



Bureau of Family Health

2013 Partners for Healthy Babies Annual Report

Website & Helpline Data (1994-2013)

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Executive Summary

For the past 20 years, Partners for Healthy Babies has been a project of the Louisiana Department of Health and Hospitals' Bureau of Family Health and Women, Infants, and Children (WIC) program. Partners for Healthy Babies was started in 1993 to help reduce infant mortality in Louisiana. The project serves to provide information and resources to women and their families via a toll-free helpline (800) 251-BABY (2229) and a newly revamped (July 2013) website www.PartnersforHealthyBabies.org.

We are pleased to present the twentieth anniversary edition, 2013 annual website and helpline data report, which is a compilation of trends, quality indicators and usage data. The current report highlights calls to the helpline and visits to the website occurring in 2013. In 2013, there were 7,003 calls to the helpline and 14,449 visits to the website.

Calls to the helpline were down in 2013 compared to 2012, but above the 5-year average. The majority of calls to the helpline were WIC-related and pregnancy testing was the second-highest reason people called the line. In the same period, visits to the website increased significantly. There was a media campaign to promote the launch of the new website from July through September, which increased traffic to the website. Data show that once people visit www.PartnersforHealthyBabies.org, they bookmark the site and come back as repeat users. The number of returning visitors, increased significantly in 2013 and returning visitors spent more time on the site than new visitors.

Future plans for the program include making website improvements, targeting service providers with outreach, and enhancing resources available via the helpline.

Acknowledgements

Special thanks to the following for their collaborative work on the Partners for Healthy Babies program:

Project Staff:

Amy Zapata, M.P.H.

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Trumpet Group

American Pregnancy Association

Website Report

Glossary of Web Terms

As defined by the Web Analytics Association¹

Page View:

The number of times a page was viewed.

Website Visit/Session:

A visit is an interaction, by an individual, with a website consisting of one or more requests for a page view.

Unique Visitor:

The number of inferred individual people (filtered for spiders and robots), within a designated reporting timeframe, with activity consisting of one or more visits to a site.

Bounces:

Visits that consist of one page view.

Referrer:

The referrer is the page URL that originally generated the request for the current page view or object.

New Website Launched – July 2013

In 2013, the Partners for Healthy Babies website underwent a redesign and rebranding process. Starting in July 2013, URL for the website was changed from www.1800251baby.org to www.PartnersforHealtyBabies.org. This was accompanied by marketing efforts throughout the summer to promote the new URL and the improved site. This new site is linked to the old URL so that past users would be directed to the new site with its enhanced user experience.

Key changes to the site included:

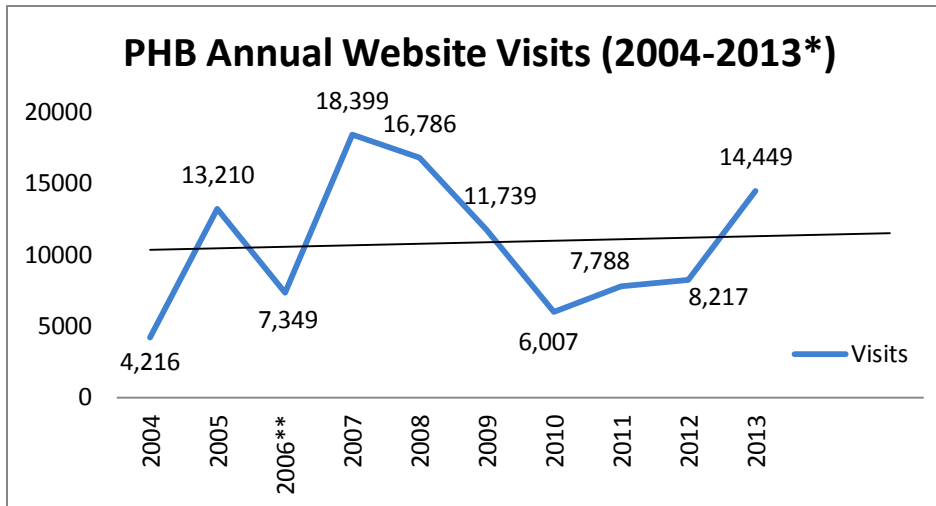
- Simplification of menu options
- Creation of landing pages for “Providers” and “Parents”
- Addition of resources and links divided by category
- Inclusion of data fact sheets

Before the July launch, bounce rates for the site were 60%. After the new site launched, bounce rates dropped to 51%.

¹ Burby, J., Brown, A. & WAA Standards Committee. (2007). Web analytics definitions. Retrieved from: http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=3&ved=0CGcQFjAC&url=http%3A%2F%2Fwww.webanalyticsassociation.org%2Fresource%2Fresmgr%2FPDF_standards%2FWebAnalyticsDefinitionsVol1.pdf&ei=Dw_dT8njGNCl6AGN49y7Cw&usg=AFQjCNF6J2KyiXuLlboqmtKf9_bc549dug

Website Visits

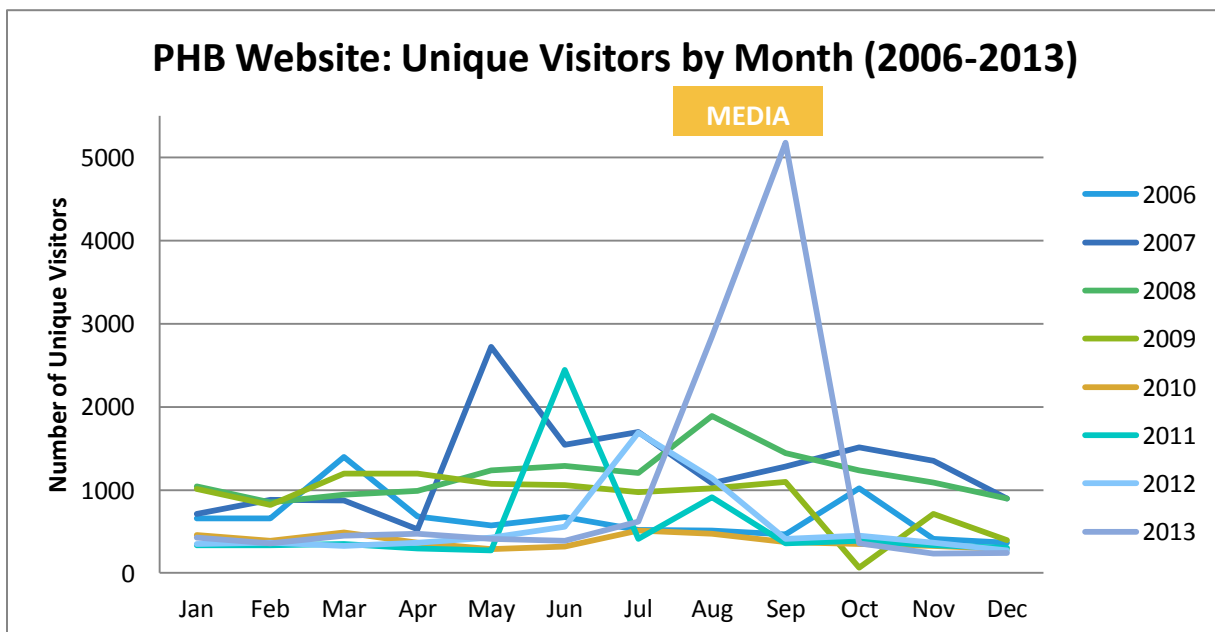
Since 2004, there have been 108,160 visits to the Partners for Healthy Babies website.* Visits to the Partners for Healthy Babies website have been on the decline since they peaked in 2007 (18,399 visits), reaching the lowest point in 2010 with only 6,007 visits, a 206% decrease over 3 years. This year, there were 14,449 website visits. This represented a 76% increase in visits compared to 2012 and a 140% increase over 2010. The linear visits projection line in the chart below shows that the website is on a positive trajectory.



