



Louisiana Department of Health and Hospitals – Office of Public Health –
Bureau of Family Health

2014 Partners for Healthy Babies Annual Report

Website & Helpline Data (1994-2014)

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Executive Summary

Partners for Healthy Babies (PHB) is a project of the Louisiana Department of Health and Hospitals' Bureau of Family Health and Women, Infants, and Children (WIC) program that 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 revamped (July 2013) website www.PartnersforHealthyBabies.org.

The 2014 annual website and helpline data report is a compilation of trends, quality indicators, and usage data. The current report highlights calls to the helpline and sessions for the website occurring in 2014. In 2014, there were 5,550 calls to the helpline and 47,518 sessions for the website.

Calls to the helpline were down in 2014 compared to 2013, and fell below the 5-year average. The majority of calls to the helpline were WIC and food stamp-related, followed by questions regarding immunizations. In 2014, the helpline started proactively telling callers about the text4baby program and Parents as Teachers (where available), along with proactive Nurse Family Partnership referrals.

Although calls to the helpline declined this year, sessions on the website increased significantly. In 2013, there were improvements made to the major landing pages within the website to make it easier for the user to navigate. With those updates, in 2014, an internet-based campaign focused on promoting the website to health and social services providers was conducted from August through September. This campaign increased traffic to Partners for Healthy Babies significantly.

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 2014, from 14,449 to 47,518. This year, several additional websites were added to the Partners family, including a Spanish version of the PHB website (<http://www.aliadosparabebessanos.org>), a website for the Reproductive Health Program (<http://healthychoicesla.org>), and a website for *The Gift* program (<http://thegiftla.org>).

Future plans for the program include targeting parents, including fathers, with marketing efforts, working on continuous quality improvement for websites and the helpline, and promoting our mini-websites via targeted outreach.

Acknowledgements

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

Project Staff:

Amy Zapata, M.P.H., Director – Bureau of Family Health
Karis Schoellmann, M.P.H., Team Lead – Communications, Innovation, and Action Team
Becky Majdoch, M.P.H., Specialist – Communications, Innovation, and Action Team
Robin Gruenfeld, M.P.H., State Maternal and Child Health Coordinator

Contractors:

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.

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 sessions on a site.

Bounces:

Sessions that consist of one page view.

Referrer:

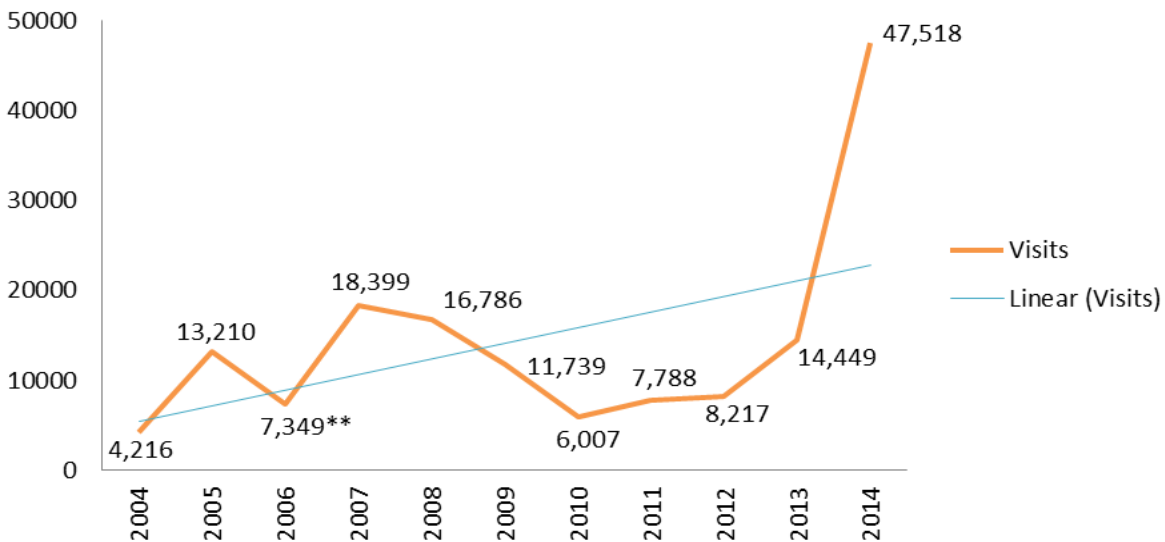
The referrer is the page URL that originally generated the request for the current page view or object.

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 Sessions

Since 2004, there have been 155,678 sessions on the Partners for Healthy Babies website. * Sessions on the Partners for Healthy Babies website had been on the decline since they last peaked in 2007 (18,399 sessions), reaching the lowest point in 2010 with only 6007 sessions, a 206% decrease over 3 years. This year marked the largest increase and highest peak with 47,518 sessions. This represented a 228% increase in sessions compared to 2013 and a 691% increase over 2010. The linear sessions projection line in the chart below shows that the website is on a positive trajectory.

PHB Annual Website Sessions (2004-2014)

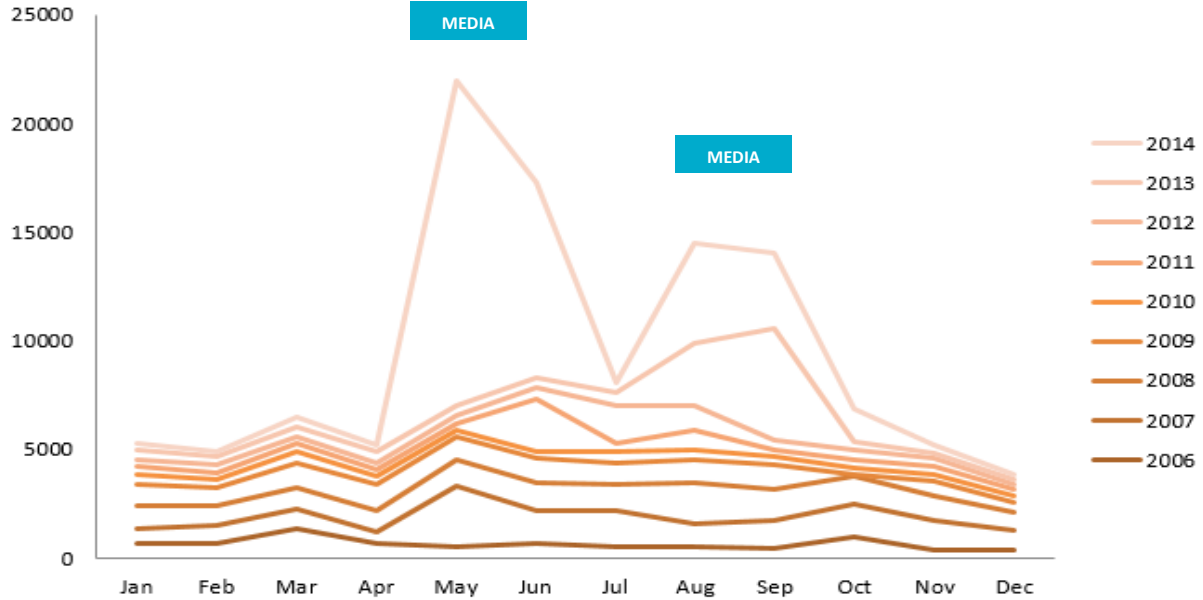


*Due to changes in website metrics nomenclature, data may vary slightly.

