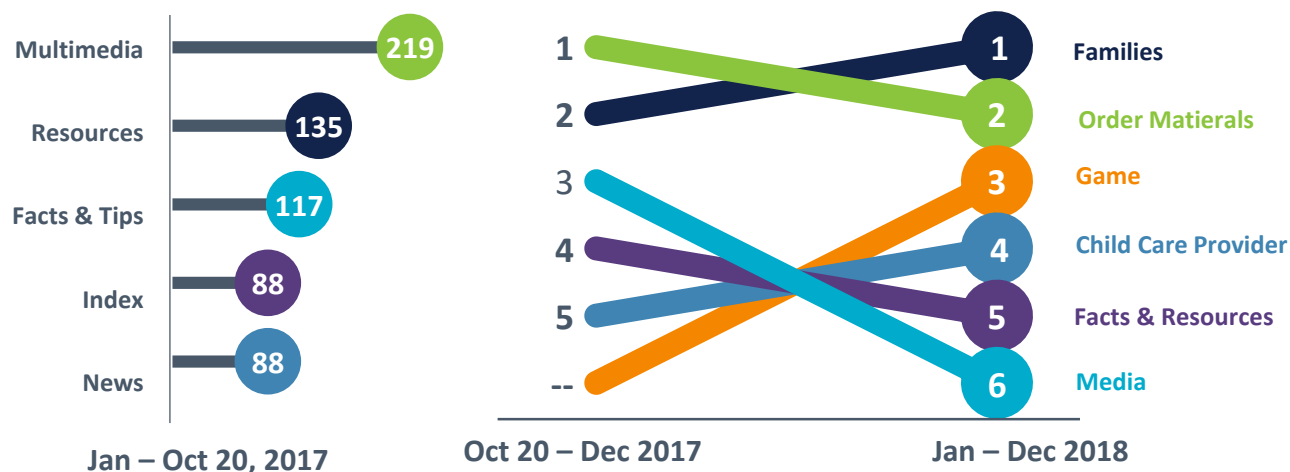
#### Sessions and Users to GiveYourBabySpace.org (2018)



### Pageviews

The Families page was the most visited page, followed by Order Materials. As mentioned previously, an interactive quiz game was created and added on the site in 2018. With its debut, it became the third most visited page on the site. The game was promoted within the social media campaign that ran in late 2018. The graphs below shows the number of pageviews to the site, not including the homepage in 2018 as compared to 2017. The website was revamped and the pages were reconstructed in October 2017.

#### Top 5 Give Your Baby Space Content Pageviews w/out Home Page



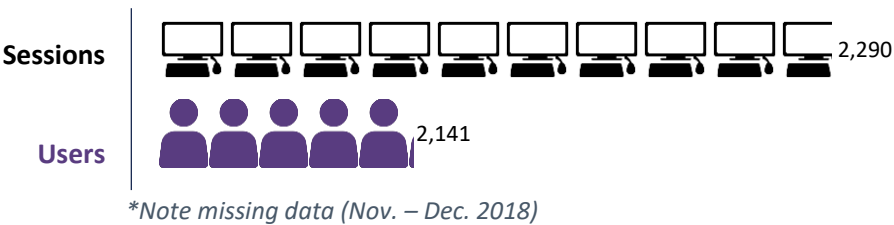
# Website Data | Topic-Specific Websites | HealthyChoicesLA.org

The Reproductive Health program website, [HealthyChoicesLA.org](https://HealthyChoicesLA.org), launched in 2015 and was redesigned in 2018 (pages were not reconstructed). The site provides information and resources, including a directory of family planning and reproductive health clinics statewide. The information below shares the number of users and sessions to the site, as well as shares the number of views to each webpage.

## Website Usage

In 2018, there were 2,290 sessions and 2,141 users who visited the Reproductive Health website, a slight decrease from the 3,152 sessions and 2,873 users to the site in 2017.

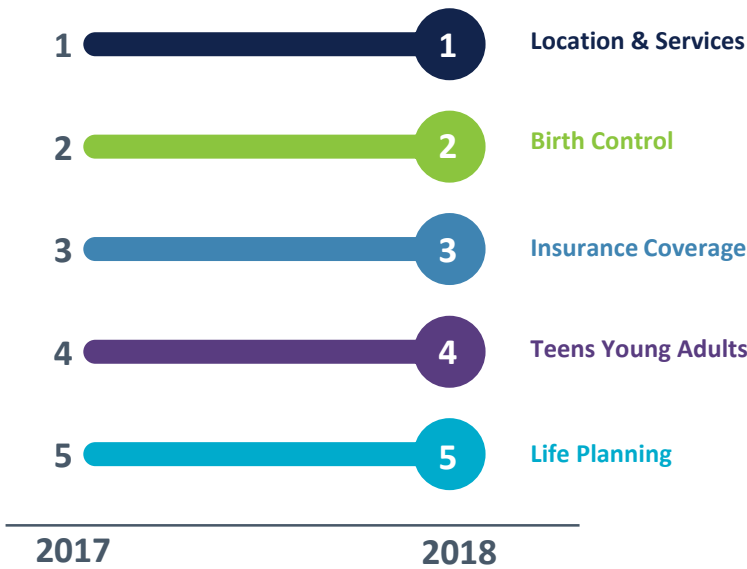
### Sessions and Users to HealthyChoicesLA.org (2018)



## Pageviews

The graph below shows the top five pages viewed (not including the home page) by users to [HealthyChoicesLA.org](https://HealthyChoicesLA.org) in 2018, as compared to 2017. There has been no changes in rankings between the two years. The top two pages have remained the same in ranking since inception. The “Life Planning” and “Insurance pages” has historically switched rank throughout the years and the “Teens & Young Adults” page has remained the 5th most viewed page since 2016.

### Top 5 Healthy Choices Content Pageviews w/out Home Page





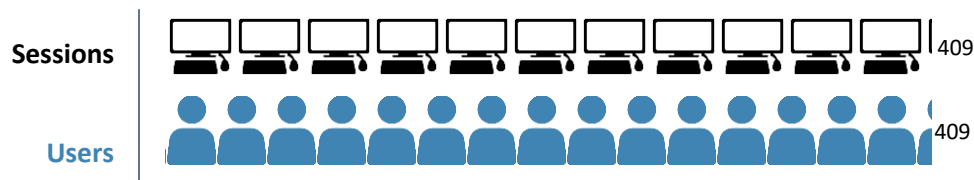
# Website Data | Topic-Specific Websites | LACCHC.org

The Louisiana Child Care Health Consultant (LACCHC) Program website launched mid-2013. It provides general information, a public directory of consultants, a platform for certified consultants to access password-protected content in addition to program and training information. The information below shares the number of users and sessions to the site, as well as shares the number of views to each webpage.

## Website Usage

In 2018, there were 409 sessions and 409 users who visited the LACCHC website. Also in this year, the site was moved to the new Content Management System (CMS). Amongst the transition, January – May data was lost.

Sessions and Users to LACCHC.org (2018)

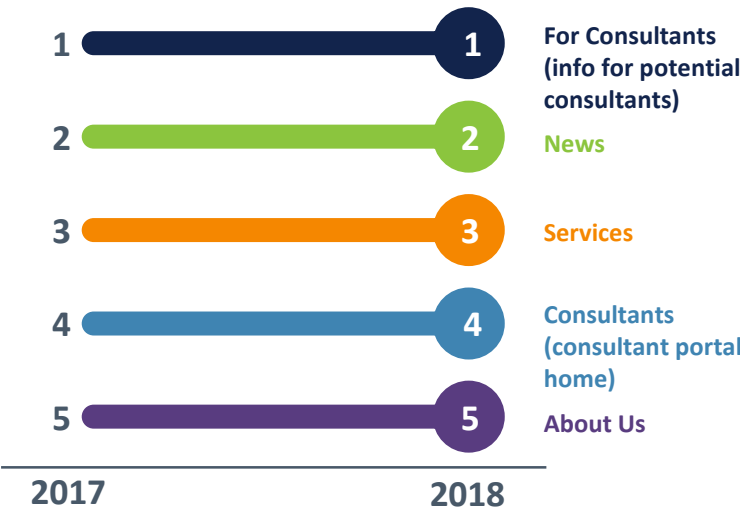


\*2018 data missing Jan-May

## Pageviews

The graph below shows the top five most-viewed pages (excluding the home page) on LACCHC.org in 2018, as compared to 2017. There has been no change in the ranking of page views from most to least between the years. The graph below shows the consistency in most viewed pages from 2017 to 2018 (please note missing January – May data).

Top 5 LACCHC Content Pageviews w/out Home Page



\*2018 data missing Jan-May

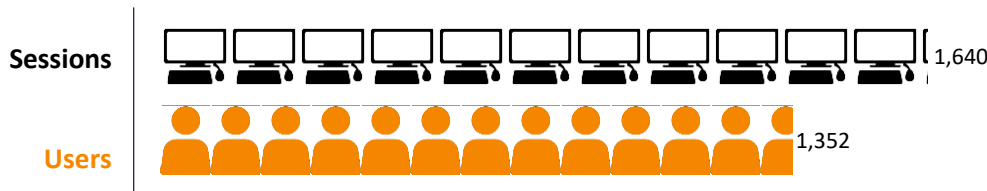
# Website Data | Topic-Specific Websites | LouisianaLAUNCH.org

The Project LAUNCH (Linking Actions to Unmet Needs in Children’s Health) website launched in 2017. Project LAUNCH is a national initiative that aims to increase healthy child development. The website describes the work of the pilot program, Project LAUNCH, in the Lafayette area of Louisiana (September 2013 – August 2018) and provides guidance and resources for providers and families across the state on how to promote healthy child development. The information below shares the number of users and sessions to the site and ranking of most viewed pages.

## Website Usage

In 2018, there were 1,640 sessions and 1,352 users who visited the Project LAUNCH website, which is an decrease from 2017 when there were 4,598 sessions and 2,979 users to the site. It is important to note that there was a paid multimedia outreach campaign for Project LAUNCH in 2017 which included radio, billboards, and postcards.

Sessions and Users to LouisianaLAUNCH.org (2018)



## Pageviews

The graph below shows the top five pages viewed (not including the home page) by users to LouisianaLAUNCH.org in 2018. The “Resources,” “Development,” and “Feelings,” pages maintained their ranking between years, while the “Help” and “For Providers” pages switched ranking.

Top 5 Project LAUNCH Content Pageviews w/out Home Page



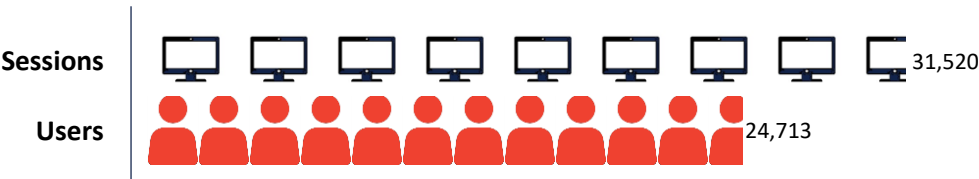
# Website Data | Topic-Specific Websites | LouisianaWIC.org

Louisiana WIC is the special supplemental nutrition program for Women, Infants and Children (WIC) and is open to women who are pregnant, breastfeeding or have already delivered. The website provides information about the benefits of joining WIC, how to join, healthy recipes, a directory of WIC clinics across the state, and more. In 2017, WIC rebranded itself, revamping it’s website [LouisianaWIC.org](https://LouisianaWIC.org) (launched March 2018). As a part of the rebrand, WIC also developed and purchased promotional materials: ink pens, sticky notes, adhesive cell phone wallets, folders, and an Outreach toolkit for staff. The toolkit includes a tri-fold board with removable panels, talking points, and information about recruitment, the benefits of WIC, and navigating the new site. The information below shares the number of users and sessions to the site and ranking of most viewed pages.

## Website Usage

In 2018, there were 31,520 sessions and 24,713 users who visited the site. It is important to note that there was a paid social media campaign for LouisianaWIC.org that ran on from August 15th – December 31st.

