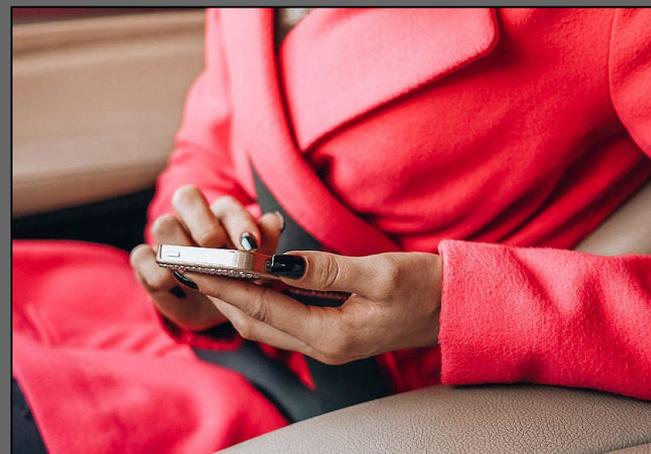


# #LHLW365

## 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

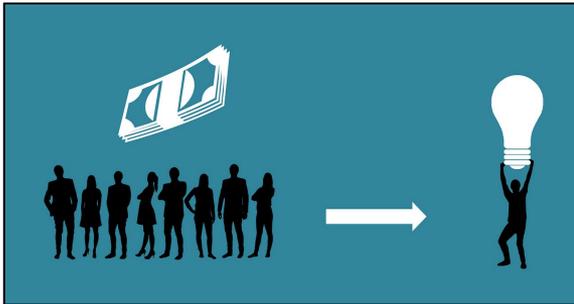
# Today you will Discover



- 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

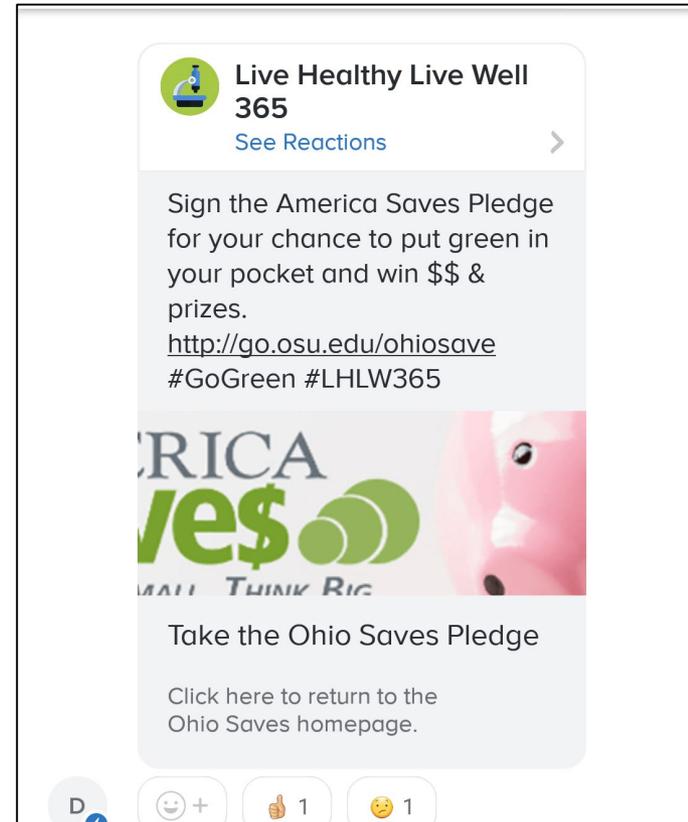
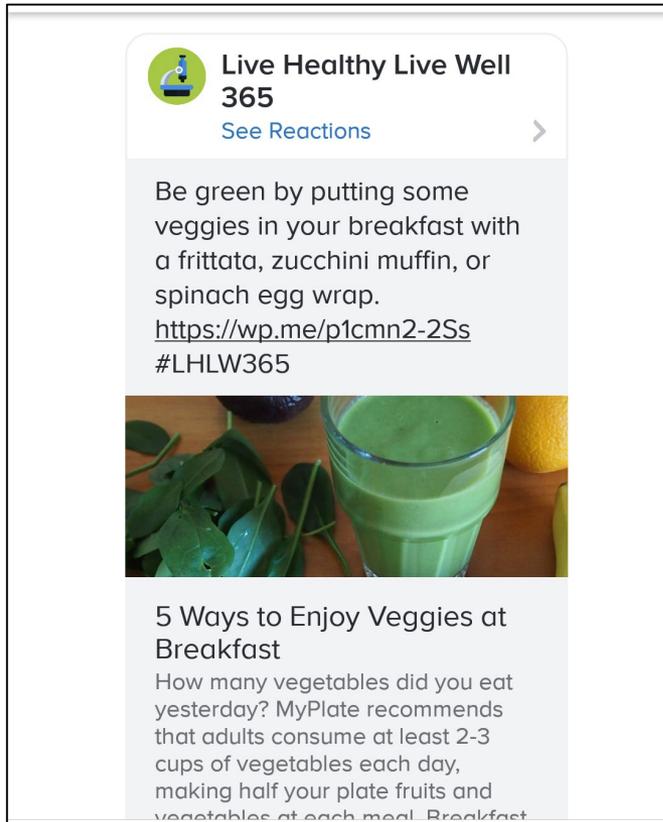