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

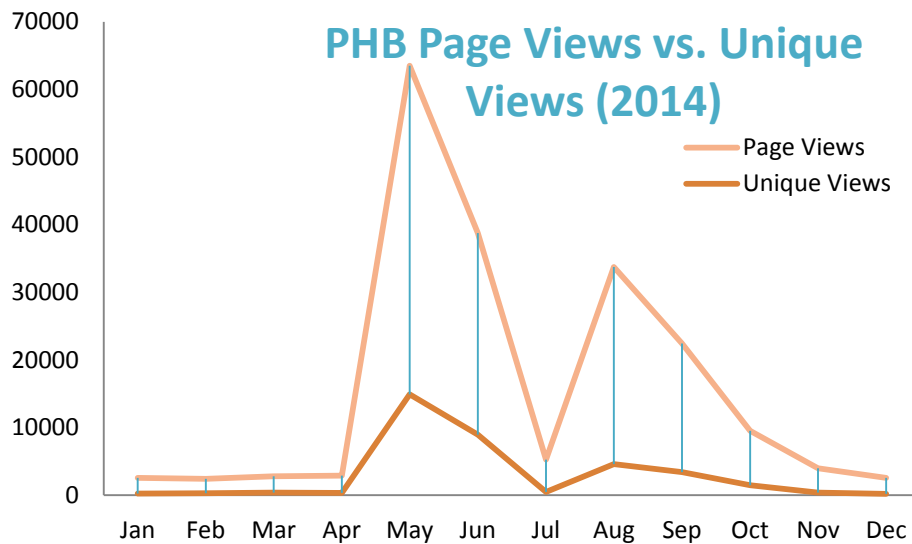
Since the July 2013 launch of the new and improved www.PartnersforHealthyBabies.org, the website has seen its greatest number of unique visitors. Efforts to increase traffic included a radio and print campaign in May and June 2014, and an internet based campaign in August and September 2014 aimed at increasing provider use of the website. These campaigns brought more unique visitors to the site than at any other time. This can be seen in the chart and table on the next page. They both show that the May and June campaign brought more visitors to the website than the August and September campaign.

PHB Website Unique Visitors By Month (2006-2014)



PHB Website Unique Visitors By Month									
	2006	2007	2008	2009	2010	2011	2012	2013	2014
Jan	660	709	1041	1014	461	334	351	424	280
Feb	660	883	853	818	387	333	362	355	286
Mar	1396	876	946	1200	488	353	327	452	423
Apr	682	524	992	1199	363	293	366	472	339
May	570	2723	1236	1075	291	271	426	414	14914
Jun	674	1546	1290	1061	319	2441	556	386	8972
Jul	517	1695	1205	973	509	413	1690	620	487
Aug	515	1078	1886	1016	476	911	1141	2840	4623
Sep	464	1283	1440	1099	370	360	409	5171	3451
Oct	1018	1512	1231	67	353	388	451	355	1504
Nov	409	1347	1090	711	328	334	367	234	393
Dec	363	898	895	398	285	301	276	243	229
TOTAL	7928	15074	14105	10631	4630	6732	6722	11966	35901

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



Website Content

The following table represents the top 10 pages viewed (not including the home page) by visitors to www.PartnersForHealthyBabies.org. Since the website was changed in June 2013, the page options changed significantly, so the page views before the re-launch are not comparable. The table below shows the shift in popularity of website pages from June 2013 through 2014.

The 2014 numbers were only counted from the point of the re-launch forward, so they only represent half of the year. It will be informative to follow the trends in coming years when there are full years to compare. Red indicates falling rank and green indicates a rising rank.

Top 10 PHB Content Page Views w/out Home Page*

Page Title	2014	2013**
1. Parents	67594 ↔	3440
2. Providers	36245 ↑	1273
3. Provider: Bureau of Family Health	3436 ↑	1059
4. Parent: Financial Resources	1985 ↓	2251
5. Newsletter	1873 ↑	487
6. Parent: Healthcare Resources	1803 ↓	1943
7. Parent: Social Services	1670 ↓	1075
8. About Us	1506 ↔	517
9. News	1504 ↑	353
10. Provider: Data	1414 ↓	989

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

**These 2013 data reflect traffic from June 13, 2013-December 31, 2013 because of the launch of the new site

With the launch of the new www.PartnersforHealthyBabies.org, we are tracking which content receives the most page views. Parents viewed financial and healthcare resources most often, which contains the old “where to go for care” information along with links to Medicaid information, among other resources. Providers favored information on news and parent resources. We will continue to follow these trends as the new site matures and people become more familiar with the location of the content. In 2015, we will start to see more definite trends in “typical” page view behavior for the website.

Top 5 Parent and Provider Content by Page W/Out Home (2014)

	Parent	Provider
1	Parent: Financial Resources	News
2	Parent: Social Service	Parent
3	Parent: Helpful Links	Newsletter
4	Parent	Contact
5	Provider: Bureau of Family Health	About Us

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 sessions to the site. This trend continued in 2014, when Conversant/Mobile, another paid campaign, brought in 27,832 sessions. Direct searches resulted in 3,087 sessions on the website in 2014. The table below shows the top 10 non-direct traffic sources for PHB in 2014.