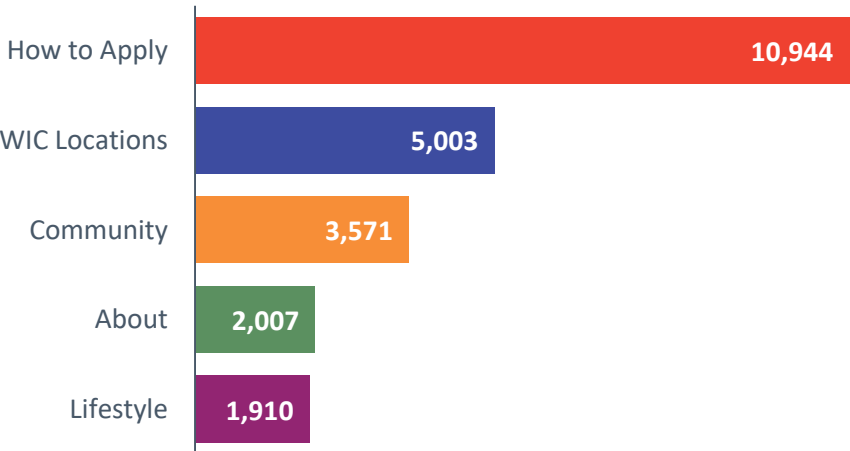
Sessions and Users to LouisianaWIC.org (2018)



## Pageviews

The graph below shows the top five pages viewed (not including the home page) by users to [LouisianaWIC.org](https://LouisianaWIC.org) in 2018. The “Resources,” “Development,” and “Feelings,” pages maintained their ranking between years, while the “Help” and “For Providers” pages switched ranking.

Top 5 Louisiana WIC Content Pageviews w/out Home Page (2018)





# SOCIAL MEDIA DATA

(2009 – 2018)

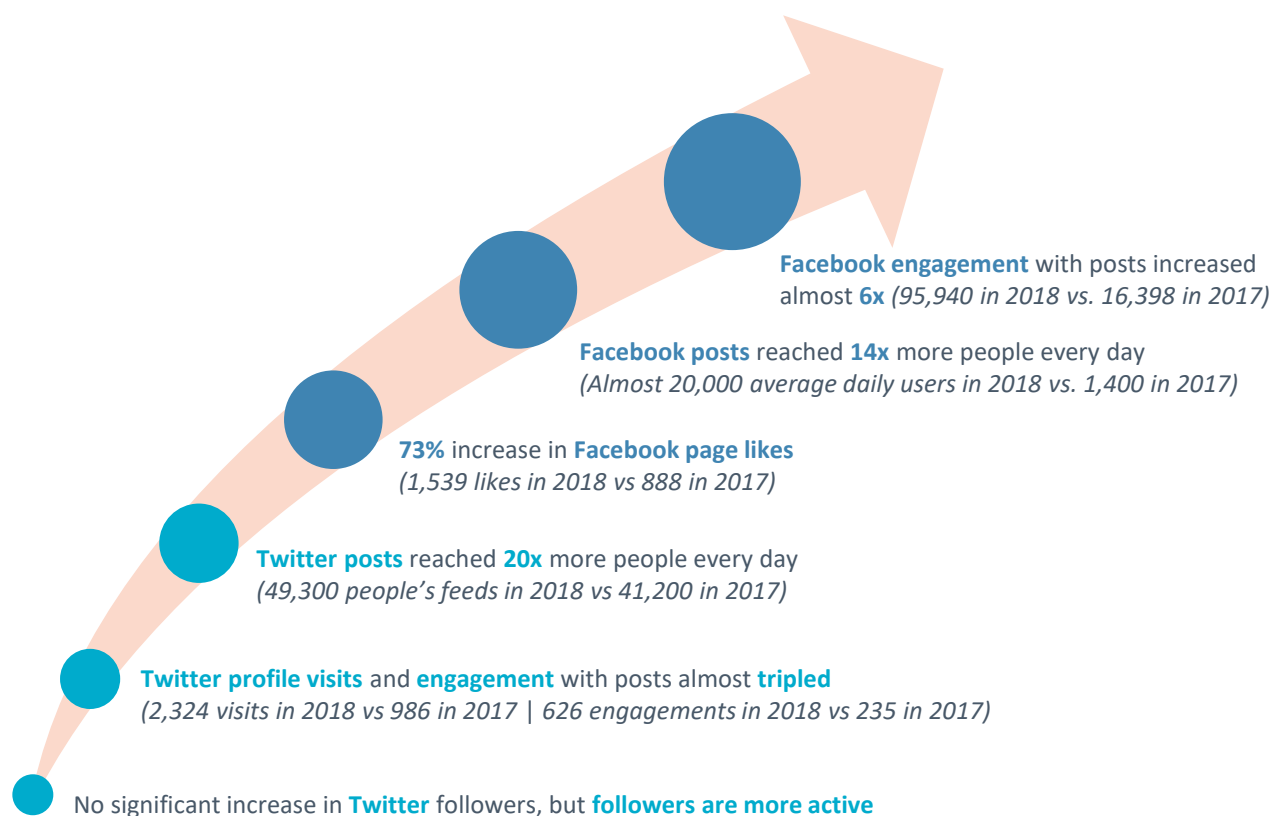
## Social Media Data

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Sammy the Stork was the social media persona for *Partners for Healthy Babies* from 2009 until July 2014. The campaign launched in 2009 as a part of a preconception health advertising campaign with a corresponding website: TheStorkReality.org. In July 2014, the social media strategy was placed under administrative review by the Louisiana Department of Health and posting was halted for the remainder of the year. In 2015, Sammy the Stork's Facebook and Twitter accounts were rebranded as *Partners for Healthy Babies* social media accounts. Under the new name and brand, *Partners for Healthy Babies* operated in 2015 without Sammy as a spokesperson, and posted as a helpful, expert program speaking directly to parents and providers. Active posting to social media resumed in March 2015.

Mid-2017 BFH realized the majority of its resources were more helpful to providers. With this realization, BFH decided to change its social media target audience from parents and providers to only providers. At the time, BFH also paid for a series of media campaigns to run on Facebook, Twitter, Pandora, and several radio stations across the state. As a result, PHB Social Media engagement drastically increased.

The graphic below illustrates the effectiveness of focusing on a more specific target audience (effective mid-2017 in conjunction with running media campaigns for that audience) via the increase in Facebook and Twitter likes, followers, profile visits, and people reached.

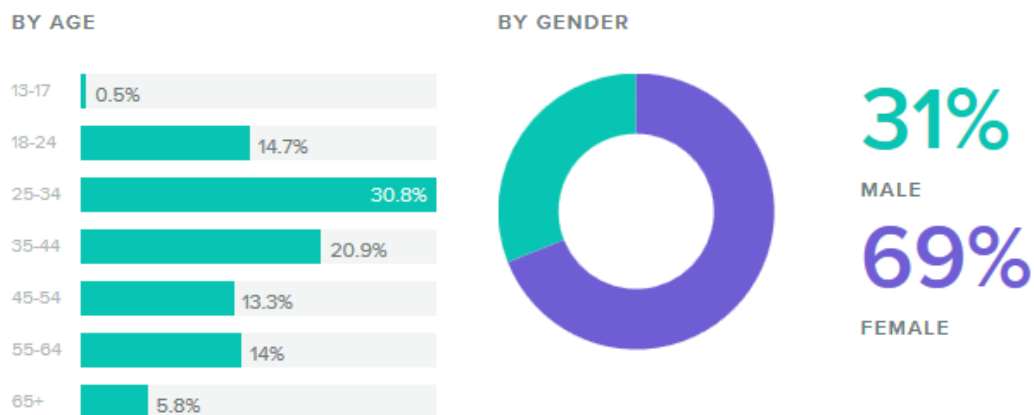


*The data in this report lays out the demographics and activity for Facebook and Twitter accounts.*

### Who sees the Partners for Healthy Babies (PHB) Facebook page?

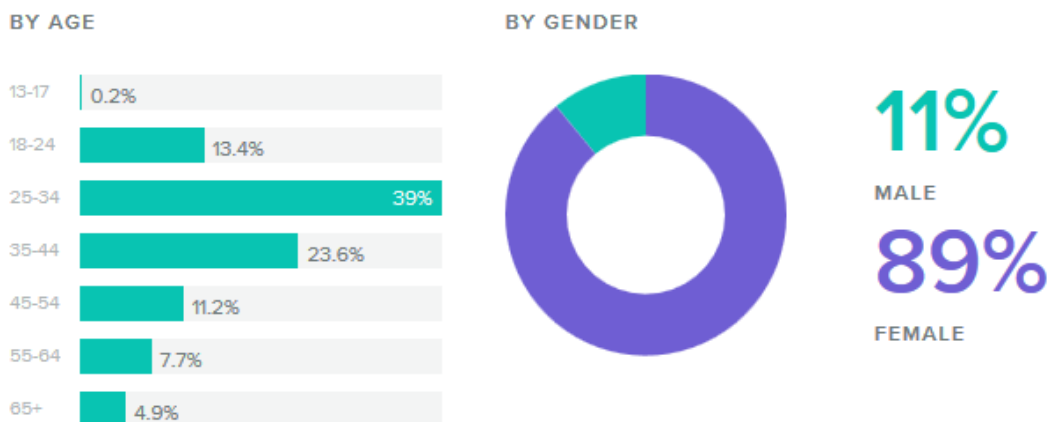
The graphs below shows who liked and was exposed to (reach) the Partners for Healthy Babies (PHB) Facebook page in 2018. In 2018, 1,539 people liked the page, which is a 73.3% increase from 2017.

**It's more likely that PHB Facebook page will Reach\* Women ages 25-34**



*\*People Reached have a higher potential to see content and visit PHB page.*

**Of the 1,539 PHB Facebook Page Fans\*, Majority are Women between the ages 25-34**



*\*Page Fans denotes people who liked the PHB page.*

### How Do People React to PHB Facebook Page Post Content?

The table below shows, in detail, the activity for the Partners for Healthy Babies Facebook page in 2018. During 2018, there was a total of 634 net likes (total likes minus unlikes). The total number of posts sent in 2018 increased by 6.8%, as compared to 2017.

FACEBOOK STATS									
	Fans:			Impressions			Engagement		
	Organic Likes	Paid Likes*	Unlikes	Organic	Non-Organic	Posts Sent	Reactions	Comments	Shares
Jan	5	21	4	2,787	1,028,703	29	145	5	36
Feb	2	22	3	1,651	840,132	27	86	6	29
Mar	10	0	1	2,055	9,547	28	39	1	34
Apr	3	14	8	2,763	187,230	28	61	5	38
May	6	25	2	2,681	356,603	32	92	5	32
Jun	2	17	1	2,122	373,938	41	106	8	48
July	5	23	4	2,626	464,886	23	113	27	33
Aug	35	207	11	12,881	970,848	31	886	114	140
Sept	26	121	8	7,660	1,649,372	27	713	57	98
Oct	75	3	3	20,810	1,854,966	32	1,198	128	363
Nov	37	0	5	13,047	2,043,670	34	1,025	80	264
Dec	24	4	3	14,375	1,809,097	27	946	88	262
<b>TOTAL</b>	<b>230</b>	<b>457</b>	<b>53</b>	<b>85,458</b>	<b>11,588,922</b>	<b>359</b>	<b>5,410</b>	<b>524</b>	<b>1,377</b>

\*A paid like is when someone likes a page after viewing a paid promotion.

### Top 5 Facebook Posts in 2018 by Reach

The next page lists the top 5 Facebook posts by reach. These posts had the highest potential for people to see the post and visit the Partners for Healthy Babies page.

