

Texting 4 Health 2008

Using Text Messaging to Affect Teen Health

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Background: Growing up with Media

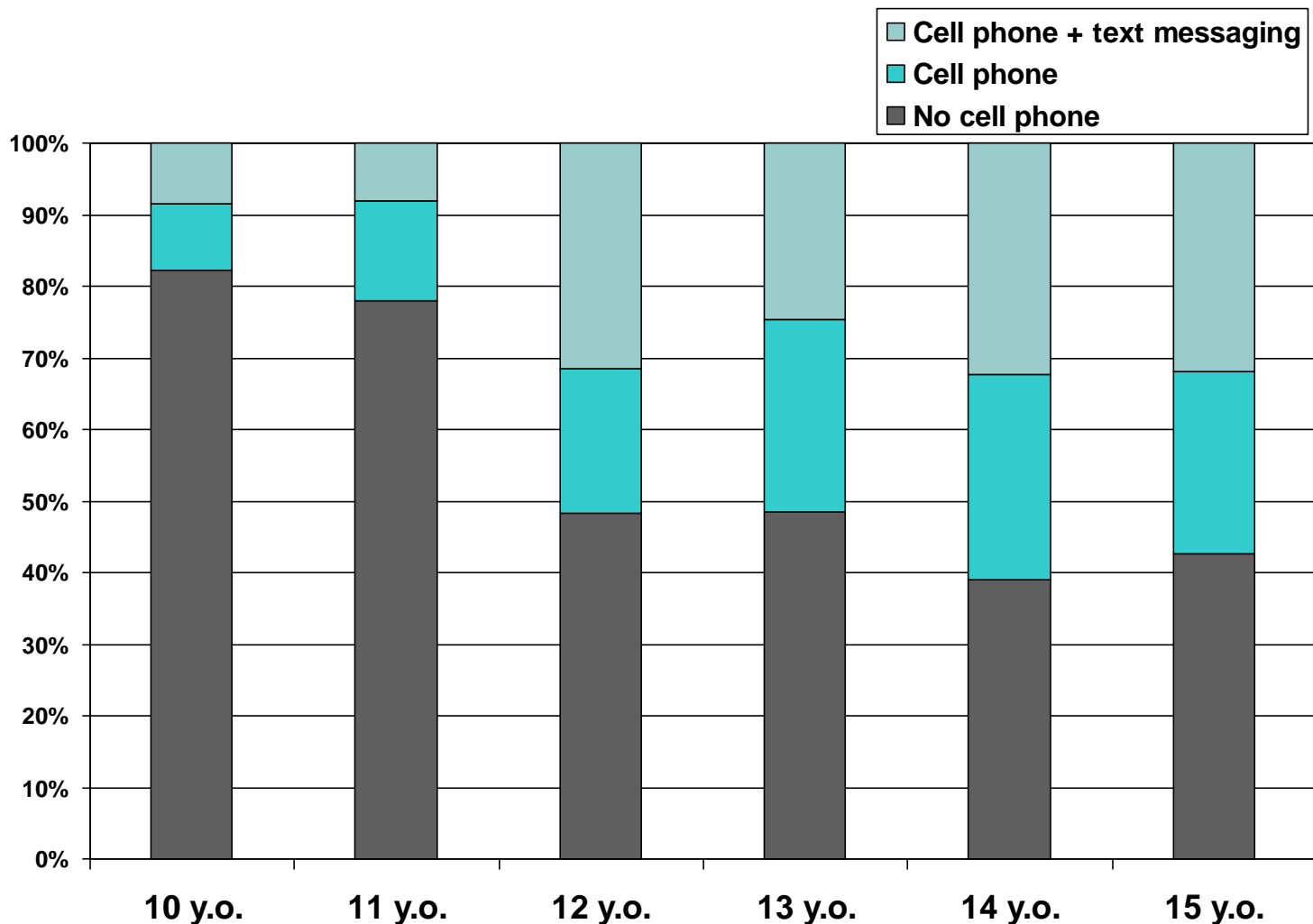
- National longitudinal survey of 1,588 youth
- Youth were 10-15 years of age at baseline
- Baseline data collected August-September, 2006
- Funded by the CDC (U49/CE000206)