*Due to a change in website metrics, data may vary slightly. Prior to 2006, the total number of times the website was viewed was referred to as "total sessions," afterward it was called "total visits."

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

With the July 2013 launch of www.PartnersforHealthyBabies.org, the website saw its greatest number of unique visitors during the corresponding marketing efforts from July-September 2013. This campaign brought more unique visitors to the site than at any other time, as can be seen in the chart and table below.

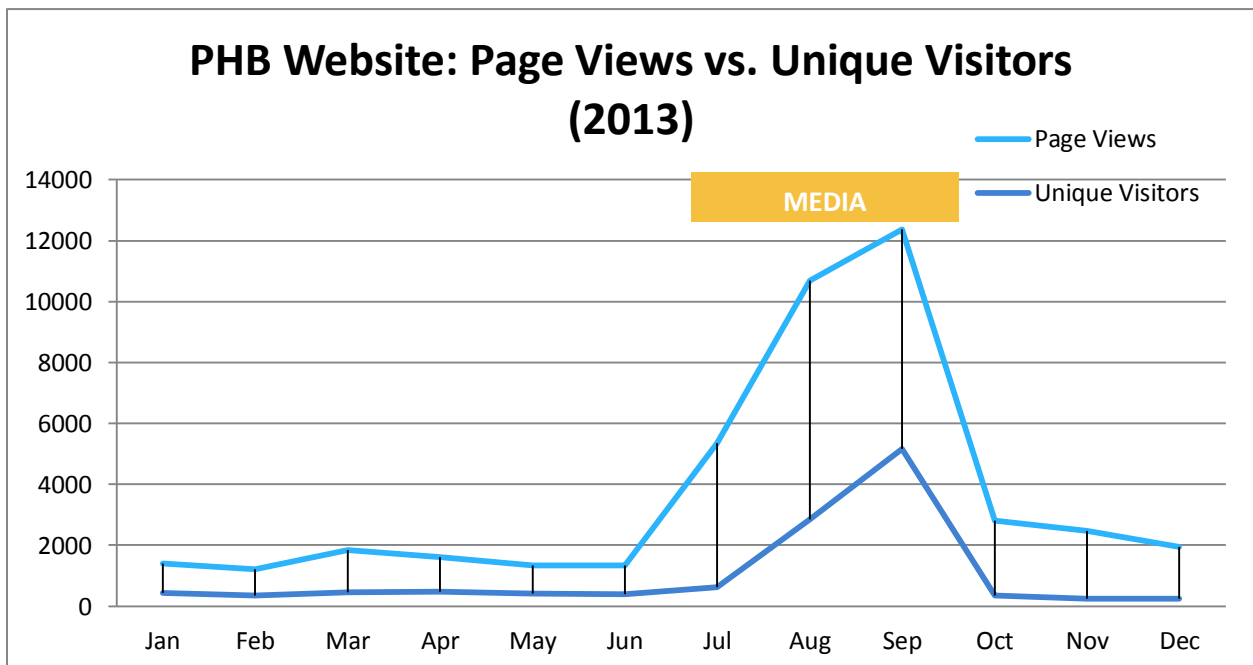


PHB Website Data: Unique Visitors 2006-2013*

	2006	2007	2008	2009	2010	2011	2012	2013
Jan	660	709	1,041	1,014	461	334	351	424
Feb	660	883	853	818	387	333	362	355
Mar	1,396	876	946	1,200	488	353	327	452
Apr	682	524	992	1,199	363	293	366	472
May	570	2,723	1,236	1,075	291	271	426	414
Jun	674	1,546	1,290	1,061	319	2,441	556	386
Jul	517	1,695	1,205	973	509	413	1,690	620
Aug	515	1,078	1,886	1,016	476	911	1,141	2,840
Sep	464	1,283	1,440	1,099	370	360	409	5,171
Oct	1,018	1,512	1,231	67	353	388	451	355
Nov	409	1,347	1,090	711	328	334	367	234
Dec	363	898	895	398	285	301	276	243
TOTAL	7,928	15,074	14,105	10,631	4,630	6,732	6,722	11,465

*Missing data; numbers derived from the average of the rest of the months

While on the website, people visited multiple pages and the trend line for visitors follows the same trend line for page views.



Website Content

From 2010-2012, the following table represents the top 10 pages viewed (not including the home page) by visitors to www.1800251baby.org. Since the website was changed in July 2013, the page options changed significantly, so the page views after the re-launch are not comparable. The table below shows the shift in popularity of website pages from 2010 through June 2013. Red indicates falling rank and green indicates a rising rank.

Top 10 PHB Content Page Views w/out Home Page				
1-10 Ranking (# of Views) Trend (rank rising ↑, falling ↓ or remaining the same ↔)				
Page Title	2010	2011	2012	1/13-6/13
Parents: Where To Go For Care	1 (887)	1 (1637)↔	2 (1026)↓	2 (471)↔
Providers: Downloadable Materials	2 (372)	3 (784)↓	4 (398)↓	3 (238)↑
Providers: Contact Lists	3 (348)	5 (553)↓	↓	-
Providers: Nurse Family Partnership	4 (329)	4 (775)↔	3 (612)↑	6 (172)↓
Providers: Parenting Newsletter	5 (311)	2 (793)↑	9 (262)↓	↓
Helpful Links	6 (304)	10 (407)↓	↓	10 (94)↑
Pregnancy	7 (262)	7 (535)↔	5 (357)↑	8 (138)↓
Resources	8 (248)	↓	-	-
Programs	9 (246)	6 (551)↑	↓	7 (151)↑
Providers: Advertisements	10 (240)	↓	-	-
Search Results	-	8 (504)↑	6 (337)↑	-
Contact Information	-	9 (443)↑	↓	-
Providers: Child Care Health Consultant Program	-	-	1 (1124)↑	1 (995)↔
Newsletter Subscription	-	-	7 (332)↑	↓
Providers: Data Fact Sheets	-	-	8 (277)↑	↓
Parents: Smoking, Drinking & Drugs	-	-	10 (253)↑	5 (228)↑
Child Care Health Consultant: Documents	-	-	-	3 (407)↑
Child Care Health Consultant: Services	-	-	-	8 (138)↑

Breaking it down further, the parent and provider pages each house a significant amount of content. From 2010-2012, the most-visited sites for parents was consistently “Where To Go For Care.” For Providers, the top sites varied from year to year. In 2012, the Child Care Health Consultant Program saw a significant increase in traffic, a trend which continued into the beginning of 2013.

There became a need for the Child Care Health Consultant program to have its own mini-website with password-protected content for certified consultants as well as program and training information. The site, www.lacchc.org, was developed to house that content for the users.

