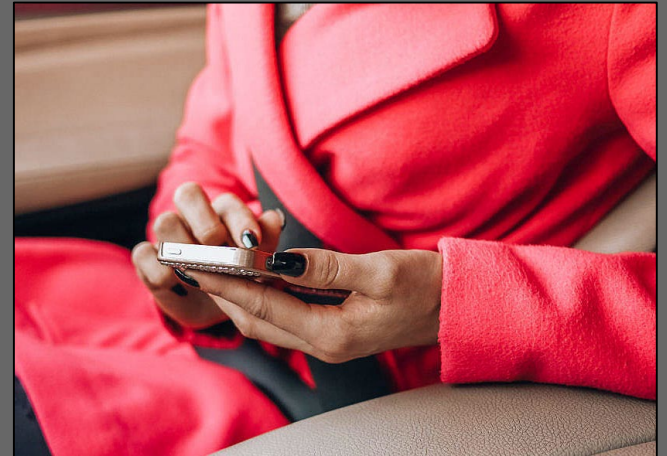


# #LHLW365

## Texting for Health

Live Healthy Live Well Texting Team



# 2019 NEAFCS Innovation in Programming Award

## Team Members:

Lisa Barlage  
Jami Dellifield  
Beth Stefura  
Misty Harmon  
Lorrissa Dunfee  
Danae Wolfe

Michelle Treber  
Tammy Jones  
Pat Brinkman  
Jenny Lobb  
Amanda Bohlen



# Live Healthy Live Well Texting Team



**Lisa  
Barlage**  
Ross County



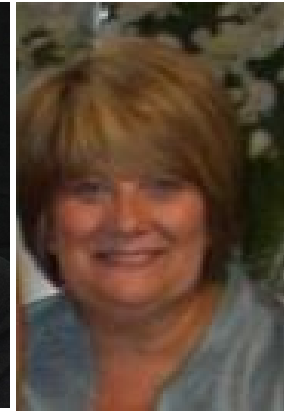
**Michelle  
Treber**  
Pickaway



**Jami  
Dellfield**  
Hardin



**Tammy  
Jones**  
Pike



**Beth  
Stefura**  
Mahoning



**Pat  
Brinkman**  
Fayette

# Live Healthy Live Well Texting Team



**Amanda  
Bohlen**  
Washington



**Misty  
Harmon**  
Perry



**Lorrissa  
Dunfee**  
Belmont



**Jenny  
Lobb**  
Franklin



**Danae  
Wolfe**  
State

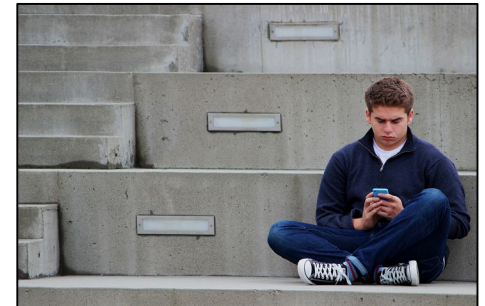
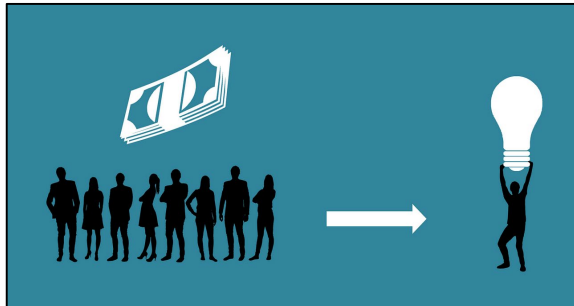
# Today you will Discover



- Why texting was added
- Research and implementing texting in educational programming
- Importance of Length and Frequency of Text Messages
- Suggestions for Organizing your Text Program Efforts

## #LHLW365

- Innovation Grant Opportunity
- Enhance Health and Wellness Programming
- Potentially Reach a Younger Audience





# A Little History



# Texting Pilot

- **Phase 1** – four counties participated in the texting pilot
- **Phase 2** - offered texting to all Zero Weight Gain Challenge Participants
- **Phase 3** – offered texting to all program participants across the state and Expansion #LHLW365