Top 10 Non-Direct Traffic Sources (2014)

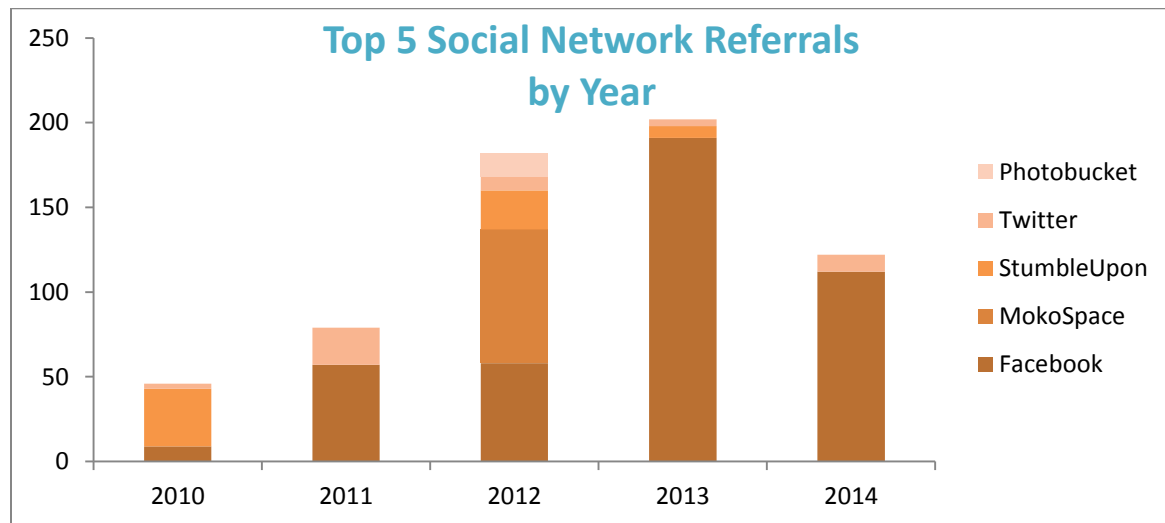
	Source/Medium	Type	# of Sessions
1	Conversant/Mobile	Paid	27832
2	Goodway/Display	Paid	6540
3	Whitelistdelivery.com/referral	Referral	3623
4	Pandora/Mobile	Paid	3076
5	Google/organic	Organic	2000
6	new.dhh.louisiana.gov/referral	Referral	1818
7	dhh.louisiana.gov/referral	Referral	530
8	Bing/organic	Organic	440
9	Semalt.semalt.com/referral	Referral	297
10	AdRX/display	Paid	113

Traffic from referrals is an important source that links people to Partners for Healthy Babies. The Louisiana Department of Health and Hospitals had consistently been the top referral source for traffic to the website until 2014, when White List Delivery (email) became the most popular referral source. The table below compares 2013 and 2014 traffic referrals.

Traffic Referrals 2013-2014

2013 Traffic Referrals	Sessions	2014 Traffic Referrals	Sessions
dhh.louisiana.gov	491	White List Delivery (email)	3623
new.dhh.louisiana.gov	451	new.dhh.louisiana.gov	530
facebook.com	187	dhh.louisiana.gov	440
lacchc.org	184	semalt.semalt.com	113
louisianabreastfeedingcoalition.org	73	semalt.com	82
partnersforhealthybabies.org	65	dhh.state.la.us	80
new.nola.gov	26	giveyourbabyspace.com	68
giveyourbabyspace.com	24	nola.gov	58
google.com	24	louisianabreastfeedingcoalition.org	46
dhh.la.gov	22	buttons-for-website.com	37

Social networks have increasingly been an important referral source for the website, with a slight drop in 2014. It is important to note that in July of 2014, the social media campaign supporting the Partners for Healthy Babies program, Sammy the Stork, was halted for administrative review and rebranding. Therefore, in 2014, social network numbers do not represent the full year. By the end of 2014, social media was given the green light to start up again, now known as Partners for Healthy Babies instead of Sammy the Stork, so 2015 data should reflect that additional resource.