# Texting Program App

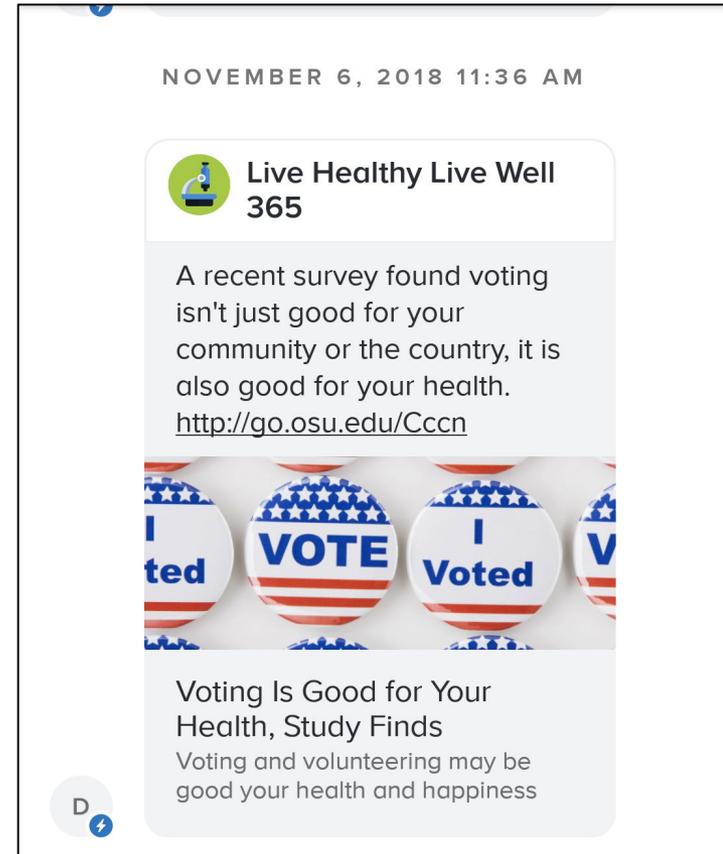
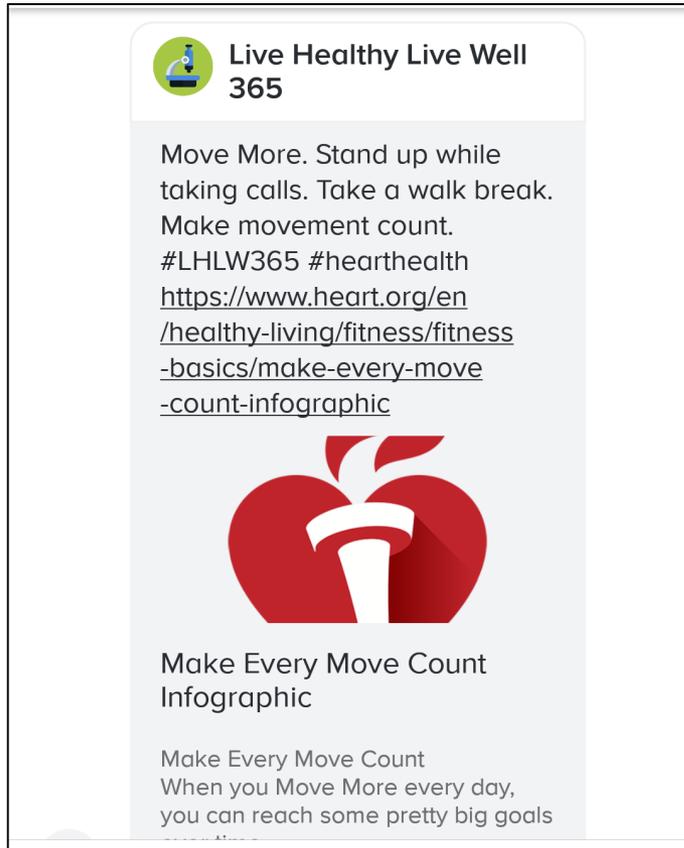
- Free Communication tool
- Real-time messaging
- Scheduling ahead