## Social Media Data | Facebook

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### Top 5 Facebook Posts in 2018 by Reach continued

1

**SEPT. 4<sup>th</sup>**

**1,081 REACH 41 ENGAGEMENTS**

The American Academy of Pediatrics just released new recommendations for car seat safety. Using the right car safety seat or booster seat lowers the risk of death or serious injury by more than 70%! Read the full report from the AAP at <http://bit.ly/2N5BT3G>

2

**APR. 10<sup>th</sup>**

**367 REACH 27 ENGAGEMENTS**

Have you played our safe sleep game yet? This interactive quiz is a fun way to teach parents and other caregivers about the safest way for babies to sleep! Check it out, and share it with the families you serve: <http://bit.ly/2tgeBzi>

3

**SEPT. 4<sup>th</sup>**

**310 REACH 28 ENGAGEMENTS**

Tropical Storm Gordon is approaching Louisiana's coast! Are your clients and families hurricane-ready? Visit <http://www.getagameplan.org/> for resources and tips on storm preparation as well as the latest news from the Governor's office. And don't forget...your families can also call 1-800-251-BABY if they have any questions about appointments or services from Partners for Healthy Babies and the Bureau of Family Health. Stay safe out there...hopefully this Gordon will be gone in a flash! #beprepared #getagameplan

4

**MAR. 20<sup>th</sup>**

**310 REACH 16 ENGAGEMENTS**

Louisiana WIC has a new website! This new website makes it easy for families and providers alike to get involved with the WIC program - take a tour today! <http://bit.ly/2G62U3h>

5

**APR. 12<sup>th</sup>**

**267 REACH 26 ENGAGEMENTS**

Our family coaching and support services (home visiting) get results for your patients! Check out key outcomes data for our home visiting program models, and refer your eligible clients: <http://bit.ly/2GQCnrQ>. Find local program contact info here: <http://bit.ly/2ED8wgV>

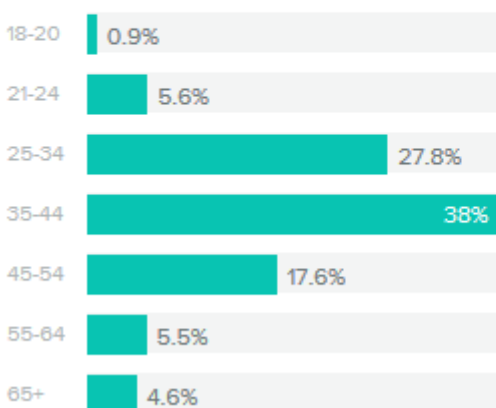


## Who Sees the PHB Twitter Page?

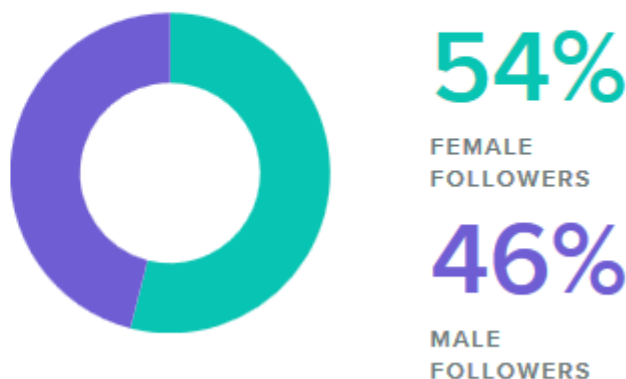
The graphs below show the demographics of Twitter followers by age and gender. In 2018, there were 918 followers to the Twitter page, which is a 1.5% increase from 2017. Majority of followers are women between ages 35 – 44.

### Twitter Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



## How Do People React to PHB Twitter?

The table below breaks down the activity for the PHB Twitter page in 2018 by fans, impressions, and engagement. In 2018, there were 43 new followers and 144 likes of tweets.

TWITTER STATS													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
<i>Tweets sent</i>	30	23	29	26	29	38	39	32	27	29	27	36	365
<i>New Followers</i>	3	5	0	5	8	6	3	0	5	8	0	0	43
<i>Organic Impressions</i>	4,578	3,184	3,412	3,631	3,700	3,735	3,884	4,895	3,549	4,980	2,983	5,070	47,601

Tweet Engagement:													
<i>Replies</i>	4	0	1	1	0	1	0	1	1	1	0	0	10
<i>Retweets</i>	11	5	5	7	8	11	7	6	12	6	6	9	93
<i>Likes</i>	16	19	5	7	4	7	8	10	11	15	3	38	143

### Top 5 Twitter Tweets in 2018 by Reach

The posts below are the top 5 Twitter tweets by reach, meaning these posts had the highest potential for people to see the tweet and visit the Partners for Healthy Babies page.

**1** **JUNE** **10,407 REACH 13 ENGAGEMENTS**  
We've officially entered #HurricaneSeason! Help your clients make an #emergency #plan for themselves and their families. Don't forget to make one for yourself as well! Find resources here: <https://t.co/yawWySHhgJ>

**2** **AUGUST** **6,505 REACH 14 ENGAGEMENTS**  
Did you know that Louisiana is ranked #1 in the nation for highest primary and secondary syphilis rates? Fortunately, our Reproductive Health Program can help. If you need to refer your clients for STD testing and treatment, find a clinic location at <https://t.co/sdg6i69ADT>

**3** **OCTOBER** **3,806 REACH 6 ENGAGEMENTS**  
Keynote by Lisa Asare of NJ says, "This is our moment" to eliminate the disparities in maternal mortality. #TitleVPartners #HMHB <https://t.co/qCxoQiOz08>

**4** **DECEMBER** **2,900 REACH 7 ENGAGEMENTS**  
Traveling with a baby can be daunting, especially for first time parents. Check in with your patients who may be traveling for the holidays to make sure they know how to keep their baby safe on the road and in the air. Here are some tips to share, <https://t.co/DUdpLyrxkW>. #travel

**5** **MAY** **2,812 REACH 3 ENGAGEMENTS**  
No two patients are alike. That's why you work with them to provide personalized care that suits their needs. If you have #newmoms or moms-to-be that need food access or breastfeeding support, talk to them about #WIC. Learn more on <https://t.co/eLc6pTx50p>.



# PROMOTIONS

2018

## Promotions | Introduction

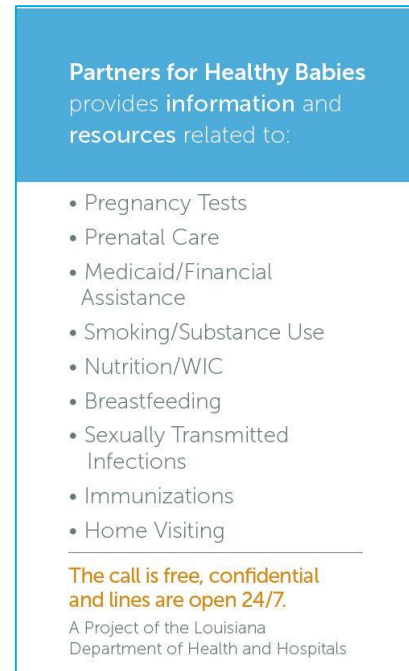
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Over the years, the *Partners for Healthy Babies* website and helpline have been promoted in a variety of ways. In recent years, when budget is available, promotional efforts have focused on online advertising campaigns. One consistent promotional effort has been distribution of Partners for Healthy Babies business cards to pregnant women, parents, and families via providers and community partners (card pictured below).

(front)



(back)



This section of the communication report analyzes advertising efforts for the Partners for Healthy helpline and website, the Give Your Baby website and the Partners for Family Health website.

## Promotions | PHB Helpline & Website

From November 8, 2017 through December 21, 2018, BFH ran an online ad campaign that consisted of static and animated online ads to promote the 1-800-251-BABY helpline and that directed individuals to the *Partners for Healthy Babies* website, when they clicked on the ads. The campaign targeted Louisiana families and providers, and the **goal was to increase the call volume to the *Partners for Healthy Babies* helpline**. The ads ran on Facebook, Twitter, and the Google Display Network (GPN). GPN is a part of Google's advertising system that allows businesses to strategically show their visual ads on websites, within YouTube videos, and more.

The online ad campaign was separated into two phases. Phase one ran from November 8, 2017 to March 1, 2018 and the goal was to learn more about the family and provider target audiences. Phase two ran from April 18<sup>th</sup> to December 21, 2018, and it implemented what was learned from the first phase.

(Support Materials in Appendix C)

### Helpline Campaign Phase 1 – Testing Ad Effectiveness

Phase one was separated into three segments to determine which messages and images are more effective in engaging families and providers, and in which age groups. Ads were measured by their effectiveness via A/B testing. Whichever ad(s) received the most clicks were determined to be most effective. Ultimately, calls to the helpline did not increase, but there was a large spike in visits to the *Partners for Healthy Babies* website during the campaign. The information gathered was and will be helpful in planning subsequent campaigns. See below and on the next page for goals and conclusions of each segment. The top performing family and provider ads by platform, age, and images can be found in Appendix C, Support Tables 1C – 4C.

#### Helpline Phase 1 Goals:

GOALS		
<b>Segment 1</b> Nov 8 <sup>th</sup> – Dec 14 <sup>th</sup>	<b>Family-focused messages:</b> To learn which message, generalized or topic-specific, resonated more. Specific topics included breastfeeding, immunization, pregnancy testing, prenatal care, and home visiting.	<b>Provider-focused messages:</b> To learn which word, “client” or “patient,” resonated more.
<b>Segment 2</b> Dec 15 <sup>th</sup> – Feb 8 <sup>th</sup>	To learn which ads resonated more with each age group. <b>Family-focused age ranges:</b> <ul style="list-style-type: none"><li>• 13 – 24 yrs old</li><li>• 25 – 35 yrs old</li><li>• 36 – 46 yrs old</li><li>• 47 yrs old and older</li></ul>	<b>Provider-focused age ranges:</b> <ul style="list-style-type: none"><li>• 25 – 35 years old</li><li>• 36 -46 years old</li><li>• 47 years old and older.</li></ul>
<b>Segment 3</b> Feb 9 <sup>th</sup> – Mar 1 <sup>st</sup>	To learn which images resonated more with families and providers.  <i>During this segment, two ads ran for every message, an ad with the image used in previous segments, and an ad with an entirely new image. This was done to test which image was more engaging to families an providers.</i>	

## Promotions | PHB Helpline & Website

### Helpline Phase 1 Findings:

FINDINGS		
<b>Segment 1</b> Nov 8 <sup>th</sup> – Dec 14 <sup>th</sup>	<b>Top Family Message by Platform:</b> <ul style="list-style-type: none"><li>• <b>Facebook:</b> Breastfeeding support</li><li>• <b>Twitter:</b> Breastfeeding support</li><li>• <b>Google Display Network:</b> Immunization</li></ul>	<b>Top Provider Message by Platform: “client” vs “patient”</b> <ul style="list-style-type: none"><li>• <b>Facebook:</b> “The patients you serve”</li><li>• <b>Twitter:</b> “The patients you serve”</li><li>• <b>Google Display Network:</b> “The patients you serve”</li></ul>
<b>Segment 2</b> Dec 15 <sup>th</sup> – Feb 8 <sup>th</sup>	<b>Most Engaged Family by Age Group by Platform:</b> <ul style="list-style-type: none"><li>• <b>Facebook:</b> 36 – 46 age group</li><li>• <b>Twitter:</b> 13 – 24 age group</li></ul>	<b>Most Engaged Providers by Age Group by Platform:</b> <ul style="list-style-type: none"><li>• <b>Facebook:</b> 36 – 46 age group</li><li>• <b>Twitter:</b> 36 – 46 age group</li></ul>
<b>Segment 3</b> Feb 9 <sup>th</sup> – Mar 1 <sup>st</sup>	<b>Family messaging:</b> <p>The top performing images varied amongst platforms. Within many ads and across platforms, an <i>image of a family/family member without a provider</i> in the image performed better than an image of a <i>family/family member with a provider</i>.</p>	<b>Provider messaging:</b> <p>Wording and images matter. The <i>new images performed better</i> when paired with the word “client.” However, the <i>original images performed better</i> when paired with the word “patient.”</p>

### Helpline Phase 1 Conclusions:

- Segment 1: The top performing family ads were the topic-specific ads and not the generalized ads. Of the general ads, two of the highest performing ad messaging contained wording about how there is staff available to help link individuals to resources. For providers, “the patients you serve” was more popular, generating over 12,000 link clicks across all platforms. The “client” message generated less than half that amount.
- Segment 2: Although message testing was not the focus of this segment, it was still important during this phase. The messaging for **family-focused ads** varied, but had a **common theme of getting help during pregnancy**. For **provider ads**, the word “**patient**” continued to **resonate more** than the word “client.”