Prevalence of text messaging

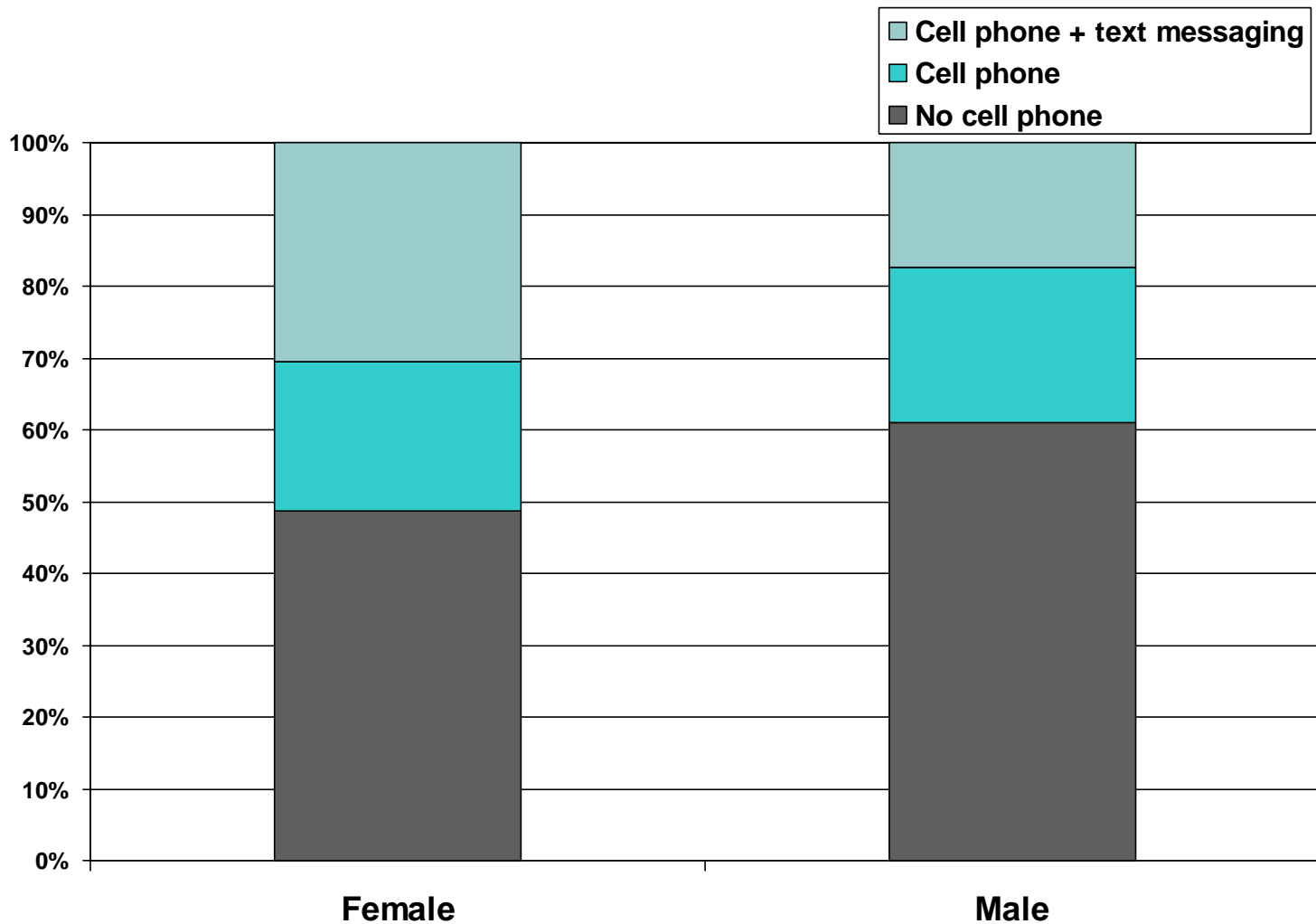
- 45% of 10-15 year olds own a cell phone
 - 24% have a cell phone and using text messages
- 13% report texting everyday
- 16% texting 1 hour or more a day