After the July 2013 launch of www.PartnersforHealthyBabies.org, the following were the top 10 most visited pages, not including the home page.

1. Parent (3440 views)
2. Parent: Financial Resources (2251 views)
3. Parent: Healthcare Resources (1943 views)
4. Provider (1273 views)
5. Parent: Social Services (1075 views)
6. Provider: Bureau of Family Health (1059 views)
7. Provider: Data (898 views)
8. About Us (517 views)
9. Newsletter (487 views)
10. Parent: Financial Resources/LAMOMS (461 views)

The new website showed a shift in behavior of site users. Parents viewed financial and healthcare resources most often, which contains the “where to go for care” information along with links to Medicaid information, among other resources. Providers favored information on Bureau of Family Health programs and data pages. This behavior will be important to follow as the new site matures and people become more familiar with the location of the content. In 2014, we will have a better idea of “typical” page view behavior for the www.PartnersforHealthyBabies.org site.

Top 10 Parent and Provider Content by Page View (Jul-Dec 2013)

	Parent	Provider
#1	Financial Resources (2251)	Bureau of Family Health (1059)
#2	Healthcare Resources (1943)	Data (898)
#3	Social Services (1075)	Tools (285)
#4	Financial Resources/LAMOMS (461)	Data/Epi Newsletters (275)
#5	Social Services/Home Visits (415)	Financial Services (246)
#6	Healthcare Resources/Pregnancy Testing (395)	Data/Data Fact Sheets (240)
#7	Financial Resources/Medicaid Bayou Health (388)	Social Services (233)
#8	Healthcare Resources/Prenatal Care (378)	Health Services (216)
#9	Pregnancy (301)	Media (207)
#10	Helpful Links (297)	Programs/Child Care Health Consultant (177)

Website Traffic

It is also important to note how people found the website, whether it was direct – they knew they wanted to come to Partners for Healthy Babies and typed it into the browser, organic – they searched for Partners for Healthy Babies as a keyword, referral – they got 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, or social – they got to the website through a link in social media.

In 2010, organic Google searches were the number one way people found the website, followed by direct. Starting in 2011, users of the Partners for Healthy Babies website were most likely to get there by typing in the URL directly. In 2013, AT/Mobile, a paid campaign, became the highest source of traffic, bringing 4,729 visits to the site.

Top 10 Traffic Sources (2013)

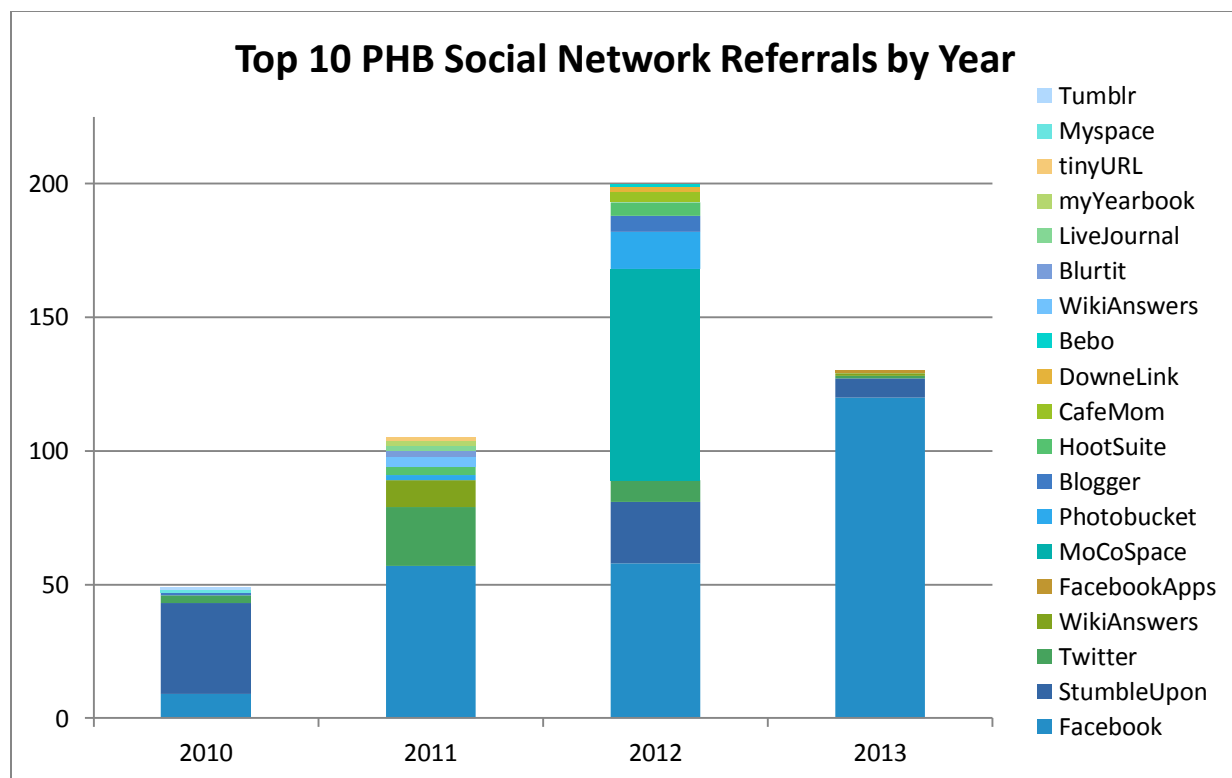
	Source/Medium	# of Visits
#1	AT / Mobile (paid)	4729
#2	(direct) / (none)	2950
#3	Google / organic	2125
#4	Google / cpc	1419
#5	Specific / Banner (paid)	679
#6	dhh.louisiana.gov / referral	491
#7	new.dhh.louisiana.gov / referral	451

#8	Bing / organic	313
#9	Fetchback / Banner (paid)	219
#10	Facebook.com / referral	187

Traffic from referrals is an important source that links people to Partners for Healthy Babies. Since 2010, the Louisiana Department of Health and Hospitals has consistently been the top referral source for traffic to the website. The charts below compare 2012 and 2013 traffic referrals.

Social networks have increasingly been an important referrals source for the website, with a slight drop in 2013. Facebook and StumbleUpon have driven the most traffic to the website since 2010.