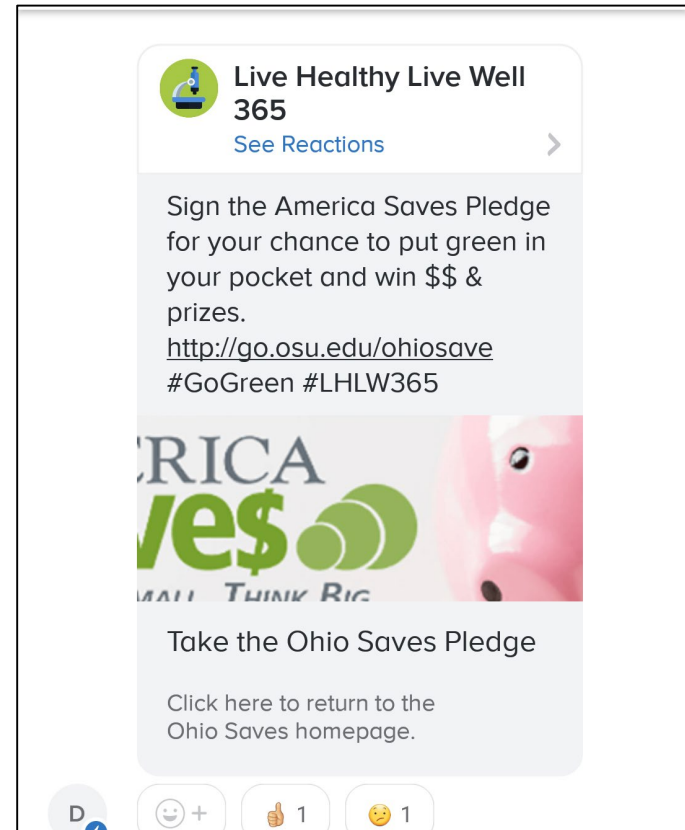
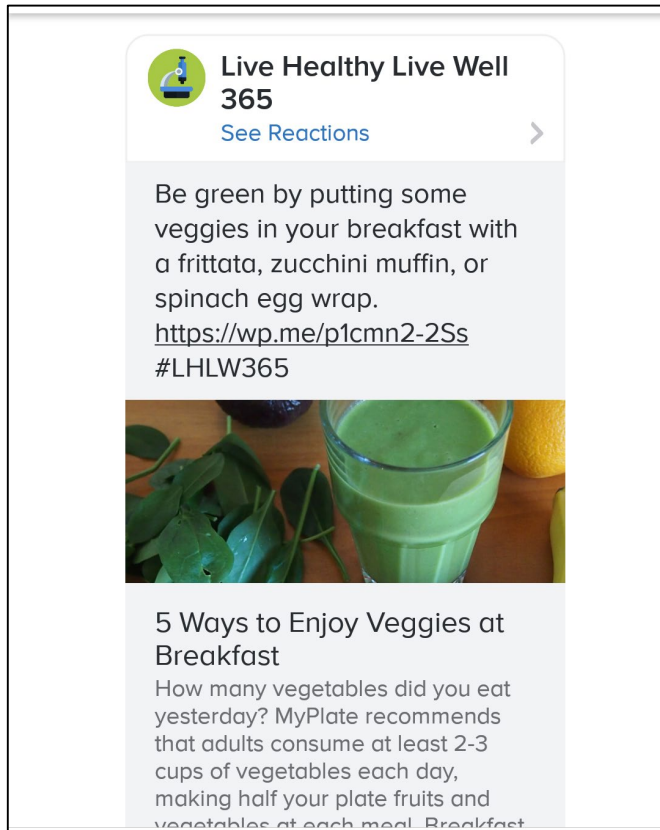


