



St. Louis County, MN C&TC Outreach: Text Message Project



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St. Louis County Teen Focus



- Focus groups conducted with teens and their parents
- Flyer developed for provider clinics with a teen focus
- Produced teen poster with preventive healthcare messages
- Text Messaging Teens

Text Messaging Teens

- Texting as a main form of communication for teens
- Teens 13-19 text an average of 3146 messages per month, which equates to more than 10 messages per hour when not sleeping or in school (<http://blog.nielsen.com>)
- Adolescent Health E News, June 2009, stated that North Carolina health officials are texting teens to provide health information
- Adolescent Health E News, October 2009, stated 63 % of teens have cell phones and of those cell phone users, 75% send text messages daily

How St. Louis County Got Started

- St. Louis County C&TC Action Team discussed low response rates of teens eligible for C&TC through regular phone outreach
- Duluth area calling team noticed the high rate of “no answers” and leaving voicemails to teens through phone calling

The Logistics

- Discussed cost to the client, cost to the county and confidentiality issues
- How we got a phone
- Phone set-up and texting template
- Developing text message
- Catch 3 entry

Our Text Message

- **“Important Message: U R eligible 4 a FREE Child and Teen Checkup! Call your Dr. 2 make and appt. 2 day! ?’s Call Public Health at 218.725.5262.”**

Target Audience

- “Recipients That Are New”
- 15-20 year olds
- Listed as “Self” or “Self and Parent” under Case Relationship to Child

Lessons Learned

- Start small
- Ease of use
- Saves time
- Catch 3 data entry
- Following up on response to original text sent

Future Plans

- Expand our target audience
- Investigate free text messaging options for clients
- Additional resources to access after a text message is sent
 - Facebook
 - Youtube

St. Louis County Contacts

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Additional Resources

- C&TC Coordinator Handbook, 2nd ed. 2009. Minnesota Department of Human Services
- C&TC Catch 3 User Manual, January 2008. Minnesota Department of Human Services

References

- Minnesota Department of Health's Adolescent Health E News, June 2009 & October 2009
- The Nielsen Company, "Under-aged texting: Usage & Actual Cost". Entner, Roger, January 27th, 2010.
http://blog.nielsen.com/nielsenwire/online_mobile/under-aged-texting-usage-and-actual-cost/

Questions?