Traffic Referrals 2012	Visits	Traffic Referrals 2013	Visits2
new.dhh.louisiana.gov	729	dhh.louisiana.gov	491
dhh.louisiana.gov	165	new.dhh.louisiana.gov	451
giveyourbabyspace.com	99	facebook.com	187
mocospace.com	79	lacchc.org	184
m.tylted.com	50	louisianabreastfeedingcoalition.org	73
acadianafamilytree.org	39	partnersforhealthybabies.org	65
36ohk6dgmcd1n-c.c.yom.mail.yahoo.net	33	new.nola.gov	26
louisianabreastfeedingcoalition.org	31	giveyourbabyspace.com	24
facebook.com	29	google.com	24
m.facebook.com	29	dhh.la.gov	22



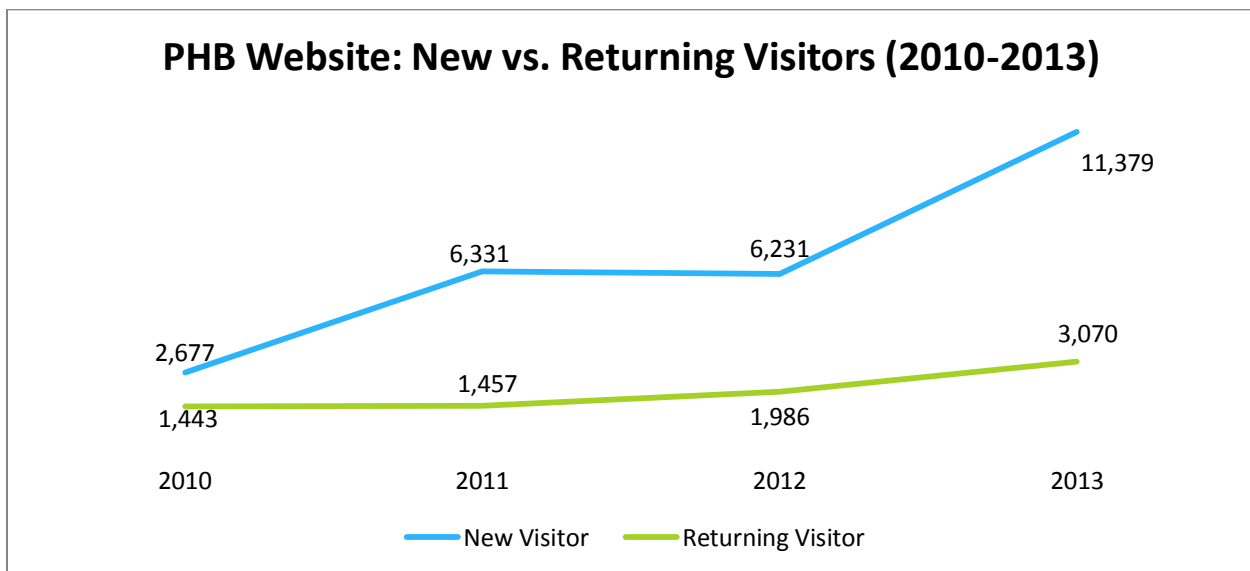
Website Visitors

Over the past 4 years, since 2010, the majority of visitors to the site come from New Orleans and Baton Rouge, LA. This table shows the top 10 cities by number of visits to the site since 2010.

Top 10 Cities to the PHB Website by Number of Visits (2010-2013)

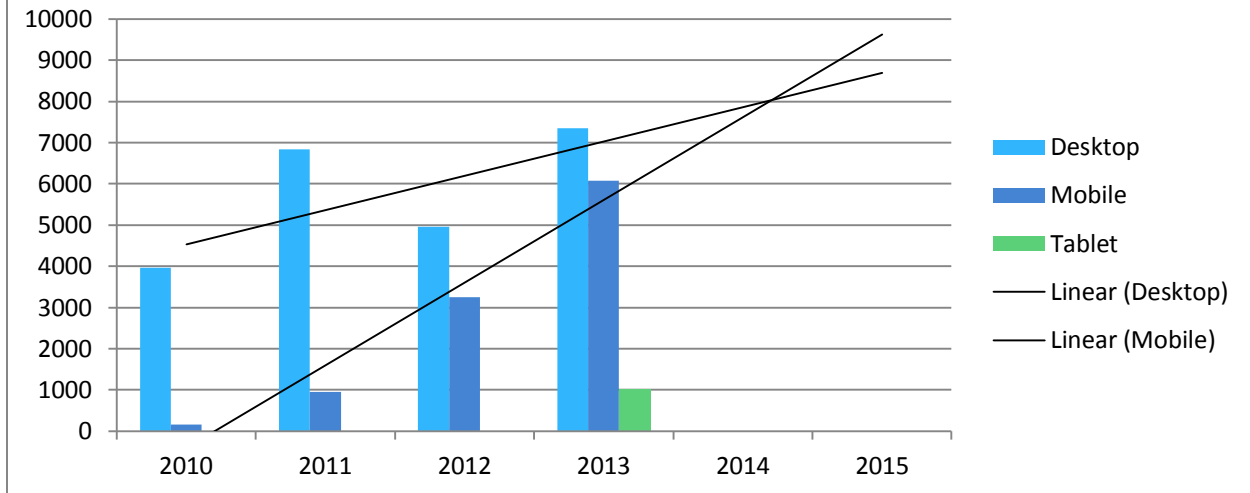
	2010	2011	2012	2013
#1	New Orleans (1011)	New Orleans (1418)	New Orleans (1192)	New Orleans (1792)
#2	Baton Rouge (648)	Baton Rouge (850)	Baton Rouge (648)	Baton Rouge (1495)
#3	Lafayette (232)	Lafayette (442)	Dallas (451)	Tuttle (1103)
#4	Bossier City (130)	Shreveport (335)	Houston (348)	Shreveport (444)
#5	Garrett Park (114)	Metairie (267)	Lafayette (262)	Lafayette (408)
#6	New York (93)	Lake Charles (173)	New York (231)	Metairie (308)
#7	Dallas (86)	Monroe (148)	Shreveport (211)	Monroe (252)
#8	Atlanta (80)	Houma (137)	Monroe (117)	Lake Charles (230)
#9	Houston (53)	Houston (123)	Collins (116)	San Antonio (201)
#10	Monroe (47)	Atlanta (122)	Metairie (113)	Dallas (189)

Since 2010, the majority of visitors to the website have been new visitors. This continued in 2013, but with the increase in visitors, the overall number of return visitors increased 55% over 2012. Return visitors are likely to have bookmarked the site and, in 2013, they spent an average of 5 minutes 11 seconds on the site (site average is 2 minutes 3 seconds). The chart below shows new and returning visitors to the website from 2010 through 2013.



Website visitors have also continued to use mobile devices to connect to the site more each year. For the first time, in 2013, Google Analytics also broke out the number of users accessing the site on a tablet device. The chart below shows the shift in how users access the website from 2010 through 2013. In 2014, mobile users are projected to outnumber desktop users.

PHB Website: Users by Device Category (2010-2013)