Before beginning Phase 2, the following decisions were made, as learned from Phase 1.

- Continue to run both family- and provider-focused ads across all platforms
- Continue to run all messages for search ads
- Change images for all ads to reflect the outcomes in the 3<sup>rd</sup> segment of Phase 1 (Feb. 9<sup>th</sup> – Mar. 1<sup>st</sup>)
- Family-focused ads – run the top three topic-specific messages per platform plus one general helpline ad
- Provider-focused ads – use the word “patient” in messaging instead of the word “client”

## Promotions | PHB Helpline & Website

### Helpline Campaign Phase 2

Ads for Phase two of the campaign were changed to reflect the outcomes of Phase one testing. Both family- and provider- focused ads continued to run on all platforms using the top three topic-specific messages: “breastfeeding,” “immunization,” and “prenatal care.” A general helpline ad also ran on all platforms. For provider-focused ads, messages used the word “patients” instead of “clients.” Images were changed to reflect the outcome of Phase 1, and ads ran two – three at a time to avoid ad fatigue and to ensure a continuous ad presence.

Phase two also contained two segments. During the first segment (April 18<sup>th</sup> – July 23<sup>rd</sup>), different calls-to-actions were tested amongst the Breastfeeding message and Immunization message of the family-focused ads. A call to action is a directive given to entice someone to participate in a specific act. The different calls-to-action included, “Call 1-800-251 BABY,” “Visit Partners for Healthy Babies,” and “Live Chat on Partners for Healthy Babies.” During the second segment (July 24<sup>th</sup> – December 21, 2018), the remainder of the top performing ad messages from Phase 1 of the Helpline campaign ran. To avoid ad fatigue, ads were run in a systematic two-week rotation. All messages continued to run on the Google Search network.

### 1<sup>st</sup> Segment – Call-to-Action Testing Goals & Conclusions:

#### GOALS

To learn which call-to-action (calling the helpline, visiting [1800251Baby.org](https://1800251Baby.org), or live chatting on [1800251Baby.org](https://1800251Baby.org)) individuals were more likely to respond to after viewing a family-focused ad of the breastfeeding and immunization messaging.

#### FINDINGS & CONCLUSIONS

Overall, the call and live chat call-to-actions were popular with the targeted audience. However, results showed that the preferred calls-to-action varied by platform and messaging. To see the number of clicks per call-to-action by messaging and by platform, visit Appendix C, Support Table 5C.

Facebook	The overall preferred action was to live chat.	
	<b>Top Breastfeeding Call-To-Action:</b> “Visit 1800251BABY”	<b>Top Immunization Call-To-Action:</b> “Live Chat on Partners for Healthy Babies”
Twitter	The overall preferred action was to call the helpline.	
	<b>Top Breastfeeding Call-To-Action:</b> “Call 1800251BABY”	<b>Top Immunization Call-To-Action:</b> “Call 1800251BABY”
Google Display Network	The overall preferred action was to call the helpline.	
	<b>Top Breastfeeding Call-To-Action:</b> “Live Chat on Partners for Healthy Babies”	<b>Top Immunization Call-To-Action:</b> “Call 1800251BABY”

## Promotions | PHB Helpline & Website

### 2<sup>nd</sup> Segment – Goals & Results:

Goals: The goal of this segment was to utilize everything learned previously within the campaign and run the top performing ads, using the top performing language, and top performing calls-to-action.

Facebook	Messaging	Clicks	Impressions	Cost Per Click	Click Through Rate
	BREASTFEEDING	1,985	243,892	\$0.79	0.81%
	IMMUNIZATION	2,026	359,411	\$0.78	0.56%
	PRENATAL CARE	3,015	511,189	\$0.81	0.59%
	GENERAL HELPLINE	3,066	678,722	\$0.80	0.45%
	PROVIDER	3,094	746,484	\$1.21	0.41%
Twitter	Messaging	Clicks	Impressions	Cost Per Click	Click Through Rate
	BREASTFEEDING	13,542	133,729	\$0.08	11.00%
	IMMUNIZATION	14,376	143,397	\$0.08	10.81%
	PRENATAL CARE	27,052	250,374	\$0.08	11.29%
	GENERAL HELPLINE	17,784	188,423	\$0.08	9.44%
	PROVIDER	2,461	854,722	\$2.46	3.70%
Google AdWords - Display	Messaging	Clicks	Impressions	Cost Per Click	Click Through Rate
	BREASTFEEDING	3,722	342,454	\$0.30	1.09%
	IMMUNIZATION	4,924	249,178	\$0.24	1.98%
	PRENATAL CARE	6,626	442,075	\$0.27	1.50%
	GENERAL HELPLINE	7,313	502,727	\$0.26	1.45%
	PROVIDER	13,075	725,107	\$0.22	1.80%

The table below shares the results of the entire campaign by campaign segment and month. The number of users, sessions, and pageviews dramatically increased once what was learned in phase one was implemented.

	MONTH	USERS	SESSIONS	PAGEVIEWS	PAGES/SESSION	AVG. SESSION*
1 <sup>st</sup> Segment	APRIL 2018	1,154	1,635	3,924	2.40	00:49
	MAY 2018	2,408	3,713	9,078	2.44	00:44
	JUNE 2018	2,131	3,324	8,895	2.68	01:03
	JULY 2018	3,680	5,838	13,864	2.37	00:48
2 <sup>nd</sup> Segment	AUG. 2018	5,544	9,809	22,587	2.30	00:43
	SEPT. 2018	6,356	10,311	23,667	2.30	00:44
	OCT. 2018	6,040	10,374	23,683	2.28	00:48
	NOV. 2018	5,727	9,388	21,417	2.28	00:41
	DEC. 2018	4,168	6,818	15,958	2.34	00:41

\*sessions are listed in minutes and seconds



# Promotions | PFH Website

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## Strategic Plan

(Support Materials in Appendix C)

A strategic plan was developed in 2017 to increase traffic to the site through effective use of digital (Google, Pandora, and social media platforms) and traditional (radio) advertising channels. Implementation of the plan began in 2017 and continues in 2018.

### Strategic Plan Summary:

1. Optimize the site for search engine optimization (SEO) (2017)
2. Resolve site issues (continuous)
3. Enhance webpages, build a Data Center, and complete other additional page modifications (2018)
4. Amend the social media strategy to exclusively target providers, as compared to targeting both providers and consumers (2017)
5. Promote the website on several platforms and *position PFH as a helpful, easy-to-use point of connection* between trusted health information and services, the consumers who will benefit from them, and the providers/partners who serve consumers (2018 and subsequent years)
6. Create a widget that providers and partners can use to link to [PartnersForFamilyHealth.org](http://PartnersForFamilyHealth.org) on their sites (2019)
7. Move newsfeed from Partners for Healthy Babies site to Partners for Family Health site (2019)
8. Optimize the synergy between and amongst PFH web content, social media content, and digital and other advertising content, as well as social media targeting and digital and other advertising targeting (continuous)

## Website Promotion:

To bring awareness to the site, a campaign ran from December 27, 2018 to January 24, 2019. The campaign consisted of static (non-moving images) ads and animated ads.

### Static Ads:

The static ads ran on Facebook and Twitter and consisted of 16 ads: eight of the ads were targeted to families and eight targeted providers and community partners. The ads directed users to four different temporary web pages known as “landing pages,” based on the content direction of the ad. **These landing pages were only live during the ad campaign.** There was a “Welcome Dads” landing page, a “Welcome Men, Women, and Teens,” a “Welcome Partners,” and a “Welcome Providers” landing page. To view the landing pages, visit Appendix C, Support Images 1C – 4C. To view the static ads categorized by landing page, visit Appendix C, Table 6C.

Family-Targeted Static Ad Themes:	Provider/Partner-Targeted Static Ad Themes:
<ul style="list-style-type: none"><li>• Preconception/RHP (2 ads)</li><li>• Early Family (2 ads)</li><li>• General Connection (1 ad)</li><li>• Family Development (3 ads)</li></ul>	<ul style="list-style-type: none"><li>• Hospitals (2 ads)</li><li>• Provider Practitioners “In general” (2 ads)</li><li>• Day Care Centers (2 ads)</li><li>• Clergy (2 ads)</li></ul>

## Promotions | PFH Website

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### Animated Ads:

There were 2 sets of animated ads that ran on Google Ads, totaling 10 ads. Within those ads; 3 targeted families, 3 targeted providers, 3 targeted community partners, and 1 targeted men and women. The ads linked to various pages of the Partners for Family Health website. To see the animated ads, go to Appendix C, Support Tables 7 – 8C.

Animated Ad Set 1 Themes	Animated Ad Set 2 Themes
<p>Provider</p> <ul style="list-style-type: none"><li>• Connect your patients to health care resources</li></ul> <p>Partners</p> <ul style="list-style-type: none"><li>• Find health care resources for your community</li></ul> <p>Men and Women</p> <ul style="list-style-type: none"><li>• Reproductive health services</li></ul> <p>Families</p> <ul style="list-style-type: none"><li>• Partners for Healthy Babies theme</li><li>• Get connected with health care resources</li></ul>	<p>Provider</p> <ul style="list-style-type: none"><li>• PFH is the “go to” for data, reports, and more</li><li>• PFH provides technical assistance beneficial to your work</li></ul> <p>Partners</p> <ul style="list-style-type: none"><li>• Health Ministry – PFH is the “go to” for health tips and services</li><li>• Childcare centers – PFH is the “go to” for health tips and resources</li></ul> <p>Dads</p> <ul style="list-style-type: none"><li>• PFH is the “go to” for health tips, information, and services</li></ul>

### Results

- The campaign was highly successful. Between August 15 to December 31, 2018, there were 13,023 users and 26,466 pageviews to the PFH site. During the same time period in 2017, there were 297 visits and 1,711 pageviews. Advertising was a significant driver of web traffic.
- Web traffic analytics show that users visited multiple pages and stayed on those pages for a long time, which is considered an excellent result. Data also show that 83% of web traffic originates from a range of channels, including search, social media and direct. This is a strong indicator that the integrated digital marketing approach was effective.
- Social media analytics showed an exponential growth in social media engagement. In 2018, Facebook following grew by 72% and Twitter engagement by 136%.

## Promotions | GYBS Website

From October 9, 2018 to February 28, 2019 BFH ran a series of static online ads to promote the safe sleep website, GiveYourBabySpace.org. When users clicked on the ads, they were directed to various pages of the website. The campaign targeted Louisiana families and providers, and the goals were to (1) increase the traffic to the website and (2) increase awareness of safe sleep practices.

The campaign originally consisted of four static ads (non-animated) and one safe sleep video. The video depicts a father sharing his story of how he lost his child to unsafe sleep practices. On October 29<sup>th</sup>, a fifth static ad was added to the campaign. Pictures of the ads are below.

Safe Sleep Ad #1



Safe Sleep Ad #2



Safe Sleep Ad #3



Safe Sleep Ad #4



Safe Sleep Ad #5



Father Video



## Results

- The campaign was highly successful in increasing traffic to the website. During this four-month campaign, there were 10,808 visitors to the site who completed 2,426 sessions. More than 75% (77.8%) of users came to the site from social media platforms (Facebook, Instagram, & Twitter). The site received more visitors who completed more sessions within this four-month period, than the entire year of 2018 (10,524 visitors who completed 2,307 sessions).
- The father video, ad #3, and ad #4, received the most link clicks and reactions, respectively. However, it's important to note that the most popular ads differed amongst men and women. Ad #2, #5, and #1, received the most attention from men, respectively. Ad #3, #4, and the fatherhood video received the most attention from women, respectively. The complete campaign analytics can be found in Appendix C, Table 9C.