Cross-tabulation of **age** and cell phone ownership (n=1,588)



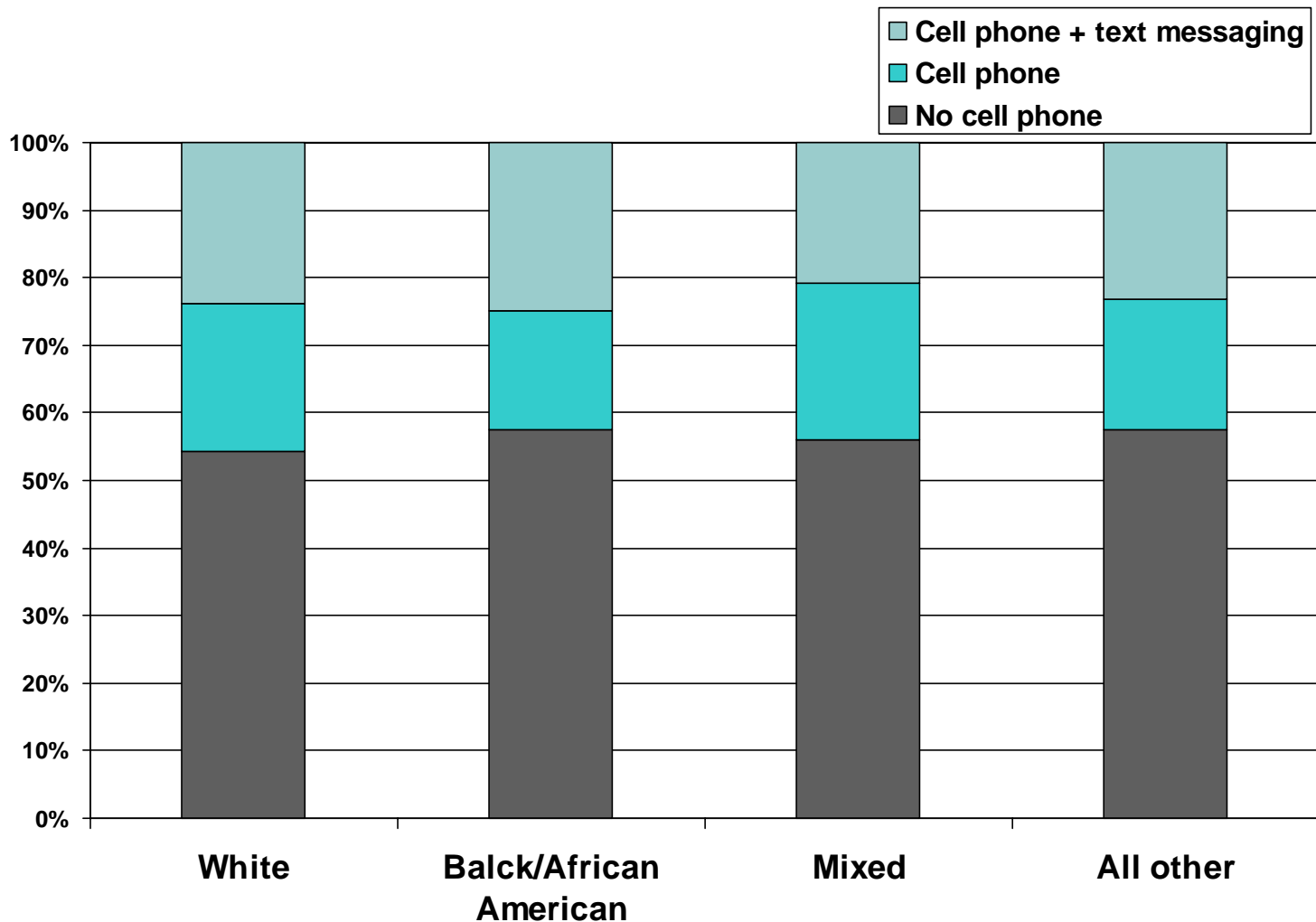
Design-based $F(9.6, 15139.2) = 9.7$ $P = <0.001$