Social Media: Sammy the Stork

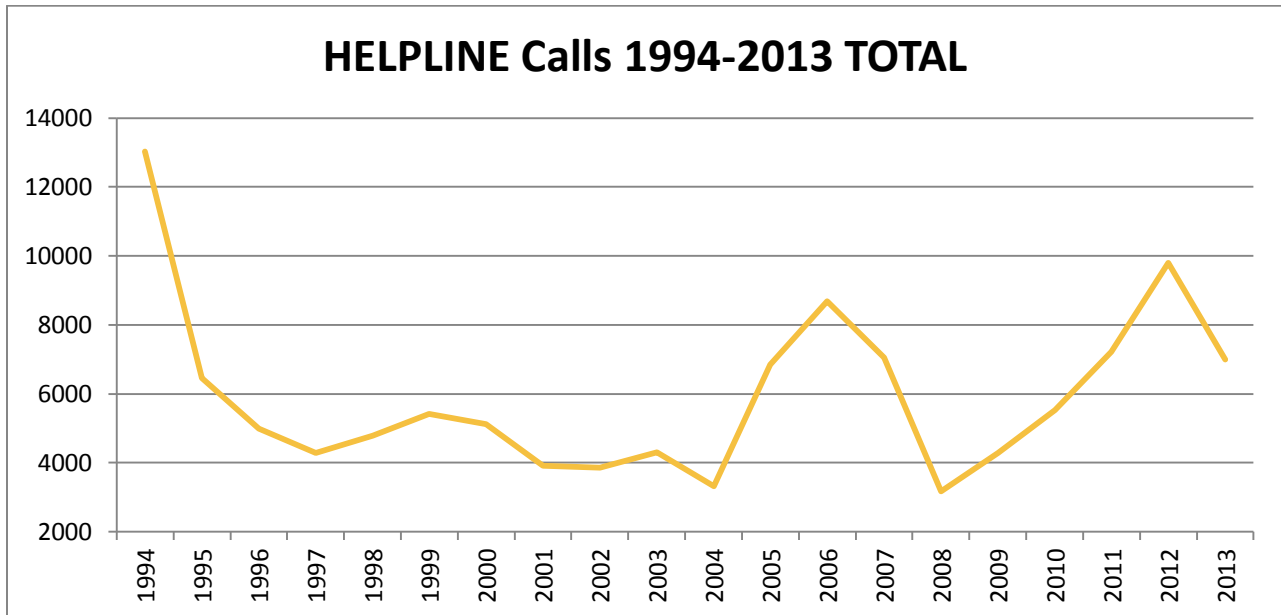
Sammy the Stork is the social media persona for Partners for Healthy Babies. He was launched in 2009 with an advertising campaign and a corresponding website: www.thestorkreality.org. The table below shows the activity for Sammy the Stork's Facebook page and Twitter account in 2013. There was a spike in activity over the, especially in August, when the paid media campaign was running for the Partners for Healthy Babies program. There was a marked decrease in activity on the Sammy the Stork Facebook page compared to 2012. Twitter, on the other hand, saw a large increase in number of impressions.

There was a net gain of 5 Facebook fans over the course of the year, with 43 new fans and 38 "unlikes." Twitter gained 361 followers over the same time period, ending the year with a total of 842 followers.

Sammy the Stork's Social Media Presence (2013)													
Twitter	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Sent Messages	2	17	22	26	25	53	47	56	34	32	32	29	373
New Followers	8	16	22	12	10	44	77	51	47	29	27	18	361
Male Followers	43%	44%	44%	44%	44%	44%	55%	54%	53%	53%	53%	52%	52%
Female Followers	57%	56%	56%	56%	56%	56%	45%	46%	47%	47%	47%	48%	48%
Interactions	0	9	6	9	4	12	16	7	2	8	5	4	82
Impressions	628	28400	19100	21400	17200	55400	62300	146600	27100	200900	26600	24500	630128
Link Clicks	0	0	0	77	12	8	8	7	5	12	2	2	133
Mentions	0	2	0	2	0	9	8	3	2	2	5	3	36
Retweets	0	7	6	7	4	3	8	4	0	6	0	1	46
Facebook	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
New Fans	6	6	1	1	2	6	7	8	1	3	0	2	43
Unlikes	3	3	3	7	1	6	0	3	3	3	4	2	38
Impressions	1200	2300	6100	5000	3400	3400	3900	22300	2700	2300	1100	966	54,700
Users	253	813	2300	1800	1400	1500	2000	15700	1500	1000	429	473	29,200
Male	27%	17%	15%	11%	10%	9%	10%	28%	8%	12%	8%	9%	21%
Female	73%	83%	85%	89%	90%	91%	90%	72%	92%	88%	92%	91%	79%
Sent Messages	1	17	29	27	19	33	29	36	22	23	26	26	288
Interactions	0	21	16	6	10	22	17	32	3	38	48	52	265

Helpline Report

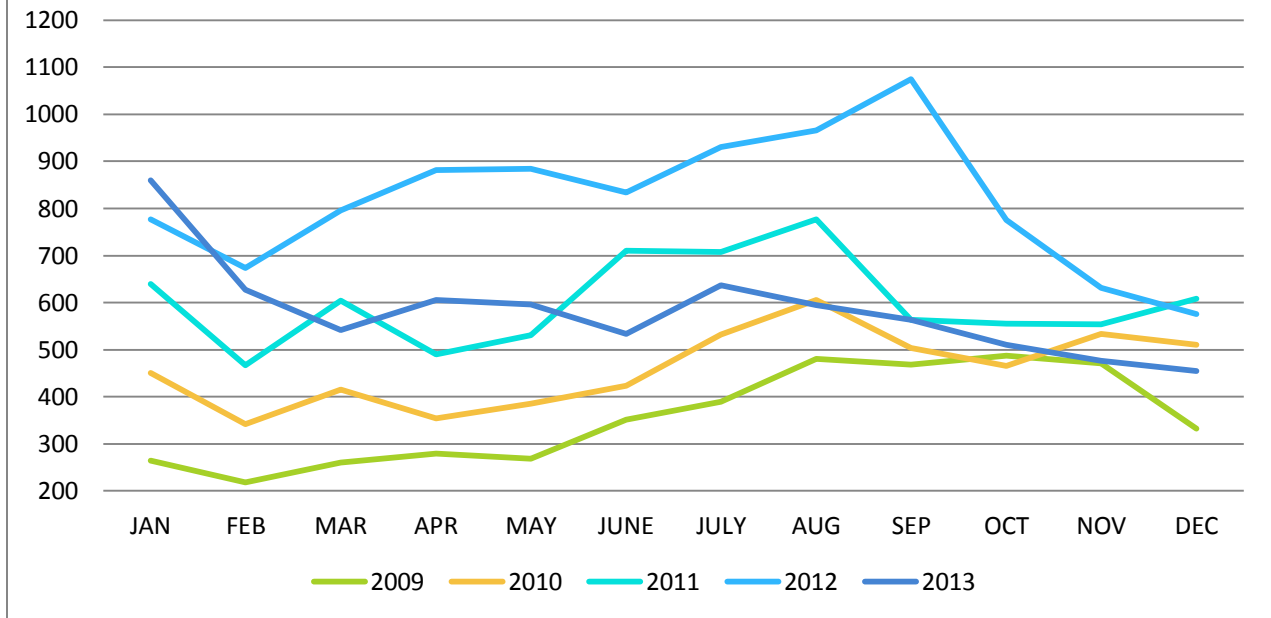
Since 1994, the Partners for Healthy Babies helpline has received a total of 119,015 calls (an average of 5,951 calls per year), helping link pregnant women with the services they need to help them be healthy and have healthy babies. In 2013, 7,003 people called the helpline, which was down 2,798 calls from 2012, but above the 5-year average of 6,762 calls.



Over the past 5 years, calls tend to drop in December and rise in both January and late-summer/early-fall. In 2013, media promotions ran from July through September, which may account for the increase in calls at that time.