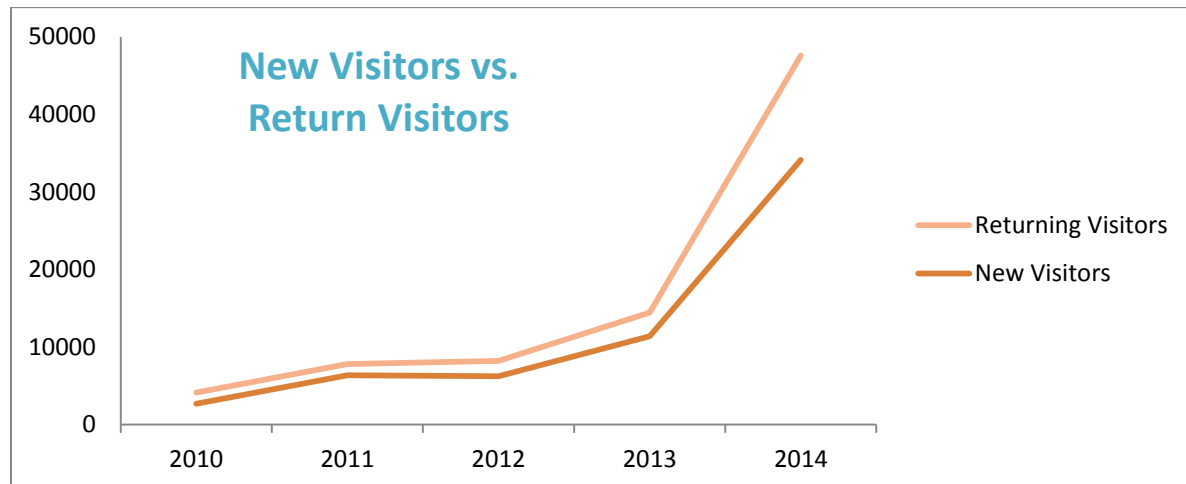


Website Visitors

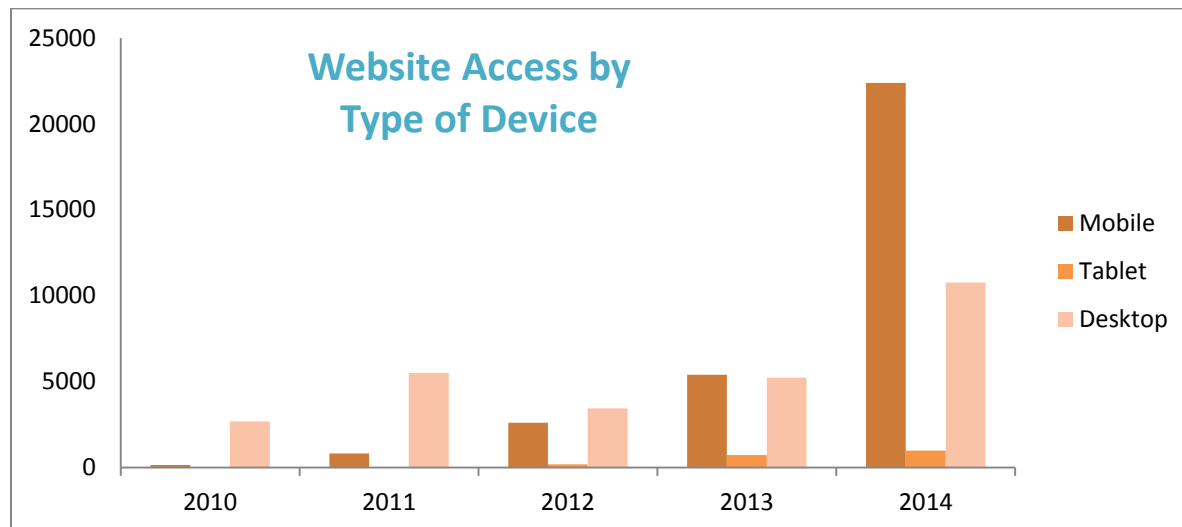
Over the past 5 years, since 2010, the majority of visitors to the site come from New Orleans and Baton Rouge, LA. This table shows the top 10 cities by number of sessions for the site since 2010.

Top 10 Cities to the PHB Website by Number of Sessions (2010-2014)					
	2010	2011	2012	2013	2014
1	New Orleans (1011)	New Orleans (1418)	New Orleans (1192)	New Orleans (1792)	New Orleans (3895)
2	Baton Rouge (648)	Baton Rouge (850)	Baton Rouge (648)	Baton Rouge (1495)	Baton Rouge (3637)
3	Lafayette (232)	Lafayette (442)	Dallas (451)	Tuttle (1103)	Lafayette (2,212)
4	Bossier City (130)	Shreveport (335)	Houston (348)	Shreveport (444)	Shreveport (1664)
5	Garrett Park (114)	Metairie (267)	Lafayette (262)	Lafayette (408)	Unknown (1403)
6	New York (93)	Lake Charles (173)	New York (231)	Metairie (308)	Bryan (1093)
7	Dallas (86)	Monroe (148)	Shreveport (211)	Monroe (252)	Monroe (981)
8	Atlanta (80)	Houma (137)	Monroe (117)	Lake Charles (230)	Lake Charles (971)
9	Houston (53)	Houston (123)	Collins (116)	San Antonio (201)	San Antonio (955)
10	Monroe (47)	Atlanta (122)	Metairie (113)	Dallas (189)	Covington (937)

Since 2010, the trend has been that the more new visitors that find the website, the more returning visitors use the website. This continued in 2014 at a higher rate, suggesting that once a user becomes familiar with the website, he or she may bookmark it and reference it multiple times. The chart below shows new and returning visitors to the website from 2010 through 2014.



Website visitors have also continued the trend of using mobile devices to connect to the site more each year, with the number of mobile users far surpassing any other device users in 2014. In 2013, Google Analytics also began to break 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 2014.



Mini-Websites

Beginning in October of 2012, BFH began launching mini-websites to cater to specific audiences and their needs. Our family of websites includes: Give Your Baby Space (GiveYourBabySpace.com), Louisiana Child Care Health Consultant Program (CCHC) (LACCHC.org), a Spanish Language version of the PHB website (Aliados) (AliadosParaBebesSanos.org), Louisiana Reproductive Health Program (RHP) (HealthyChoicesLA.org), and the Louisiana hospital-based breastfeeding program – *The Gift* (TheGiftLA.org).

- Give Your Baby Space focuses on safe sleep practices and also includes resources for new parents in Louisiana.
- LA CCHC’s website was launched as a platform for certified consultants to access password-protected content in addition to program and training information.
- Aliados, the Spanish Language PHB website, is not just a simple translation of PHB. It offers specific tips and resources specifically identified to help Spanish speakers in Louisiana.
- The Reproductive Health Program site is a resource for teens and young adults in Louisiana to learn about their family planning options and other relevant reproductive health issues.
- *The Gift* website contains tools and resources for the evidence-based breastfeeding quality improvement program for Louisiana birthing facilities.

Mini Websites Overview 2014

Website	Launch Date	# Sessions	Unique Visitors
Give Your Baby Space	Oct-12	1923	1562
CCHC	Jul-13	1978	1269
RHP	Sep-14	151	143
Aliados	Oct-14	124	68
<i>The Gift</i>	Jun-14	555	374

PHB Spanish Website

The following table represents the top 5 pages viewed (not including the home page) by visitors to the new <http://www.aliadosparabebessanos.org/>. It will be informative to follow the trends in coming years.

Top 5 PHB Spanish Language Content Page Views w/out Home Page

Page Title	2014
1. Embarazo	35
2. Planificacion Familiar	32
3. Recursos Generales	14
4. Padres Primerizos Y El Bebe	10
5. Consejos Generales	9

Child Care Health Consultant Program Website

The CCHC website launched half way through 2013 and saw 555 sessions. In its first full year (2014), there was an increase to 1978 sessions, representing a 256% increase. The table below shows the top 5 CCHC pages viewed in 2013 and 2014.

Top 5 LACCHC Content Page Views w/out Home Page*

Page Title	2014	2013
1. Consultants	2422 ↔	913
2. News	664 ↑	139
3. About Us	495 ↑	219
4. Services	485 ↓	261
5. Contact	410 ↔	169

*1-5 Ranking (# of Views) Trend (rank rising ↑, falling ↓ or remaining the same ↔)

Give Your Baby Space Website

The Give Your Baby Space website has been active since October 2012. The following table shows the top 5 Give Your Baby Space pages viewed (excluding the home page) in 2013 and 2014.

Top 5 Give Your Baby Space Content Page Views w/out Home Page*

Page Title	2014	2013
1. Multimedia	424 ↓	564
2. Resources	333 ↓	378
3. Crib Application	564 ↑	0
4. Facts & Tips	289 ↓	325
5. Campaign Overview	213 ↓	264

*1-5 Ranking (# of Views) Trend (rank rising ↑, falling ↓ or remaining the same ↔)

Social Media Report

Sammy the Stork was the social media persona for Partners for Healthy Babies from 2009 until July 2014. The campaign was launched in 2009 as a part of a preconception health advertising campaign and a corresponding website: www.thestorkreality.org. In July 2014, the social media strategy was placed under administrative review by the Louisiana Department of Health and Hospitals. There were no active posts made to the page for the remainder of 2014.