Cross-tabulation of **sex** and cell phone ownership (n=1,588)



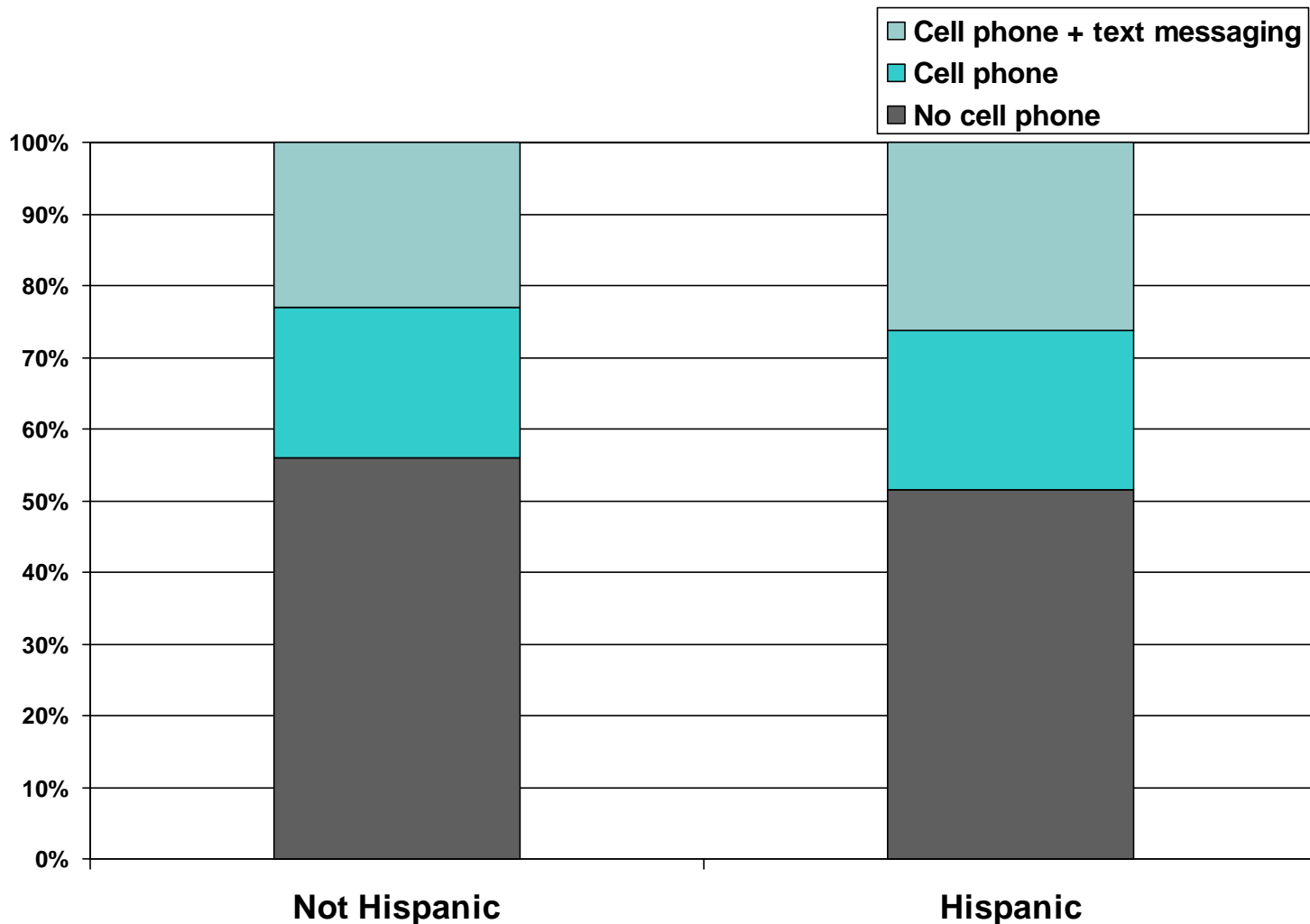
Design-based $F(2.0, 3163.9) = 9.4$ $P = 0.001$