PHB HELPLINE Calls by Month 1994-2013													
	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
TOTAL	9,356	8,428	9,645	8,379	8,532	10,686	10,546	11,219	11,997	12,999	9,504	7,724	119,015

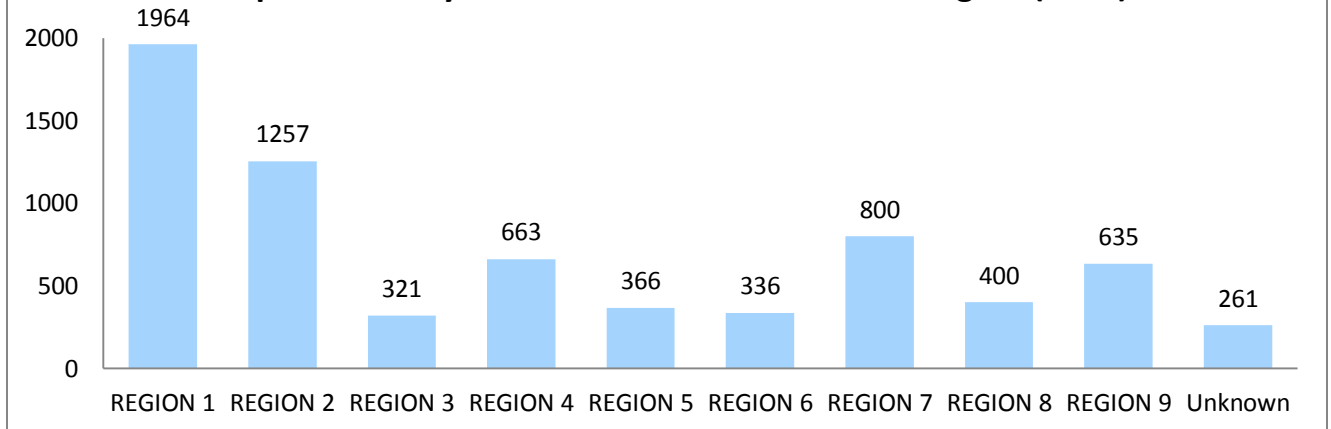
Helpline Calls by Month 2009-2013



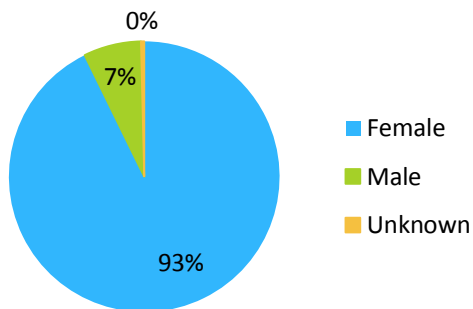
Helpline Caller Demographics

In 2013, the most calls to the helpline came from Regions 1 (28%) and 2 (18%), which has been consistent over the 20 years of the helpline's existence. This year, the lowest percentage of calls came from Regions 3, 5 and 6 (5% each), and this is also consistent with past trends.

Helpline Calls by Public Health Administrative Region (2013)



Helpline Calls by Gender (2013)

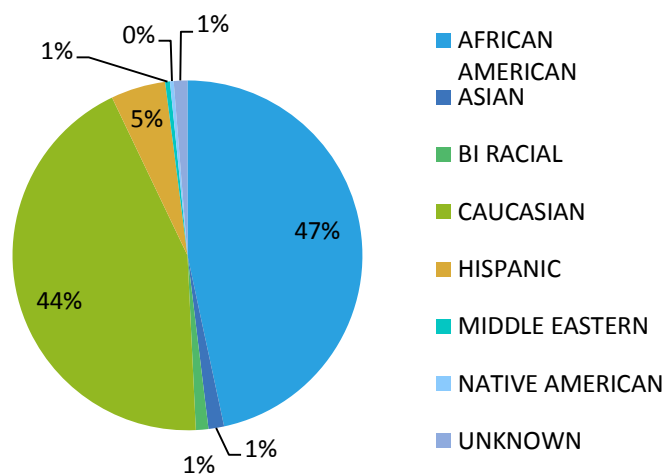


Women made up the vast majority of callers (93%) to the helpline.

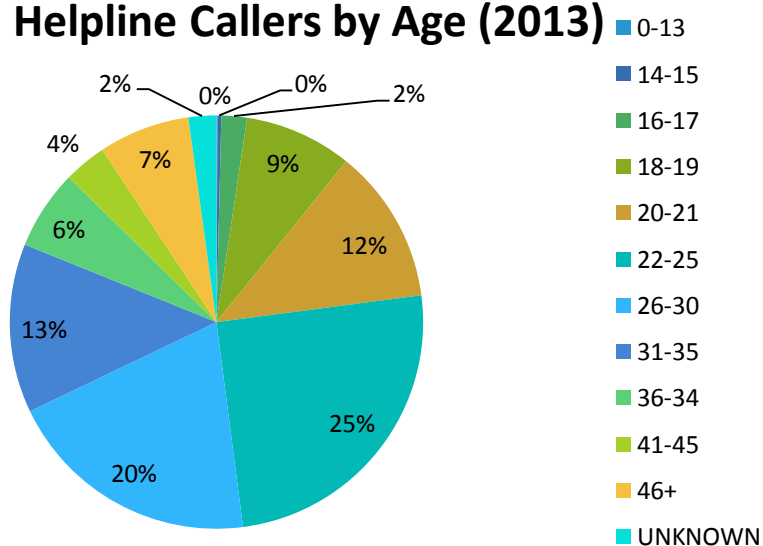
African Americans led with calls to the helpline at 47%, followed by Caucasian callers (44%). Calls by Caucasians and African Americans began to even out starting in 2008, when the percentage of African American callers began to decline and Caucasian callers began to rise.

Over the past 5 years, Hispanic callers have remained about 5% of all callers, which first began to rise in 2009. Other races and ethnicities remain consistently represented over the past 5 years.

Helpline Calls by Race/Ethnicity (2013)



Helpline Callers by Age (2013)



The age profile of helpline callers has remained consistent since 2006. In 2013, as with all previous years on record, the majority of callers were between the ages of 22-25 (25%). This is followed closely by 26-30 (20%). The total percentage of teen callers (age 14-19) remained similar to 2012 at 11%, which remains below the previous 6 years average of 15%. Data capture continues to improve with only 2% of callers' ages "unknown."