### Results continued

- The entire campaign had a reach of 568,001 people and 2,301,823 impressions; which means that the campaign reached 568,001 people of our target audience, and they were exposed to the ads 2,301,823 times.
- Not including the homepage, the top three pages viewed during this campaign was the *Families*, the game, and the *Order Materials* pages. These pages in particular, assist in increasing awareness of safe sleep practices:
  - The *families* page shares the safe sleep checklist, which provides steps to create a safe sleep environment, included the reasons for the recommendations.
  - The game is an interactive quiz that shares examples of safe sleep and non-safe sleep environments.
  - The *order materials* page allows community partners and providers to order promotional materials to share with the families and communities they work with.

## Promotions | WIC Website

The Louisiana WIC campaign ran on Facebook from August 16<sup>th</sup> - December 21, 2018. The campaign targeted two specific groups; (1) Louisiana families who could benefit from WIC and (2) providers and other family service professionals.




The campaign consisted of family-focused static (non-animated) ads, provider-focused static ads, and videos of Louisiana residents sharing their experience with WIC. The family-focused static ads and the Louisiana videos directed individuals to the Louisiana WIC homepage, [LouisianaWIC.org](https://LouisianaWIC.org). The provider-focused static ads directed individuals to the Louisiana WIC community page, [LouisianaWIC.org/Community](https://LouisianaWIC.org/Community).

Below is a summary of campaign performance as well as screenshots of the top performing family-focused ad, provider-focused ad, and video.

Campaign Performance August 16<sup>th</sup> – December 21, 2018:

AD CREATIVE	Clicks	Impressions	Cost Per Click	Click Through Rate
PROVIDER ADS	4,033	134,589	\$0.87	0.77%
CONSUMER ADS	9,258	1,1946,733	\$1.01	0.61%
VIDEO ADS	8,400	1,388,369	\$1.09	0.48%

### Top Performing Ads

Family-Focused Ad	Provider Focused Ad	Video Ad
		

## Promotions | WIC Website

### Results of Family-Focused Ads:

The table below shows the number of users, sessions, pageviews, and average session length during the ad campaign as compared to when advertising didn't occur. The family-focused ads directed people to [LouisianaWIC.org](http://LouisianaWIC.org). Campaign months are highlighted in orange.

MONTH	USERS	SESSIONS	PAGEVIEWS	PAGES/ SESSION	AVG. SESSION*
March 2018	827	982	1,431	1.46	03:14
April 2018	1,288	1,488	1,973	1.33	02:22
May 2018	1,126	1,232	1,678	1.36	02:22
June 2018	1,132	1,250	1,640	1.31	02:09
July 2018	1,237	1,368	1,889	1.38	02:19
August 2018	2,937	2,195	3,972	1.22	01:11
September 2018	3,919	4,500	5,444	1.21	00:57
October 2018	3,500	3,843	4,749	1.34	00:58
November 2018	2,975	3,232	3,987	1.23	01:03
December 2018	2,332	2,507	3,144	1.25	01:10
January 2019	938	1,031	1,371	1.33	01:41

*Campus months highlighted in orange*

*\*sessions are listed in minutes and seconds*

### Results of Provider-Focused Ads:

The table below shows the number of users, sessions, pageviews, and average session length during the ad campaign as compared to when advertising didn't occur. The provider focused ads directed people to [LouisianaWIC.org/Community](http://LouisianaWIC.org/Community). Campaign months are highlighted in orange.

MONTH	USERS	SESSIONS	PAGEVIEWS	AVG. SESSION*
MAY 2018	97	15	140	01:54
JUNE 2018	74	9	99	00:39
JULY 2018	110	25	159	00:59
AUGUST 2018	582	507	690	00:24
SEPTEMBER 2018	623	613	776	00:15
OCTOBER 2018	474	433	576	00:20
NOVEMBER 2018	392	355	476	00:20
DECEMBER 2018	319	265	374	00:24
JANUARY 2019	79	10	105	03:22

*Campus months highlighted in orange*

*\*sessions are listed in minutes and seconds*



## Next Steps for BFH Communications Efforts

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As *Partners for Healthy Babies* (PHB) moves into its 26<sup>th</sup> year, the mission to reduce infant mortality by providing information and resources to women and their families remains the driving force behind this initiative. 2016 was a year of strategic planning; establishing new priorities and specific areas of focus. 2017 and 2018 involved executing the deliverables set forth in 2016 and creating new ones.

Moving forward, BFH will develop new media messages and explore new communication channels to ensure maximum reach and better connection with various target audience segments, including new parents and providers. Now that BFH's social media accounts are solely geared towards providers, our goal is to increase engagement with them and tailor content to their interests.

To better meet the needs of our audience segments, we plan to:

- Build out Policy-focused and Training-focused pages for providers and professional partners
- Develop a widget for [PartnersForFamilyHealth.org](https://PartnersForFamilyHealth.org), so partners can link to PFH on their sites
- Rework [AliadosParaBebesSanos.org](https://AliadosParaBebesSanos.org) to maintain its freshness and inclusion within PFH, as well as to ensure the content remains helpful and effectively maintained. The site will be condensed to a page on [PartnersForFamilyHealth.org](https://PartnersForFamilyHealth.org). The URL will remain the same and redirect to the PFH page.
- Continue to grow BFH programs' presence on the *Partners for Family Health* (PFH) site, ensuring all programs have a webpage
- Continue to promote services by developing collateral materials for PFH
- Continue to maintain our partnership with WIC

Continuous quality improvement will remain a key focus for all the websites. All websites will be modified and enhanced based on user and stakeholder feedback. It will be essential to keep each website fresh, current and relevant in order to attract and retain users.

Our focus for the helpline, 1-800-251-BABY, will be to continue to keep up with resources and quality assurance. Key strategies include:

- Maintaining the quality of existing resources
- Searching for new perinatal-related resources
- Improving referral mechanisms to key programs and services
- Implementing a quality assurance system to ensure that callers are connected to the resources they need.

In 2019, *Partners for Healthy Babies* and now, *Partners for Family Health*, hope to be considered trusted sources of information and resources for providers, women and their families.

*Last Updated: September 2019*

# Glossary

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## *As defined by Google Dictionary & Sprout Social*

### **Engagements:**

Describes how a user reacts to Facebook/Twitter post. Engagements consist of making a reaction to a post, commenting on the post, or sharing the post.

- **Comments:** The number of comments and comment replies on your posts. This is a non-unique metric (includes comments left by the same users multiple times).
- **Reactions:** The number of interactions with your posts via Reaction. Reactions include Like, Love, Haha, Wow, Angry, and Sad. This is a non-unique metric (includes multiple/subsequent actions).
- **Shares:** Total number of shares of your posts. This is a non-unique metric (includes multiple/subsequent actions left by the same users on the post and further comments).

### **Google Ads:**

Formerly known as Google AdWords and Google AdWords Express. Google Ads allows businesses to promote their products and services on Google Search, YouTube, and other websites. Ads are displayed at the time people are searching for the products and services you offer.

### **Google Display Network (GPN):**

Google Display Network is a part of Google's advertising system that allows businesses to strategically show their visual ads while people are browsing their favorite websites, showing a friend a YouTube video, checking their Gmail account, or using mobile devices and apps. Displaying ads on GPN allows business to increase their reach and increase their brand's visibility (see definition below).

### **Impressions:**

The number of times your content is displayed onto someone's social media feed. There is organic and non-organic impressions.

- **Organic Impressions:** The number of times your content was displayed—for free—onto someone's social media feed.
- **Non-organic or Paid Impressions:** The number of times your paid content—such as a Facebook Ad—was displayed onto someone's social media feed.

### **Likes:**

- **Net Likes:** The number of Likes (paid or organic) minus the number of Unlikes.
- **Organic Likes:** When someone likes your page by organic reach.
- **Paid Likes:** When someone likes your page after viewing a paid promotion.
- **Unlikes:** When someone after liking your page, decides to unlike it.

### **Medium:**

The general category of the source (see definition above). For example: organic search (unpaid search), cost-per-click paid search, web referral (see definition below).



# Glossary

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## *As defined by Google Dictionary & Sprout Social*

### **Medium:**

The general category of the source (see definition above). For example: organic search (unpaid search), cost-per-click paid search, web referral (see definition below).

### **Pageview:**

An instance of a page being loaded (or reloaded) in a browser. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.

### **Reach:**

The total number of people within your target audience who see and potentially engage with your content. There is organic and non-organic reach.

- **Organic Reach:** The number of people who saw your content—for free—in News Feed or on your Page.
- **Non-organic or Paid Reach:** The number of times your paid content—such as a Facebook Ad—was seen by someone.

### **Referral Traffic:**

The segment of traffic that arrives on your website through another source, like through a link on another domain.

### **Retweet:**

To repost or forward a message posted by another users.

### **Session:**

The period of time a user is active on your site or app. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave a site and return within 30 minutes are counted as part of the original session.

### **Source:**

The origin of your traffic, such as a search engine (for example, *Google*) or a domain (*example.com*).

### **Unique Pageview:**

The number of sessions during which a page was viewed one or more times. A unique pageview aggregates the pageviews that are generated by the same user during the same session.

### **User:**

The number of inferred individual people (filtered for spiders and robots-which are automated computer systems), within a designated reporting timeframe, with activity consisting of one or more sessions on a site. Includes both new and returning users.



# APPENDIX

## Appendix A | Helpline

Support Table 1A: Top 5 Reasons for Helpline Calls (2014-2018)

	2014	2015	2016	2017	2018
1	WIC/Food Stamps				WIC
2	Immunizations	Gen. Assistance	Maternity Goods	Gen. Assistance	
3	General Assistance	Immunizations	Gen. Assistance	Potential/Testing	
4	Gen./Resource	Potential/Testing			Miscellaneous
5	Potential/Testing	Maternity Goods	Miscellaneous	Immunizations	Food Stamps

### Support Document 2A: Helpline Resource Email (Implemented in August 2016):

Hi there,

Thanks for calling the Partners for Healthy Babies Helpline! We hope we helped you find what you need. As promised, here are a few helpful resources:

**Think you don't qualify for Medicaid? Might be time to think again!**

Since July 1, 2016, more Louisiana adults (both men and women) qualify for full Medicaid health insurance coverage than ever before. This means that if you or anyone in your family didn't qualify for Medicaid before July 1, 2016, you may qualify now!

- Find out the new requirements for Louisiana Medicaid – including new, higher income limits – at [healthy.la.gov](http://healthy.la.gov).
- Apply for Medicaid at [healthcare.gov](http://healthcare.gov).

**Expert help from home visitors**

If you are pregnant or a new mom, you and your family may be able to get expert support in your home from a nurse or trained parenting educator. Your personal expert can help you in so many ways, from having a healthy pregnancy, to coaching on child development, to helping you reach your life goals.

- Find out more about home visiting programs on our [website](#).
- Call [FIRST NAME LAST NAME at PHONE NUMBER] for more information and to sign up for the program.

**Health and safety tips delivered straight to your phone**

**Text4baby** is a free text messaging service that sends you 3 text messages a week to help you through your pregnancy and baby's first year. Text4baby messages are timed to your due date/child's birthday, and are developed by health experts. Did we mention it also has an appointment reminder feature?

- Find out more about Text4baby on their [website](#).
- Sign up for Text4baby by texting BABY to 511-411.

**Healthy Eating Tips**

Check out the attached brochure for tips on eating healthy as a family.

**Find breastfeeding support at [lbreastfeedingsupport.org](http://lbreastfeedingsupport.org)**

Enter your zip code to find a list of breastfeeding resources near you, including community breastfeeding support/education groups, WIC clinics, and other helpful programs. New statewide and local resources are being added on a regular basis, so check back if you don't see what you need today!

Thanks again for calling! Let us know how we did with this 2 minute [online survey](#).