Cross-tabulation of **race** and cell phone ownership (n=1,588)



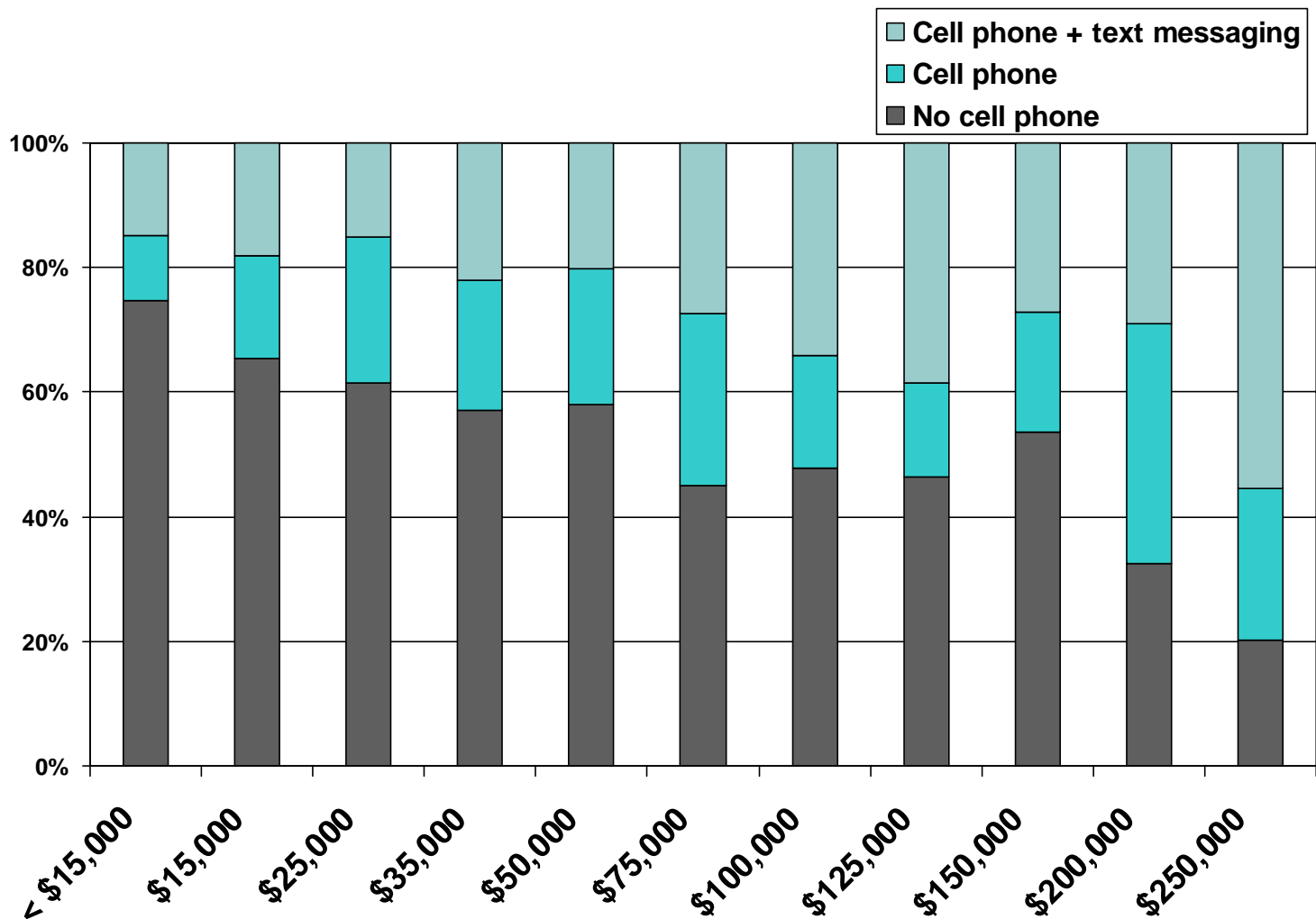
Design-based $F(5.9, 9360.3) = 0.2$ $P = 0.97$