Reasons for Helpline Call

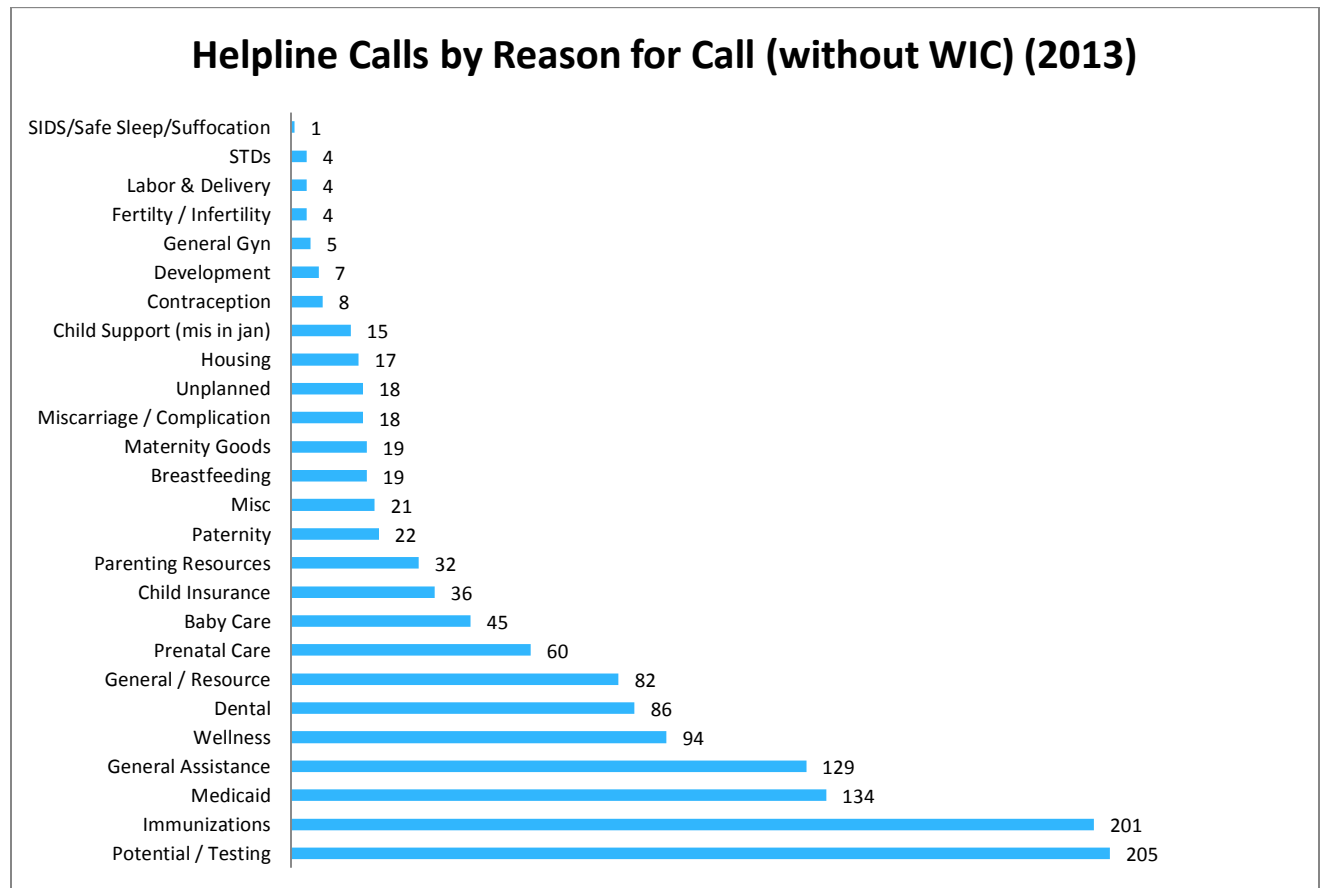
Partners for Healthy Babies helpline links people to a variety of appropriate information, assistance and referrals to support their inquiries. There were 7,003 unique callers and 7,052 unique requests, so some callers had multiple queries.

Top 5 Reasons for Partners for Healthy Babies Helpline Calls (2009-2013)

	2009	2010	2011	2012	2013
#1	WIC	WIC	WIC	WIC	WIC
#2	Immunizations	Gen. Assistance	Dental	Immunizations	Potential/Testing
#3	Miscellaneous	Prenatal Care	Immunizations	Potential/Testing	Immunizations
#4	Prenatal Care	Immunizations	Potential/Testing	Dental	Medicaid
#5	Gen. Assistance	Potential/Testing	Medicaid	Medicaid	Gen. Assistance

Consistently, callers are asking for information on WIC and the percentage of calls related to WIC have steadily risen from 62% of calls in 2009 to 82% of calls in 2013. Calls about immunizations are in the top 5 every year. Since 2010, pregnancy potential/testing has entered the top 5 and has risen in rank every year, with it being the second highest reason for calls to the helpline in 2013.

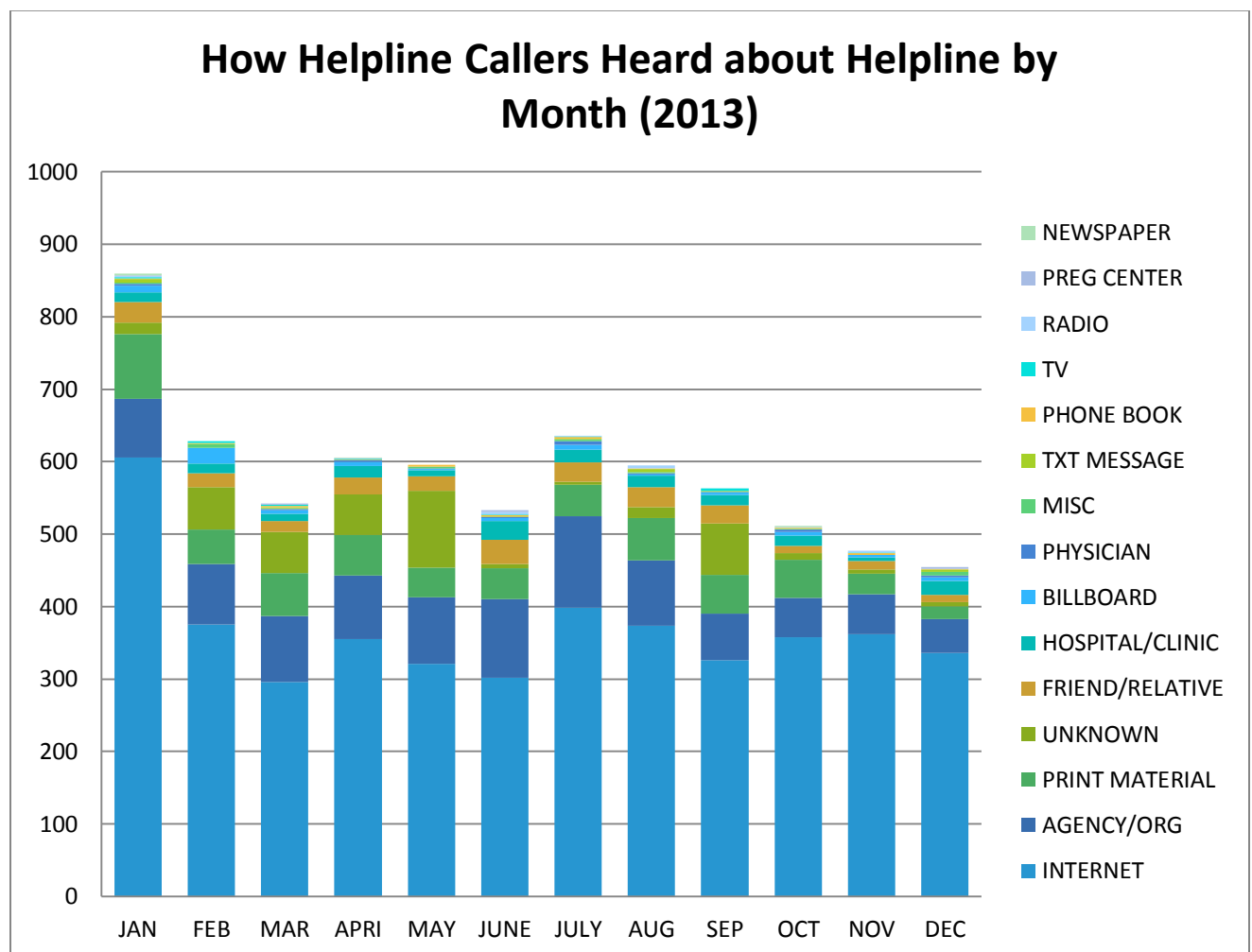
Apart from WIC (which was 5,766 of the reasons for calling), the chart on the next page shows all the reasons people have called the Partners for Healthy Babies helpline in 2013.