## Appendix A | Helpline

Support Table 3A: Abortion Alternative calls, WIC Pamphlets, Text4baby referrals, & Live Chat by year (2014-2018)

	2014	2015	2016	2017*	2018*
Abortion Alternative Calls	7	10	7	11	11
WIC Eating Healthy Pamphlet (includes pamphlets attached in email)	178	201	313	503	331
WIC Breastfeeding Pamphlet (includes pamphlets attached in email)	178	201	88	503	331
Text4baby Referrals	70	142	51	503	331
Live Chat**	--	--	--	--	19

\*Began to email additional resources in 2017











\*\*Live Chat services in 2017

Support Table 4A: Abortion Alternative Calls, Follow-Up Email, & Live Chat by month (2018)

	Abortion Alternatives Calls	Follow-Up Email	Live Chat
JANUARY	1	20	0
FEBRUARY	0	23	0
MARCH	0	29	1
APRIL	0	35	3
MAY	0	34	4
JUNE	0	23	1
JULY	2	32	3
AUGUST	0	27	4
SEPTEMBER	2	17	0
OCTOBER	2	42	2
NOVEMBER	2	21	1
DECEMBER	2	28	0
<b>TOTAL</b>	<b>11</b>	<b>331</b>	<b>19</b>

## Appendix B | Partners for Healthy Babies Website

Support Table 1B: Top 10 PHB Content Page Views w/out Home Page\*













Page	2018	2017
1. Parent's Portal – Home views: 202,590		2,478
2. Parent's Portal – Social Service: 7,168		2,478
3. Parent's Portal – Financial Resources views: 6,191		870
4. Parent's Portal – Healthcare Resources views: 5,152		916
5. Provider Portal – Bureau of Family Health views: 5,121		4,179
6. Parent's Portal – Helpful Links** views: 4,970		469
7. Provider Portal – Home views: 4,605		2,151
8. Provider's Portal – Data views: 1,654		2,253
9. Provider's Portal – Health Services**: 1,375		374
10. Provider's Portal – Social Services: 1,299		758

\*1-10 Ranking (# of Views) Trend (rank rising ↑, falling ↓ or remaining the same ↔)

\*\*Categories are new to the top 10 viewed pages

## Appendix B | Partners for Family Health Website

Support Table 2B: Top 10 PFH Content Page Views w/out Home Page\*

Page	2018	2017
1. Welcome Men, Women & Teens** views: 6,160		
2. Welcome Providers** views: 4,760		
3. For Parents & Families – Home views: 3,350		
4. PFH Homepage views: 2,941		
5. Data Center views: 2,018		
6. ACE Educator Program views: 1,472		
7. Family Support & Coaching views: 1,345		
8. Louisiana Perinatal Quality Collaborative: 1,256		
9. Welcome Partners** views 1,096		
10. About Us: 893		

\*1-10 Ranking (# of Views) Trend (rank rising ↑, falling ↓ or remaining the same ↔)

\*\*Pages were part of a campaign that ran during December 27, 2018 to January 24, 2019

\*\*\* “-” signifies that page did not exist in 2017.

Please note, the site launched August 2017

## Appendix B | Women, Infants, & Children Website

Support Table 3B: Top 10 WIC Content Page Views w/out Home Page\*

Page	2018
1. How to Apply views	10,944
2. WIC Locations views	5,003
3. WIC Community views	3,571
4. Welcome to WIC views	2,007
5. WIC Lifestyle views	1,910
6. WIC Food Categories views	1,892
7. WIC Benefits views	1,768
8. WIC Foods – It's All Good views	1,341
9. Contact Us views	1,043
10. WIC Breastfeeding views	612











\*1-10 Ranking (# of Views) Trend (rank rising ↑, falling ↓ or remaining the same ↔)

\*\*Categories are new to the top 10 viewed pages

## Appendix C | Helpline Campaign

### Phase 1 | Segment 1

Support Table 1C: Top Message by Platform

MESSAGE	FACEBOOK	TWITTER	GOOGLE DISPLAY
Family Messaging	 <p><b>Partners for Healthy Babies</b> Sponsored</p> <p>Call 1-800-251-BABY to get connected to breastfeeding help in Louisiana.</p>  <p>PartnersforHealthyBabies.org <b>Breastfeeding Support</b> Call 1-800-251-BABY</p> <p>3 1 Share</p> <p>Like Comment Share</p>	 <p><b>LouisianaPHB</b> @LouisianaPHB</p> <p>Call 1-800-251-BABY to get connected to breastfeeding help in Louisiana.</p>  <p>Breastfeeding Support 1800251baby.org</p>	 <p><b>Shots for Your Little One</b></p> <p>Call 1-800-251-BABY to find out where to get shots for your children.</p> <p>&gt; Learn More</p>
			<p><b>GOOGLE SEARCH</b></p> <p><b>Pregnancy Testing in LA - Call 1-800-251-BABY</b></p> <p><a href="http://www.1800251baby.org">www.1800251baby.org</a></p> <p>Call 1-800-251-BABY to get connected to locations that provide pregnancy tests.</p>
Provider Messaging	 <p><b>Partners for Healthy Babies</b> Sponsored</p> <p>1-800-251-BABY can help you find support and resources for the patients you serve.</p>  <p>PartnersforHealthyBabies.org <b>Support for Health Heroes</b> 24/7 Helpline</p> <p>1 1 Comment 1 Share</p> <p>Like Comment Share</p>	 <p><b>LouisianaPHB</b> @LouisianaPHB</p> <p>1-800-251-BABY can help you find support and resources for the patients you serve.</p>  <p>Support for Health Heroes 1800251baby.org</p>	<p><b>GOOGLE DISPLAY</b></p>  <p><b>Support for Health Heroes</b></p> <p>1-800-251-BABY can help you find support for the patients you serve.</p> <p>&gt; Learn More</p>
			<p><b>GOOGLE SEARCH</b></p> <p><b>Support for Health Heroes - 24/7 Helpline</b></p> <p><a href="http://www.1800251baby.org">www.1800251baby.org</a></p> <p>1-800-251-BABY can help you find support &amp; resources for your clients.</p>

*Family Messaging includes: home visiting, breastfeeding, immunization, pregnancy test, prenatal care, and general message)*



## Appendix C | Helpline Campaign

### Phase 1 | Segment 2

Support Table 2C: Most Engaged Age Groups by Click Through Rate (CTR) and Platform

Facebook	Ad Set	Clicks	Impressions	Cost Per Click	Click Through Rate
	Family (13-24)	867	180,639	\$0.61	0.48%
	Family (25-35)	1,013	157,818	\$0.50	0.64%
	Family (36-46)	1,319	164,344	\$0.39	0.80%
	Family (47+)	945	94,502	\$0.55	1.00%
	Provider (25-35)	1,639	227,398	\$0.47	0.72%
	Provider (36-46)	1,814	190,942	\$0.38	0.95%
	Provider (47+)	1,466	132,012	\$0.42	1.11%

Twitter	Ad Set	Clicks	Impressions	Cost Per Click	Click Through Rate
	Family (13-24)	10,331	126,984	\$0.08	8.14%
	Family (25-49)	7,694	107,604	\$0.08	7.15%
	Family (50+)	6,828	126,496	\$0.08	5.40%
	Provider (21-34)	2,456	38,565	\$0.09	6.37%
	Provider (35-49)	12,593	182,440	\$0.09	6.90%
	Provider (50+)	7,494	143,657	\$0.09	5.22%

Google AdWords Search	Ad Set	Clicks	Impressions	Cost Per Click	Click Through Rate
	Family (18-24)	312	18,787	\$1.89	1.66%
	Family (25-34)	238	6,246	\$1.88	3.81%
	Family (35-44)	131	3,687	\$1.89	3.55%
	Family (45+)	230	7,284	\$1.85	3.16%
	Provider (25-34)	40	2,012	\$1.86	1.99%
	Provider (35-44)	30	1,019	\$1.92	2.94%
	Provider (45+)	69	3,078	\$2.05	2.24%

Google AdWords Display	Ad Set	Clicks	Impressions	Cost Per Click	Click Through Rate
	Family (18-24)	1,654	122,607	\$0.11	1.35%
	Family (25-34)	492	95,835	\$0.16	0.51%
	Family (35-44)	1,769	229,398	\$0.11	0.77%
	Family (45-54)	1,466	71,358	\$0.12	2.05%
	Provider (18-24)	178	35,381	\$0.15	0.50%
	Provider (25-34)	1,468	235,791	\$0.17	0.62%
	Provider (35-44)	1,191	182,559	\$0.18	0.65%
	Provider (45-54)	1,006	130,727	\$0.19	0.77%

## Appendix C | Helpline Campaign

### Phase 1 | Segment 2

#### Support Table 3C: Top Message in Best Performing Ad Set by Platform

The ads below are the top messages chosen by the most engaged age groups.

FACEBOOK			
<b>Family (47+)</b>  Clicks: 945 Impressions: 94,502 CPC: \$0.55 CTR: 1.00%		<b>Provider (47+)</b>  Clicks: 1,466 Impressions: 132,012 CPC: \$0.42 CTR: 1.11%	
TWITTER			
<b>Family (13-24)</b>  Clicks: 10,331 Impressions: 126,984 CPC: \$0.08 CTR: 8.14%		<b>Provider (35-49)</b>  Clicks: 12,593 Impressions: 182,440 CPC: \$0.09 CTR: 6.90%	
GOOGLE SEARCH			
<b>Family (25-34)</b>  Clicks: 238 Impressions: 6,246 CPC: \$1.88 CTR: 3.81%		<b>Provider (35-44)</b>  Clicks: 30 Impressions: 1,019 CPC: \$1.92 CTR: 2.94%	
GOOGLE DISPLAY			
<b>Family (45-54)</b>  Clicks: 1,466 Impressions: 71,358 CPC: \$0.12 CTR: 2.05%		<b>Provider (45-54)</b>  Clicks: 1,006 Impressions: 130,727 CPC: \$0.019 CTR: 0.77%	

## Appendix C | Helpline Campaign

### Phase 1 | Segment 3

#### Support Table 4C: Top Performing Images by Message and by Platform

The table below (continues on the next page) categorizes the top performing images by message within each platform.

MESSAGE	FACEBOOK	TWITTER	GOOGLE DISPLAY
Breastfeeding	 <p>Partners for Healthy Babies Sponsored</p> <p>Call 1-800-251-BABY to get connected to breastfeeding help in Louisiana.</p> <p>PartnersforHealthyBabies.org <b>Breastfeeding Support</b> Call 1-800-251-BABY</p> <p>7 1 Comment 1 Share</p>	 <p>LouisianaPHB @LouisianaPHB</p> <p>Call 1-800-251-BABY to get connected to breastfeeding help in Louisiana.</p> <p>Breastfeeding Support 1800251baby.org</p>	 <p><b>Breastfeeding Support</b></p> <p>Call 1-800-251-BABY to get connected to breastfeeding help in Louisiana.</p> <p>&gt; Learn More</p>
Immunization	 <p>Partners for Healthy Babies Sponsored</p> <p>Call 1-800-251-BABY to find out where to get shots for your children.</p> <p>PartnersforHealthyBabies.org <b>Shots for Your Little One</b> Call 1-800-251-BABY</p> <p>2</p>	 <p>LouisianaPHB @LouisianaPHB</p> <p>Call 1-800-251-BABY to find out where to get shots for your children.</p> <p>Shots for Your Little One 1800251baby.org</p>	 <p><b>Shots for Your Little One</b></p> <p>Call 1-800-251-BABY to find out where to get shots for your children.</p> <p>&gt; Learn More</p>
Pregnancy Test	 <p>Partners for Healthy Babies Sponsored</p> <p>Call 1-800-251-BABY to get connected to locations that provide pregnancy tests.</p> <p>PartnersforHealthyBabies.org <b>Pregnancy Testing in LA</b> Call 1-800-251-BABY</p> <p>1</p>	 <p>LouisianaPHB @LouisianaPHB</p> <p>Call 1-800-251-BABY to get connected to locations that provide pregnancy tests.</p> <p>Pregnancy Testing in LA 1800251baby.org</p>	 <p><b>Pregnancy Testing in Louisiana</b></p> <p>Call 1-800-251-BABY to find locations that provide pregnancy tests.</p> <p>&gt; Learn More</p>
Prenatal Care	 <p>Partners for Healthy Babies Sponsored</p> <p>Call 1-800-251-BABY to find resources that can help you have a healthy pregnancy.</p> <p>PartnersforHealthyBabies.org <b>Have a Healthy Pregnancy</b> Call 1-800-251-BABY</p> <p>8 1 Comment</p>	 <p>LouisianaPHB @LouisianaPHB</p> <p>Call 1-800-251-BABY to find resources that can help you have a healthy pregnancy.</p> <p>Have a Healthy Pregnancy 1800251baby.org</p>	 <p><b>Have a Healthy Pregnancy</b></p> <p>Call 1-800-251-BABY to find resources near you.</p> <p>&gt; Learn More</p>