Cross-tabulation of **Hispanic ethnicity** and cell phone ownership (n=1,588)



Design-based $F(2.0, 3154.5) = 0.4$ $P = 0.67$

Cross-tabulation of **income** and cell phone ownership (n=1,588)



Design-based $F(18.9, 29938.2) = 1.8$ $P = 0.02$

Benefits of text messaging-based interventions

- Girls (AOR: = 2.3, $p < .001$)
- Older youth (AOR = 1.4, $p < .001$)
- Youth in households with higher income (AOR = 1.2, $p < .001$)
- Little differences noted by race or ethnicity

AOR = Adjusted odds ratio



Advantages of technology-based interventions

- Scalable
- Cost effective (fewer personnel and infrastructure costs)
- Tailoring of the program



Advantages of mobile phones specifically

- 'Always on' capability reach people wherever they are
- Active vs. reactive



The philosophy of technology-based interventions

- In order to reach young people, we need to go where they are (instead of expecting them to come to us)
- Young people are on mobile phones
- We need to be on mobile phones

Go where they are; use the technology they've adopted to promote the health behavior we want them to adopt



The philosophy of technology-based interventions

- Technology is not a replacement of traditional services, it is an enhancement
- Attract youth who would otherwise not utilize traditional smoking cessation services
- Not all populations are using newer technologies. Understand who your target population is and where they *are*

Teenage pregnancy

- The US has the highest teen pregnancy rate in the developed world (Coren et al., 2003).
 - 41.7 / 1,000 adolescents each year (National Center for Health Statistics, 2004)
- Adolescent mothers and their children are at risk for a variety of medical, psychological, and social challenges (Committee on Adolescence & Committee on Early Childhood, 2001; Coren et al., 2003).



Case study: TXTing 4 Better Parenting

Teen parenting programs struggle to

(Gomby et al., 1999):

- enroll
- adequately involve
- retain
- implement services as intended by their original program models.

New delivery models are needed.



Parent Express

- Developed in 1992 by Dickinson and Cudaback.
 - Evaluation studies have consistently reported increases in parenting knowledge and changes in parenting behaviors (Cudaback et al. 1985; Cudaback and Jenson, 1992; Martin, et al., 1992; Martin & Weigel, 2001; Riley, 1997; Riley et al., 1991).
 - Teen mothers increase parent-infant interaction (Riley et al., 1991).



Parent Express

- 8-page newsletter mailed to new parents monthly for up to 3 years
- Age-paced to capitalize on the teachable moment



TXting 4 Better Parenting

- We propose to use this text-based parenting program as the basis for a text messaging-based teen parenting intervention.
- 3 messages daily:
 - supportive (e.g., promoting self-efficacy),
 - parenting skills (e.g., infant feeding), and
 - 'from the baby' (i.e., helps the mother understand her baby's 'perspective').



TXting 4 Better Parenting

- Parenting skills: Iern 2 recogniZ d hunger cry. She may nt B hngry evry tym shes fusy. She may nd burping, a daiper chng, or jst wan2B held.
- Supportive: B patient W yrslf. Ur nt solo n ur feelins n dis tym of adjustment wl pass
- A message 'from the baby': I lk 2 feel warm, +I don't lk heaps of noyZ



Summary

- Young people are using text messaging (1:4 10-15 year olds)
- We need to harness the technologies they are using (where they are) to reach them
- Don't re-invent the wheel; adapt existing interventions for new technologies



Contact Information

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