Helpline Referrals

As recently as 2006, the majority of callers heard about the helpline through television. In 2008, the internet surpassed television as the number 1 channel for callers to hear about Partners for Healthy Babies and it has continued to rise. In 2013, 63% of callers heard about the helpline through the internet. Referrals from organizations and agencies remain a consistent channel for callers to hear about the helpline, with 14%. The other top channels for referrals (excluding “Unknown”) are: print materials (8%), friend/relative (4%), hospital/clinic (2%) and billboard (1%), respectively.

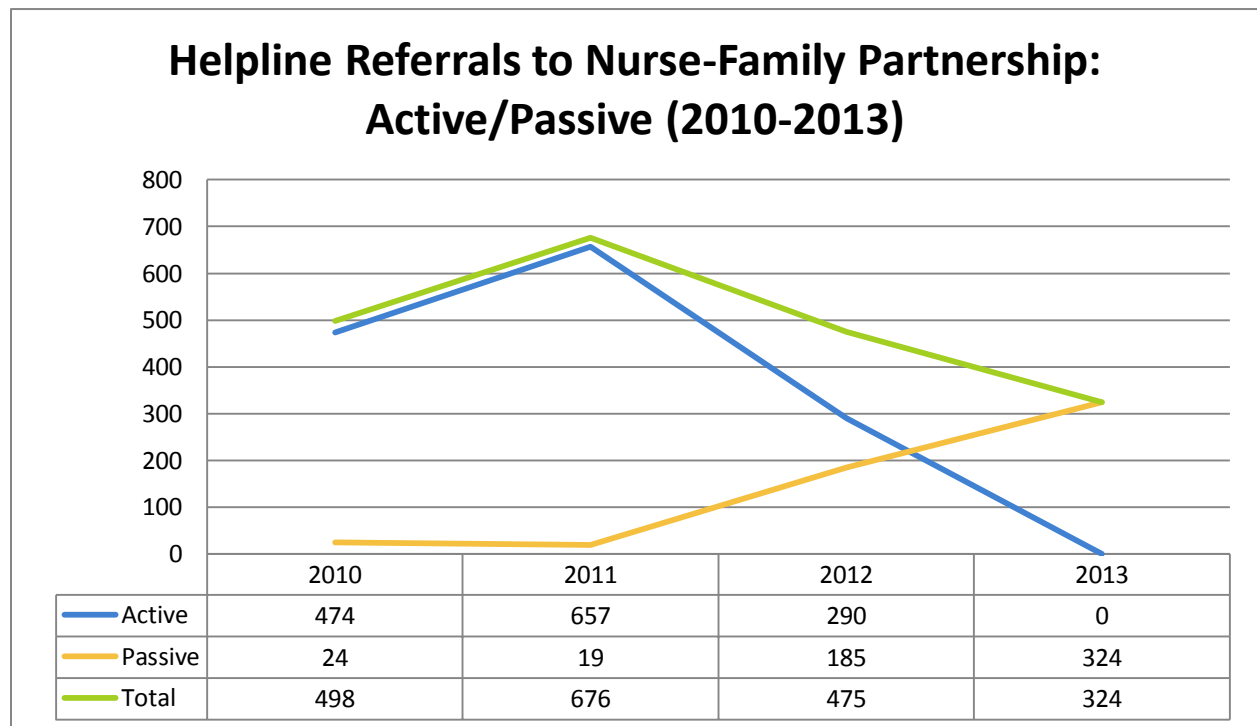
In July, there was an ad placed for 1 week that promoted the helpline and website. This was followed by other online tactics to drive people to the website. There is a small, corresponding spike in “internet” as a channel in July with 399 callers stating they heard of the helpline from the internet over the average of 367.5 (a 9% bump).



Helpline Calls about Nurse-Family Partnership

Historically, the helpline has been a venue to refer first-time pregnant women into the Nurse-Family Partnership program. From 2010 through mid-2012, there was a mechanism in place to proactively refer women meeting the program’s criteria into the service. Unfortunately, this had to be placed on hold to reevaluate privacy rules and find the most secure means to make this type of referral.

This chart shows the number of referrals the helpline has made to the Nurse-Family Partnership program since 2010. Note that the number has declined since the proactive referrals have been awaiting the new process. In an active call, the helpline obtained information about the caller and passed it directly to a nurse in the caller’s region. In a passive call, the caller is told about the program and takes the contact information of the nurse so that they may contact the nurse themselves at a later time. With passive referrals, we have no means to measure how many people receiving the referral end up using the service.



Helpline Pamphlets & Abortion Calls

The helpline also sends out informational pamphlets for WIC and it also answers the Abortion Alternative Line for Louisiana. This table shows how many pamphlets were sent by month as well as the number of Abortion Alternatives referrals were made in 2013. Abortion Alternatives calls have been on the decline, with 29 in 2011, 11 in 2012 and 8 in 2013. This was a 72% drop over 3 years. There were almost 200 less pamphlets requested in 2013 (277) compared to 2012 (468), representing a 41% decline.

Helpline Calls for Pamphlets and Abortion Alternatives Line Referrals by Month (2013)

	Eating Healthy Pamphlet	Breastfeeding Pamphlet	Abortion Alternatives Calls
January	44	44	0
February	22	22	1
March	13	13	0
April	16	16	2
May	23	23	2
June	19	19	0
July	25	25	0
August	33	33	0
September	29	29	0
October	13	13	2
November	20	20	1
December	20	20	0
TOTAL	277	277	8

Helpline Calls for Pamphlets and Abortion Alternatives Line Referrals by Year (2011-2013)

	2011	2012	2013
Eating Healthy Pamphlet	360	468	277
Breastfeeding Pamphlet	362	468	277
Abortion Alternatives Calls	29	11	8

Next Steps for the Partners for Healthy Babies Website and Helpline

As Partners for Healthy Babies moves into its twenty-first year, the mission to reduce infant mortality by providing information and resources to women and their families remains the driving force behind this important initiative. It is important to note that women and their families get this information in various ways. Some seek information directly, either by visiting the website, following Sammy the Stork, or calling 1-800-251-BABY. Others get the information from their healthcare providers, social service providers or other agencies. Those agencies are also key constituents visiting the website, following Sammy the Stork and calling 1-800-251-BABY.

For the website, www.PartnersforHealthyBabies.org, the focus will be on continuous improvement of the new website. Key strategies will include:

- Enhancing the home page experience based on user data
- Improving the provider page with input from the provider community
- Uploading more data fact sheets to meet public demand for Bureau of Family Health data
- Targeting marketing outreach activities to the provider community
- Overhauling the social media strategy to effectively reach the changing social media audience.

For the helpline, 1-800-251-BABY, the focus will be on resources. The helpline is only as good as the resources provided. Key strategies will include:

- Maintaining the quality of existing resources
- Searching for new perinatal-related resources
- Reviving active referrals to home visiting services, if possible.

In 2014, Partners for Healthy Babies hopes to continue as a trusted source of information and resources for women and their families.

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