# 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





## 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



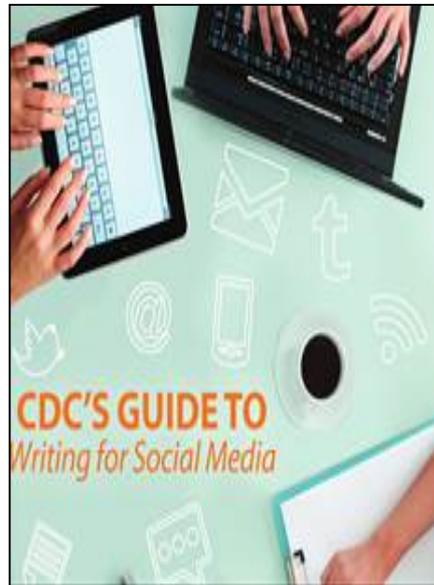
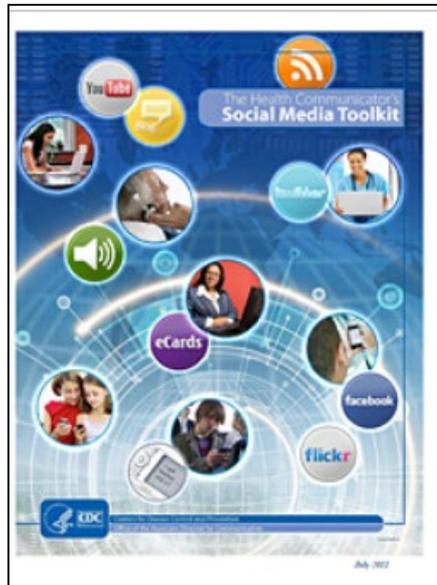
# Writing Your Text Messages

- 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

The image shows a sample information card for a text messaging service. The card has a grey header with the text "OHIO STATE UNIVERSITY EXTENSION". Below the header, the text reads: "FAMILY AND CONSUMER SCIENCES", "Want to Receive 2 Wellness Texts per Week?", "#LHLW365", and "Send a Text message to 81010 and put @lhw365-6 in the message". At the bottom left of the card is the Ohio State University logo and the text "THE OHIO STATE UNIVERSITY". At the bottom right of the card are the affiliations: "COLLEGE OF FOOD, AGRICULTURE, AND ENVIRONMENT SCIENCES" and "COLLEGE OF EDUCATION AND HUMAN ECOLOGY". The card is set against a light grey background with a red border.

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  
@lhw365-6 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>