# Texting Program App

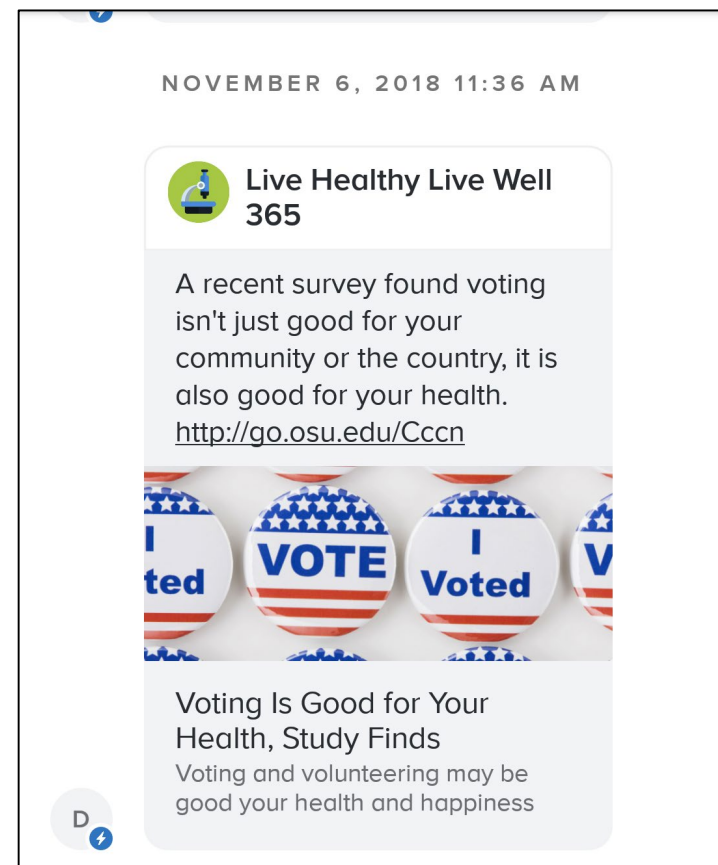
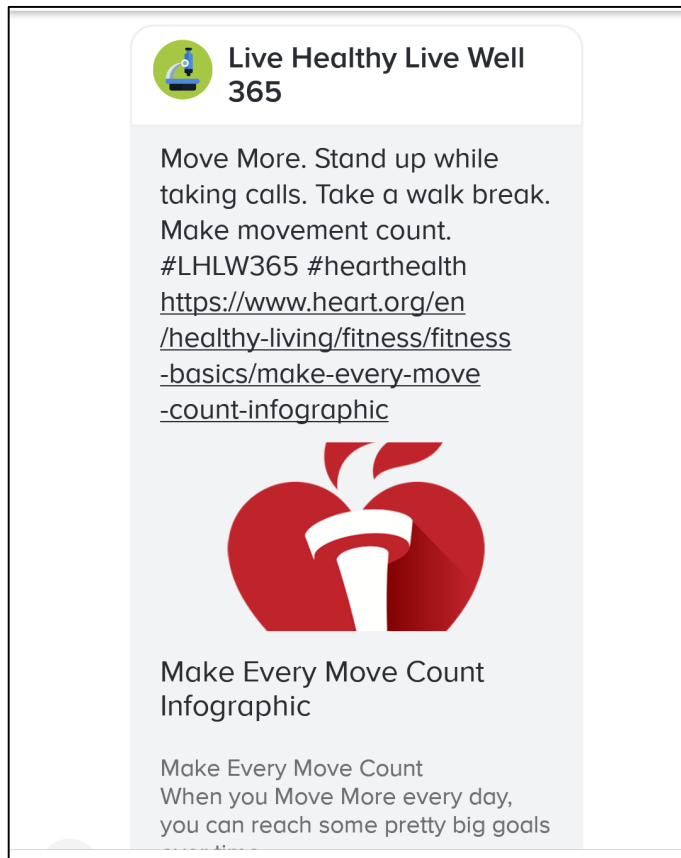
- Free Communication tool
- Real-time messaging
- Scheduling ahead



# Sample Text Messages



# Sample Text Messages



# Research on Texting

- Most accessible and most used form of communication
- 98% of text messages are opened
- Shows short-term behavioral change



# Research on Texting

## Effectiveness has been shown:

- In disease prevention and interventions
- To exist among adolescents and adults
- Among minority and non-minority populations and across nationalities





## Uses in Other Programs

- Ask people if they want to Opt in
- Follow up on Programming
- Program reminders
- Specific Text Only Programs
- Turn text into Tweets
- Use as Facebook post



# Texting Results

**Texting Pilot Results** - 26% of those participating in Texting option completed post survey

- 89% indicated they benefitted from the texting
- 90% would sign up again for texting
- 55% indicated twice a week was the right amount of text messages



# Texting Results

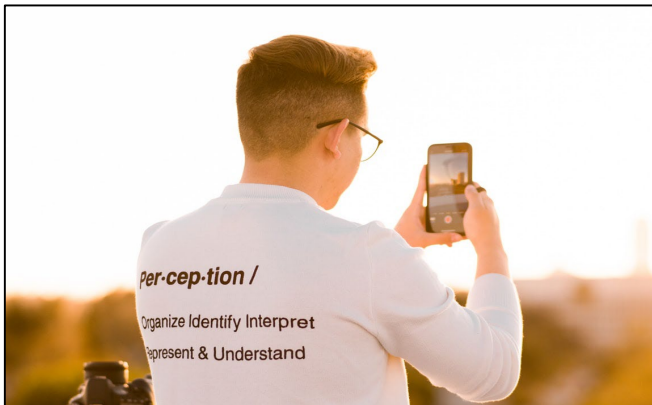
**Zero Weight Gain** – 21% of total participants completed post survey

- 47% of texting participants completed the same survey



## Current Texting Results

- 89% indicated they benefited from the texting
- Nearly 100% would sign up again for texting
- 55% indicated twice a week was the right amount of text messages



## Participants Feedback

“The text messages are very convenient to me...”