## Appendix C | Helpline Campaign

Support Table 4C continued: Top Performing Images by Message and by Platform

MESSAGE	FACEBOOK	TWITTER	GOOGLE DISPLAY
Home Visiting			
General			
Provider (Client)			
Provider (Patient)			

## Appendix C | Helpline Campaign

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### Phase 2 | Segment 1

Support Table 5C: Number of Clicks per Call-to-Action by Platform

Call-to-Action	Breastfeeding Message			Immunization Message		
	Facebook	Twitter	Google Display	Facebook	Twitter	Google Display
Call 1800251BABY	345	<b>7,642</b>	1,377	798	<b>7,649</b>	<b>6,111</b>
Visit Partners for Healthy Babies	<b>1,582</b>	6,056	2,894	658	3,621	1,166
Live Chat on Partners for Healthy Babies	1,373	5,882	<b>3,100</b>	<b>1,282</b>	4,463	753

\*bold denotes top performing call-to-action by platform

## Appendix C | PartnersForFamilyHealth.org Campaign

Support Image 1C: “Welcome Dads” Landing Page

**Partners for Family Health Louisiana**

- For Women and Men
- For Parents and Families
- For Providers and Partners
- About Us
- Data Center

**Welcome Dads!**

Be your child's hero! Learn what dads can do to get ready for a new baby, help mom, and keep kids healthy. Partners for Family Health has lots of resources to help you learn and build great dad skills.

**What You Can Do Before Your Baby Arrives**

Find out what you can do to prepare for baby! Help mom stay healthy and access the services she needs.

[Find Out More >](#)

**What You Can Do After Your Baby is Born**

Get connected with an expert partner who can help you and mom with parenting, newborn care, finances, life goals, and more!

[Find Out More >](#)

**What You Can Do As Your Baby Grows**

Find out how to respond to your baby's and young child's emotions, and help them reach important developmental milestones.

[Find Out More >](#)

**Give Your Baby Space!**

**Helping Your Baby Sleep Safely**

How and where our babies sleep makes a big difference in their health! Learn how you can keep your baby safe.

[Find Out More >](#)

**Learn About Birth Control and Family Planning**

Not ready for another baby just yet? Get connected with resources for birth control, family planning, and more.

[Find Out More >](#)

**Subscribe to Our Newsletter!**

Providers and partners are invited to subscribe to the Bureau of Family Health Newsletter. Keep up with the latest news about programs and efforts within the Bureau of Family Health and related organizations.

Full Name  Email Address  [Sign Up](#)

**LOUISIANA DEPARTMENT OF HEALTH**

**MAILING ADDRESS**



## Appendix C | PartnersForFamilyHealth.org Campaign

Support Image 2C: “Welcome Men, Women, and Teens” Landing Page

**Partners for Family Health Louisiana**

- For Women and Men
- For Parents and Families
- For Providers and Partners
- About Us
- Data Center

**Welcome!**

Men, women, teens...everyone has to make decisions about their health! But good health is about more than just healthy food and exercise. Sexual health and family planning are important, too. Partners for Family Health can get you connected with high quality, affordable reproductive health resources.

**Reproductive Health Checkups**

Connect with caring and specially trained nurses and providers who will help you make informed decisions about your reproductive health.

[Find Out More >](#)

**Birth Control**

Find the birth control that's best for your body and lifestyle. The Reproductive Health Program offers all FDA-approved forms of birth control.

[Find Out More >](#)

**Pregnancy Testing**

Think you might be pregnant? Access pregnancy testing and counseling at more than 60 clinics statewide.

[Find Out More >](#)

**STD/STI Testing and Treatment**

Make an appointment for a complete and confidential STI or HIV screening. Or, get the treatment you need.

[Find Out More >](#)

**Family Planning Education and Counseling**

Start thinking about your life plans, including how, when and whether children fit in. Connect with a family planning counselor.

[Find Out More >](#)

**Preventative Health Screenings**

Take charge of your health. Make an appointment for breast cancer and cervical cancer screenings, including Pap Smears.

[Find Out More >](#)

**Subscribe to Our Newsletter!**

Providers and partners are invited to subscribe to the Bureau of Family Health Newsletter. Keep up with the latest news about programs and efforts within the Bureau of Family Health and related organizations.

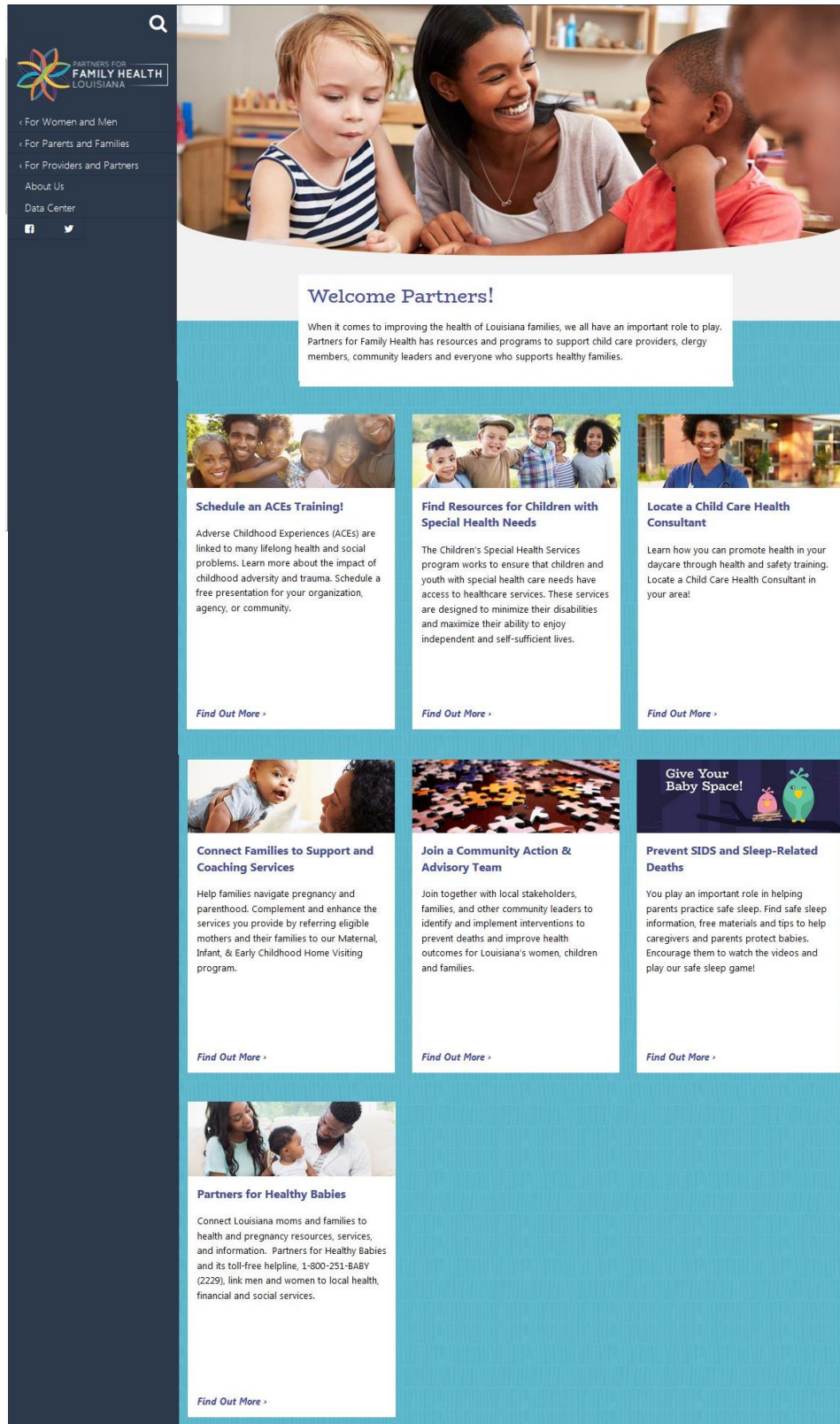
Full Name  Email Address

**LOUISIANA DEPARTMENT OF HEALTH**

**MAILING ADDRESS**

## Appendix C | PartnersForFamilyHealth.org Campaign

Support Image 3C: “Welcome Partners” Landing Page





## Appendix C | PartnersForFamilyHealth.org Campaign

Support Image 4C: “Welcome Providers” Landing Page

**Partners For Family Health Louisiana**

- For Women and Men
- For Parents and Families
- For Providers and Partners
- About Us
- Data Center

**Welcome Providers!**

When it comes to improving the health of Louisiana families, we all have an important role to play. Partners for Family Health has resources and programs to support healthcare providers, hospitals, clinics, and medical practices in Louisiana. We can help you improve patient outcomes in and beyond the clinical setting.

Looking for reliable information about the health and well-being of Louisiana women, children and families? Find public health data and statistics in our [Data Center](#).

**RHP**  
REPRODUCTIVE HEALTH PROGRAM

**Reproductive Health Program**

The Reproductive Health Program serves men and women with over 60 clinics located around the state. Find information and resources related to sexual health and family planning for teen and adult patients.

[Find Out More >](#)

**Access Developmental Screening Resources & Trainings**

Help improve early detection of developmental delays and disabilities in children. Find free, personalized trainings, as well as fact sheets, screening instruments, and more.

[Find Out More >](#)

**Give Your Baby Space!**

**Safe Sleep Practices**

The Give Your Baby Space campaign teaches caregivers the safest ways for babies to sleep. The website has resources and free materials that providers can use to educate caregivers on how to reduce their babies' risk of Sudden Unexpected Infant Death (SUID).

[Find Out More >](#)

**The Gift**  
An Evidence-Based Hospital Designation Program

**Increase Breastfeeding Rates & Hospital Success**

Improve the quality of maternity services and enhance patient-centered care at your hospital. Enroll in *The Gift*, an evidence-based hospital designation program for Louisiana birthing facilities.

[Find Out More >](#)

**Get to Know the Bureau of Family Health**

The Bureau of Family Health (BFH) has resources and services for Louisiana families, as well as programs and data to support healthcare professionals in their work. Connect to the BFH resources that are best for you, your hospital or clinic, and the people you serve!

[Find Out More >](#)

**Advance Equity & Improve Health Outcomes**

Get involved with the Louisiana Perinatal Quality Collaborative (LaPQC) to enhance your continuous quality improvement activities. Learn how Louisiana hospitals are working together with LaPQC to improve maternal and infant health outcomes.