The table below shows the activity for Sammy the Stork's Facebook page and Twitter account in 2014. During 2014, the Facebook page gained 130 new fans and experienced 20 "unlikes." Twitter gained 153 followers over the same time period. In 2015, Sammy the Stork will be renamed "Partners for Healthy Babies" on both Facebook and Twitter. Under the new name, Partners for Healthy Babies will operate without Sammy as a spokesperson, and will speak as a program directly to parents and providers as a helpful, reliable resource.

Social Media Presence (2014)

TWITTER STATS

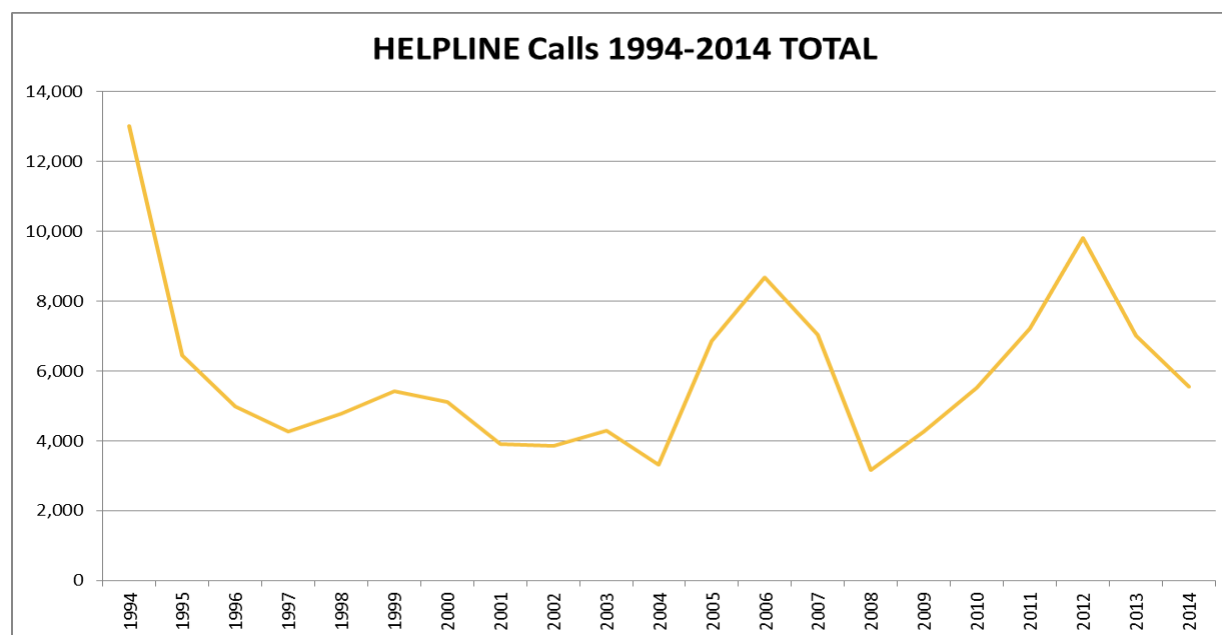
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Sent Msgs	25	20	15	14	17	19	15	0	0	0	0	0	125
New Follow	19	22	15	18	16	33	15	2	2	3	7	1	153
Males	52%	52%	51%	51%	52%	52%	49%	49%	49%	49%	49%	49	-
Females	48%	48%	49%	49%	48%	48%	51%	51	51	51	51	51	-
Interactions	37	6	11	0	7	37	8	1	1	0	0	1	109
Impressions	20238	16245	18042	12796	14800	19100	22100	0	0	0	0	0	123.9K
Link Clicks	35	5	9	0	6	30	4	0	0	0	0	0	89
Mentions	1	0	1	0	0	5	2	1	1	0	0	1	12
Retweets	1	1	1	0	1	2	2	0	0	0	0	0	8

FACEBOOK STATS

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
New Fans	2	2	2	2	27	64	2	14	11	4	0	0	130
Unlikes	1	1	0	1	2	5	1	4	4	0	1	0	20
Impressions	1100	922	503	779	185100	163900	1800	48600	48100	152	32	405	451.4K
Users	571	615	230	313	174600	154100	885	41700	40500	56	14	97	413.7K
Male	7	19	7%	15%	0%	0%	12%	20	16	UNK	UNK	7	-
Female	93	81	93%	85%	100%	100%	88%	80	84	UNK	UNK	93	-
Sent Msgs	21	19	14	14	20	18	13	1	0	0	0	6	126
Interactions	42	33	36	23	223	44	29	114	109	4	0	3	856