“We have been reading the text together and incorporating the activities in our daily lives.”

“They are always just a great little reminder each day to think about ways to be healthy.”

“I use them as encouragement to keep going!!! I like to share them with my friends.”



# Organizing a Text Messaging Program

- Establish a core group of professionals
- 12 -14 team members
- Let team members self-select the months they want to write and review
- Schedule set text days



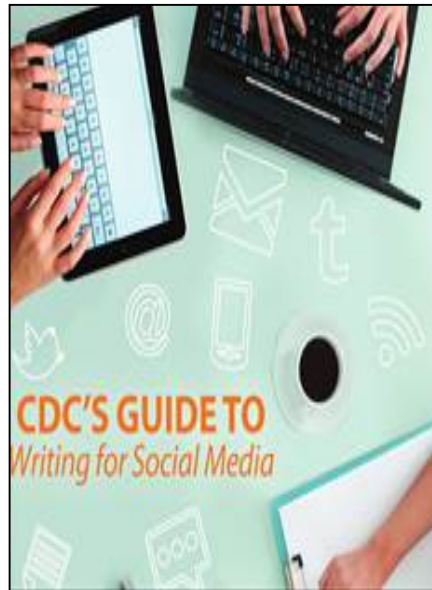
# Writing Your Text Messages

- Limit messages to 140 words including a “go or short” link
- Watch over-using abbreviations
- Begin messages with a fact or question
- Use National Health Observances as potential themes



## Resources

- Health Communicator's Social Media Toolkit
- CDC's Guide to Writing Social Media



# Monthly Template Idea

2019 Text Message Project	Text Writer	Text Reviewer
<b>January</b>	Jami	Misty
Jan. 2, 2019 - Education/theme		
Jan. 8, 2019 - Action Step		
Jan. 15, 2019 - Motivator		
Jan. 22, 2019 - Recipe/Tip		
Jan. 29, 2019 -		
<b>Sat. Texts</b>		
Jan. 5, 2019 - What's In Season?		
Jan. 12, 2019		
Jan. 19, 2019		
Jan. 26, 2019		

# Information Cards


OHIO STATE UNIVERSITY EXTENSION

**FAMILY AND CONSUMER SCIENCES**


Want to Receive 2 Wellness Texts per Week?

**#LHLW365**

Send a Text message to 81010 and put  
**@lhlw365-6** in the message

 **THE OHIO STATE UNIVERSITY**

COLLEGE OF FOOD, AGRICULTURE, AND ENVIRONMENT SCIENCES  
COLLEGE OF EDUCATION AND HUMAN ECOLOGY

 **THE OHIO STATE UNIVERSITY**

FAMILY AND CONSUMER SCIENCES  
*Healthy People • Healthy Relationships • Healthy Finances*



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# References

Hall AK, Cole-Lewis H, Bernhardt JM. (2015). Mobile Text Messaging for Health: A Systematic Review of Reviews. *Annual review of public health*. 2015;36:393-415. doi:10.1146/annurev-publhealth-031914-122855. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4406229/>

Northwest Center for Public Health Practice, University of Washington School of Public Health Department of Health Services. (2019). Texting 4 Public Health - Things U Should Know, <http://www.nwcphp.org/communications/news/texting-4-public-health-things-u-should-know>

National Institutes of Health

National Health Observances <https://healthfinder.gov/nho/default.aspx>

# References

Cole-Lewis H, Kershaw T. (2010). Text Messaging as a Tool for Behavior Change in Disease Prevention and Management. *Epidemiologic reviews*. 2010;32(1):56-69. doi:10.1093/epirev/mxq004.

CDC's Guide to Writing for Social Media

<https://www.cdc.gov/socialmedia/tools/guidelines/guideforwriting.html>

Health Communicator's Social Media Toolkit

<https://www.cdc.gov/socialmedia/tools/guidelines/socialmediatoolkit.html>