[Find Out More >](#)

[Subscribe to Our Newsletter!](#)




## Appendix C | PartnersForFamilyHealth.org Campaign

Support Table 6C: Static Ads Categorized by Landing Page

Theme	WELCOME PROVIDERS WEB PAGE ADS	
Hospitals	 <p><b>Hospital Quality Insights</b> Find data and resources to guide your quality improvement activities. It's a breeze.</p>	 <p><b>Patient Care Support</b> It's a breeze to find social support resources to share with your patients. Visit <a href="https://PartnersforFamilyHealth.org">PartnersforFamilyHealth.org</a></p>
Provider Practitioner	 <p><b>Extra Help for Clients</b> Help your clients find home visiting, nutrition, and other social supports in Louisiana. It's a breeze.</p>	 <p><b>Extra Help for Patients</b> Find health tips, Louisiana social support services and community resources to share with your patients.</p>
	WELCOME PARTNERS WEB PAGE ADS	
Daycare	 <p><b>Health Info for Daycares</b> Promote health at your Louisiana daycare. Finding resources to share is a breeze.</p>	 <p><b>Health Info for Daycares</b> Be the healthiest daycare center around. Finding health resources is a breeze at <a href="https://PartnersforFamilyHealth.org">PartnersforFamilyHealth.org</a>.</p>

## Appendix C | PartnersForFamilyHealth.org Campaign

Support Table 6C: Static Ads Categorized by Landing Page *continued*

Theme	WELCOME PARTNER WEB PAGE ADS CONTINUED	
Clergy	 <p><b>Health Ministry Resources</b> Promote family well-being in your place of worship. Finding information and resources is a breeze!</p>	 <p><b>Health Ministry Resources</b> Clergy can help create healthier Louisiana families. Finding information and resources is a breeze!</p>
	WELCOME MEN, WOMEN, & TEENS WEB PAGE ADS	
Preconception /RHP	 <p><b>Sexual Health Resources</b> Getting information on birth control, STDs and family planning in Louisiana is a breeze.</p>	 <p><b>Men's Health Resources</b> Men! Find STD testing and treatment and more. It's a breeze!</p>
	WELCOME DADS WEB PAGE ADS	
Early Family- New Dads	 <p><b>Help for New Dads</b> New dads, help your family with financial and health resources. It's a breeze!</p>	



## Appendix C | PartnersForFamilyHealth.org Campaign

Support Table 6C: Static Ads Categorized by Landing Page *continued*

Theme	PARENTS AND FAMILY LANDING PAGE ADS	
Early Family-Pregnancy related	 <p><b>Have a Healthy Pregnancy</b> Baby on the way? It's a breeze to find trustworthy, helpful information and services for moms-to-be.</p>	 <p><b>1-Stop for Family Health</b> It's a breeze to find high quality health information and services for Louisiana families- with just a few clicks.</p>
Family Development	 <p><b>Healthy Connections</b> Local health services and more for your family at your fingertips. It's a breeze!</p>	 <p><b>Louisiana Health Info</b> Your one stop shop for health information and health referrals for Louisiana families.</p>
	 <p><b>Your Child's Health</b> Child development tips, tools and Louisiana services all in one place online. It's a breeze!</p>	<p><b>THEME: Get Connected</b></p>  <p><b>1-Stop for Family Health</b> It's a breeze to find high quality health information and services for Louisiana families- with just a few clicks.</p>

## Appendix C | PartnersForFamilyHealth.org Campaign

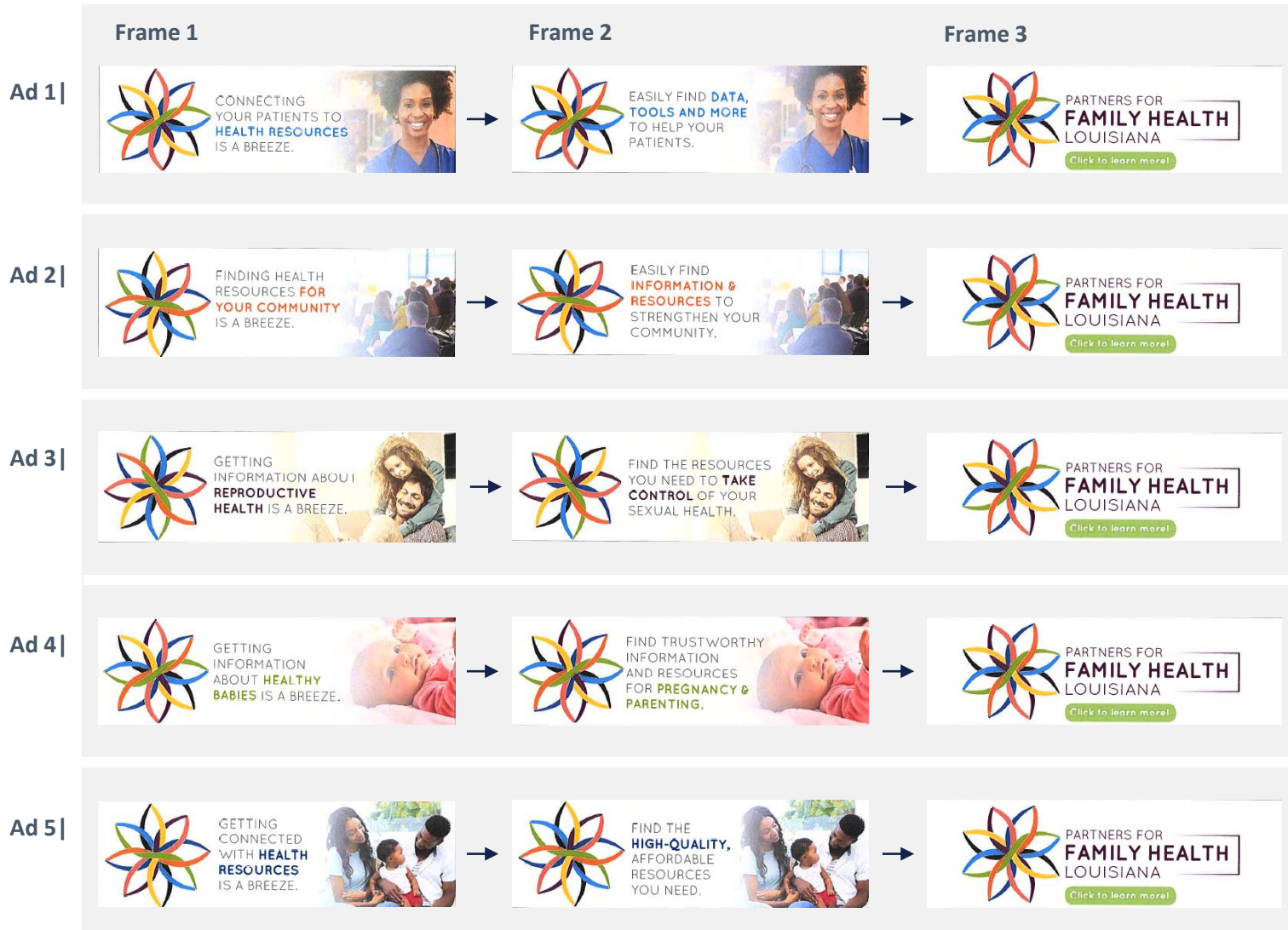
### Support Table 7C: Animated Ad Set 1

Below are the first set of animated ads. Ads one and three target providers, ad two targets community partners, and ads four and five targeted families. See a description of the animation below.

Frame 1: Pinwheel spins and stops, text appears.

Frame 2: Text from frame 1 fades and 2<sup>nd</sup> text box appears

Frame 3: Text & image from frame 2 disappears. Pinwheel moves to center, moves to the left and the image to the right appears. Leads to [PartnersForFamilyHealth.org](https://PartnersForFamilyHealth.org)



## Appendix C | PartnersForFamilyHealth.org Campaign

### Support Table 8C: Animated Ad Set 2

Below are the second set of animated ads. Ads one and three target community partners; ad two targets families, particularly men; and ads four and five targeted providers. See a description of the animation below.

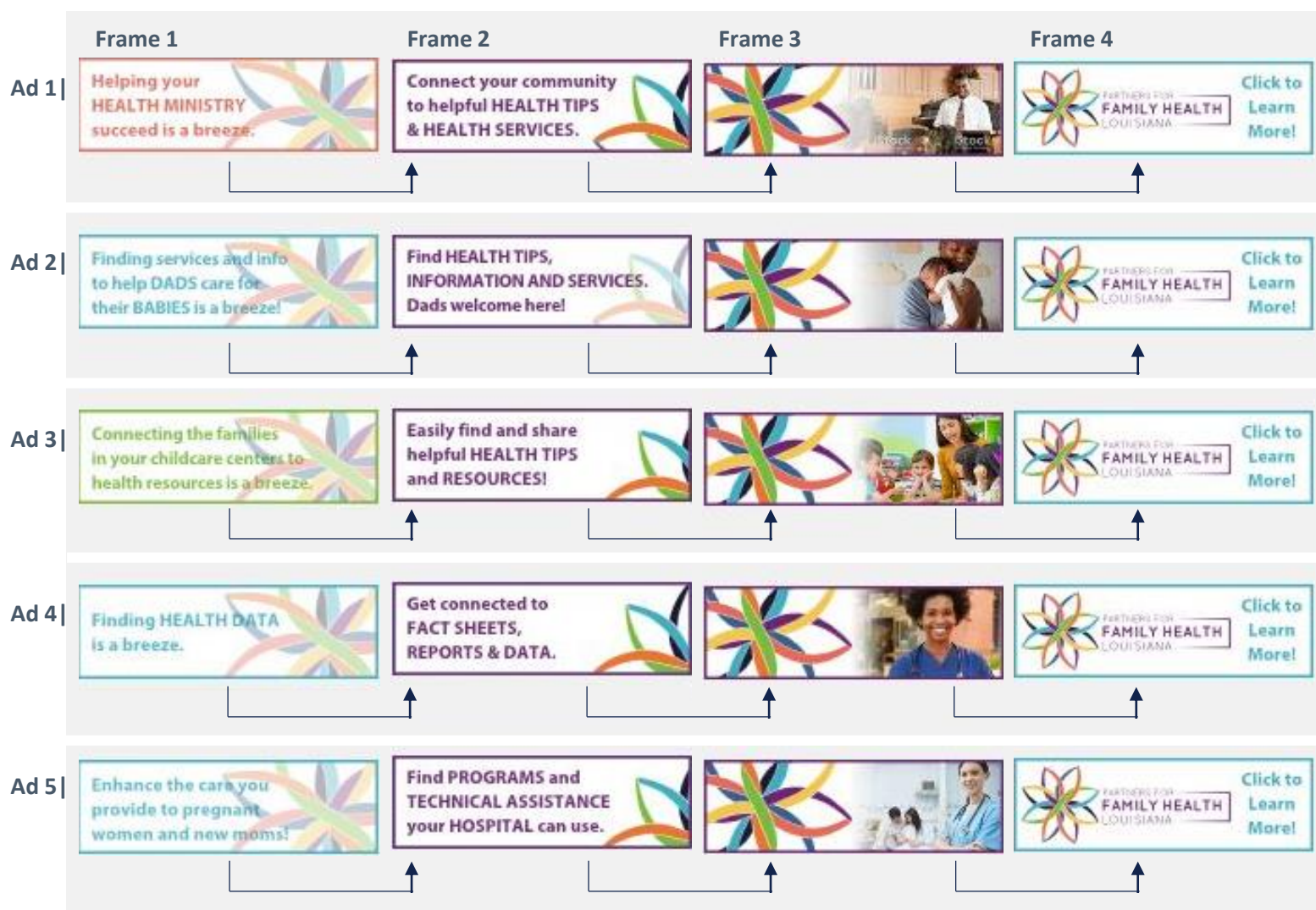
Frame 1: Text appears & fades out while pinwheel is spinning.

Frame 2: Text appears, pinwheel grows larger & moves to the left (over the text).

Frame 3: Pinwheel spins and stops, image appears.

Frame 4: Pinwheel spins and gets smaller, image fades out, and text appears.

To view the animated ads, visit: <https://partnersforfamilyhealth.org/animated-ads/>



## Appendix C | Promotions

### GiveYourBabySpace.org Campaign

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Support Table 9C: Campaign Analytics

	General Analytics							Link Click Gender Demographics	
	Link Clicks	Unique Link Clicks	Reach	Impressions	Reactions	Comments	Shares	Female	Male
Father Video	9,159	7,608	284,577	933,085	564	74	406	72%	28%
Safe Sleep Ad #3	5,896	5,312	207,408	645,353	443	81	434	92%	8%
Safe Sleep Ad #4	1,441	1,349	133,388	275,730	198	2	24	59%	41%
Safe Sleep Ad #2	945	901	109,522	213,546	130	1	6	48%	52%
Safe Sleep Ad #5	552	521	68,904	140,231	103	0	2	48%	52%
Safe Sleep Ad #1	441	404	58,775	93,878	46	0	3	49%	51%
	18,434	15,376	568,001	2,301,823	1,484	158	875		