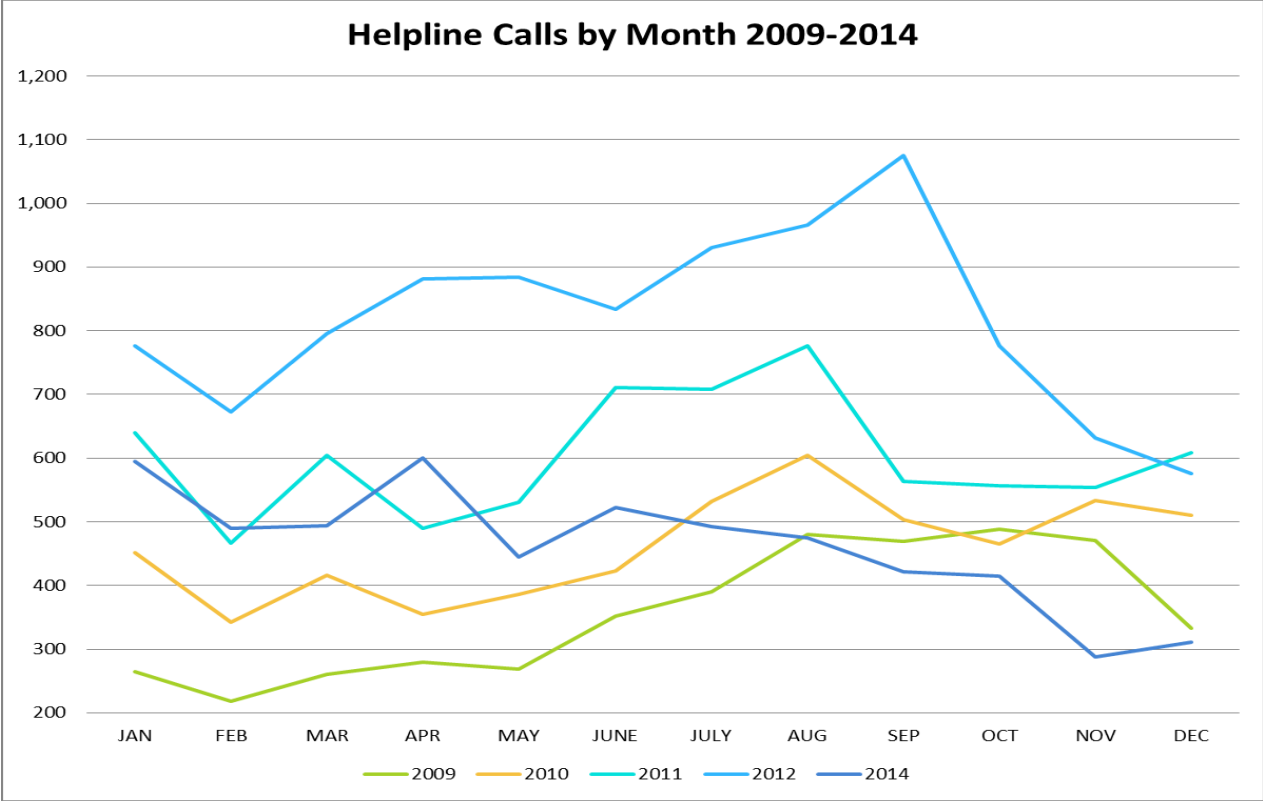
Helpline Report

Since 1994, the Partners for Healthy Babies helpline has received a total of 124,565 calls (an average of 5,931 calls per year), helping link pregnant women with the services they need to help them be healthy and have healthy babies. In 2014, 5,550 people called the helpline, which was down 1,453 calls from 2013, and below the 5-year average of 7,017 calls.



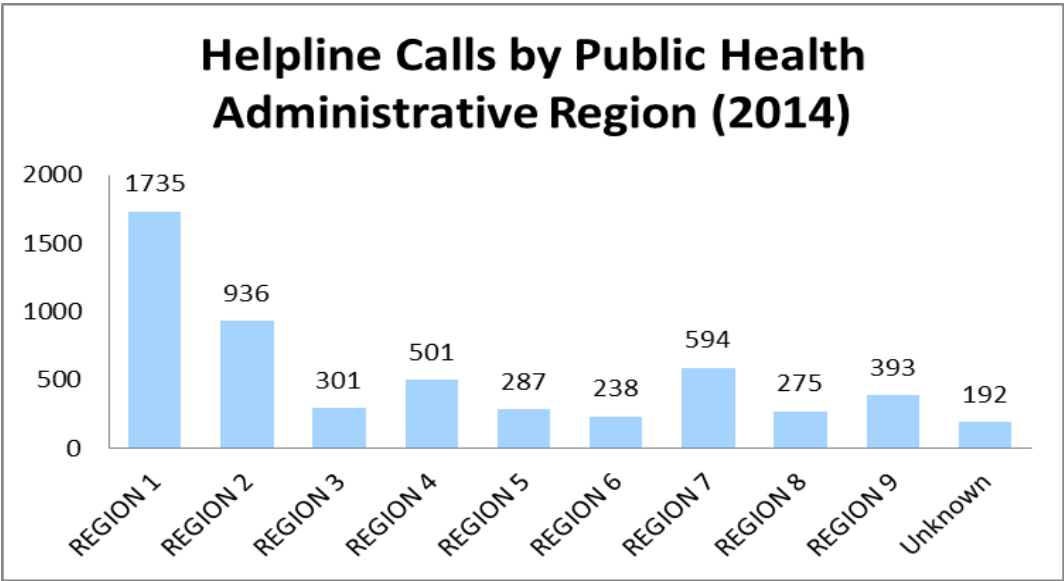
Over the past 5 years, calls tend to drop in December and rise in both January and late-summer/early-fall. In 2013, media promotions ran from July through September, which may have accounted for the increase in calls at that time. In 2014, media promotions did not specifically drive people to the helpline, rather to the PHB website, so that may have accounted for the overall decrease in calls.

PHB HELPLINE Calls by Month 1994-2014													
	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
TOTAL	9,951	8,918	10,139	8,979	8,977	11,209	11,039	11,694	12,418	13,414	9,792	8,035	124,565

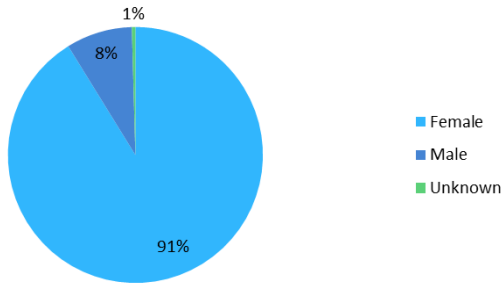


Helpline Caller Demographics

In 2014, the most calls to the helpline came from Regions 1 (28%) and 2 (18%), which has been consistent throughout 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.

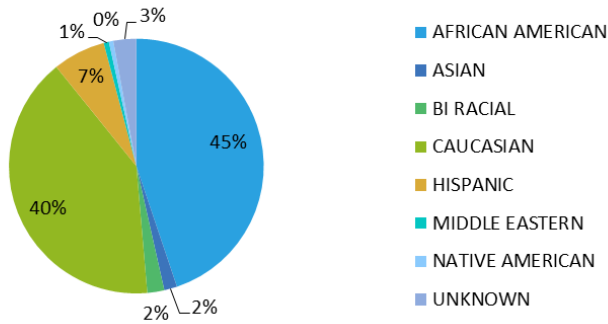


Helpline Calls by Gender (2014)



Women made up the vast majority of callers (91%) to the helpline.

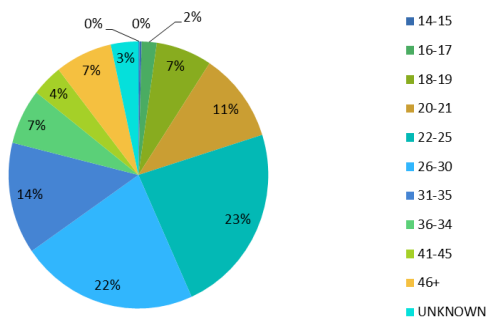
Helpline Calls by Race/Ethnicity (2014)



African Americans led with calls to the helpline at 45%, followed by Caucasian callers (40%). 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.

This year, 7% of callers were Hispanic, a group which first began to grow among helpline callers in 2009. Other races and ethnicities remain consistently represented over the past 5 years.

Helpline Callers by Age (2014)



The age profile of helpline callers has remained consistent since 2006. In 2014, as with all previous years on record, the majority of callers were between the ages of 22-25 (23%). This is followed closely by 26-30 (22%). The total percentage of teen callers (age 14-19) remained similar to 2013 at 9%, which remains below the previous 6 years average of 15%. Data capture continues to be consistent, with only 3% of callers' ages "unknown."

Reasons for Helpline Call

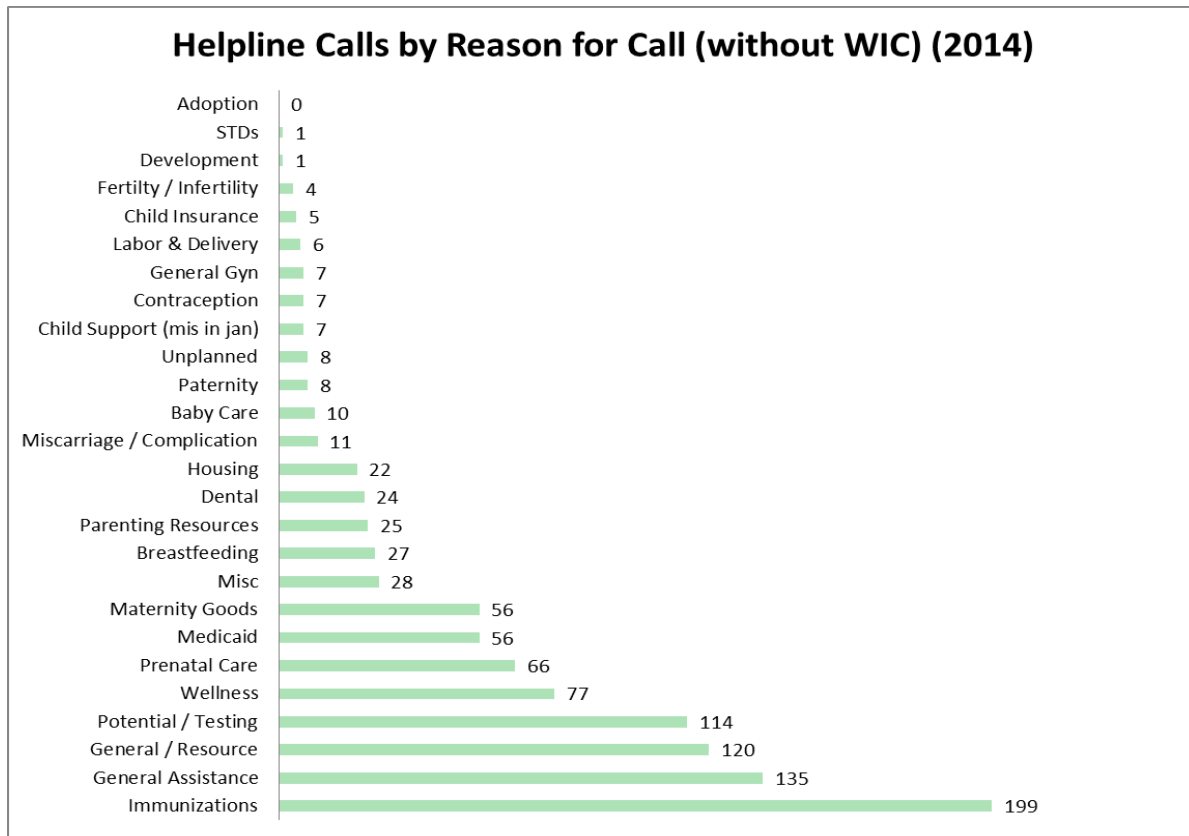
Partners for Healthy Babies helpline links people to a variety of appropriate information, assistance, and referrals to support their inquiries. There were 5,550 unique callers and 5,663 unique requests, so some callers had multiple queries.

Top 5 Reasons for Partners for Healthy Babies Helpline Calls (2010-2014)

	2010	2011	2012	2013	2014
#1	WIC	WIC	WIC	WIC	WIC
#2	Gen. Assistance	Dental	Immunizations	Potential/Testing	Immunizations
#3	Prenatal Care	Immunizations	Potential/Testing	Immunizations	Gen. Assistance
#4	Immunizations	Potential/Testing	Dental	Medicaid	Gen./Resource
#5	Potential/Testing	Medicaid	Medicaid	Gen. Assistance	Potential/Testing

Consistently, callers are asking for information on WIC and the percentage of calls related to WIC rose steadily from 62% of calls in 2009 to 84% of calls in 2014. Calls about immunizations are in the top 5 reasons for calling every year. Since 2010, pregnancy potential/testing has entered the top 5. In 2014, General/Resource related calls entered the top 5.

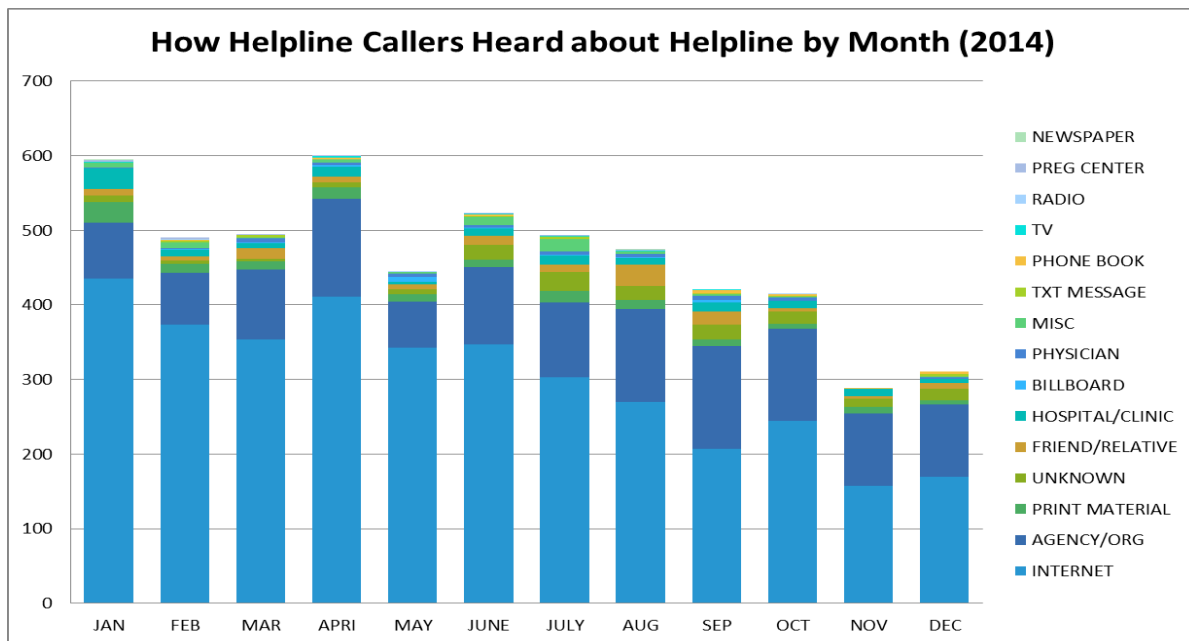
Apart from WIC (which accounted for 4,639 of the reasons for calling), the following chart shows all the reasons people called the Partners for Healthy Babies helpline in 2014.



Helpline Referrals

In 2008, the internet surpassed television as the number one channel for callers to hear about Partners for Healthy Babies and it has continued to rise. In 2014, 65% 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 22% coming via this channel. The other top channels for referrals (excluding “Unknown”) are: print materials (3%), hospital/clinic (2%) and friends/relative also at (2%) respectively.

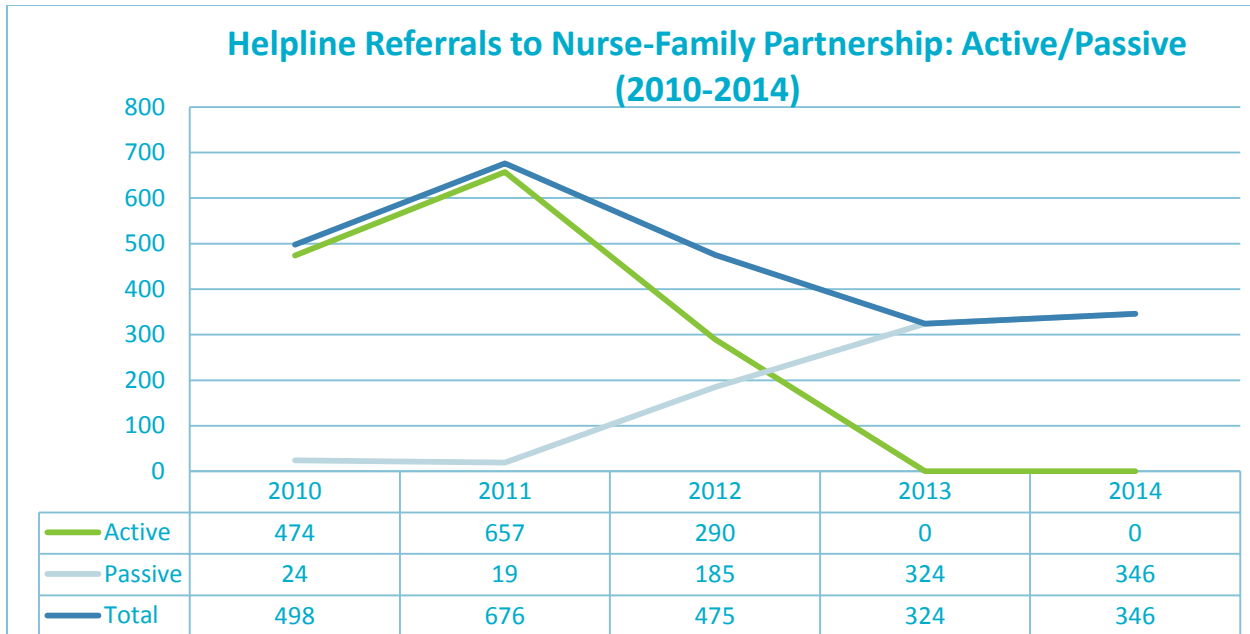
In the fall, there was a paid campaign to promote the entire PHB campaign to providers. The provider media campaign promoted the website which in turn promotes the helpline. In 2014, the text4baby program began directing callers to 1-800-251-BABY in the message protocol, so this year, there were callers who reported hearing about PHB from text messaging.



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. Until 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.

The next 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 stopped. 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.



Other Helpline Referrals and Services

The helpline sends out informational pamphlets for WIC and the call center also answers the separate Abortion Alternatives line for Louisiana. The first table shows how many WIC pamphlets were sent by month as well as the number of Abortion Alternatives referrals that were made in 2014. Abortion Alternatives calls have been on the decline, with 11 in 2012, 8 in 2013, and 7 in 2014. This was a 64% drop over 3 years. There continued to be a drop in requests for WIC pamphlets, which can be seen in the table on the following page.

In 2014, the helpline began telling callers about two more programs, if they were eligible for the service and interested in learning more about them. These programs are Parents as Teachers and text4baby. The numbers in the tables below refer to the number of passive referrals made to these 2 programs.

WIC Pamphlets, Abortion Alternatives calls and Parents as Teachers & text4baby referrals by Month (2014)

	Eating Healthy Pamphlet	Breastfeeding Pamphlet	Abortion Alternatives Calls	Parents as Teachers	text4baby
January	0	0	0	0	0
February	15	15	1	5	0
March	35	35	3	1	0
April	0	0	0	0	0
May	40	40	2	0	0
June	36	36	0	4	0
July	23	23	0	0	8
August	4	4	0	1	23
September	14	14	0	0	12
October	8	8	0	4	14
November	3	3	0	1	6
December	0	0	1	1	7
TOTAL	178	178	7	17	70

WIC Pamphlets, Abortion Alternatives calls and Parents as Teachers & text4baby referrals by Year (2012-2014)

	2012	2013	2014
Eating Healthy Pamphlet	468	277	178
Breastfeeding Pamphlet	468	277	178
Abortion Alternatives Calls	11	8	7
Parents as Teachers	--	--	17
text4baby	--	--	70

Next Steps for Partners for Healthy Babies

As Partners for Healthy Babies moves into its twenty-second 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 PHB on social media, 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 PHB on social media, and calling 1-800-251-BABY.

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

- Uploading more data fact sheets to meet public demand for Bureau of Family Health data
- Targeting marketing outreach activities to the provider community and parents
- Actively monitoring the social media strategy to effectively reach the changing social media audience
- Implementing quality assurance systems to ensure that the information on the websites remains functional, accurate, and up to date.

For the Spanish Language website, www.AliadosParaBebesSanos.org, RFP website, www.HealthyChoicesLA.org, and *The Gift* website, www.TheGiftLA.org, the focus will be on increasing awareness and improving the new websites. In 2015, the Give Your Baby Space website will be transitioned to the same Content Management Service (CMS) as all the other BFH websites.

For the helpline, 1-800-251-BABY, the focus will be on resources and quality assurance. 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
- Implementing a quality assurance system to ensure that callers are getting connected to the resources they need.

In 2015, Partners for Healthy Babies hopes to continue as a trusted source of information and resources for women and their families.

Last Updated: May 21, 2015