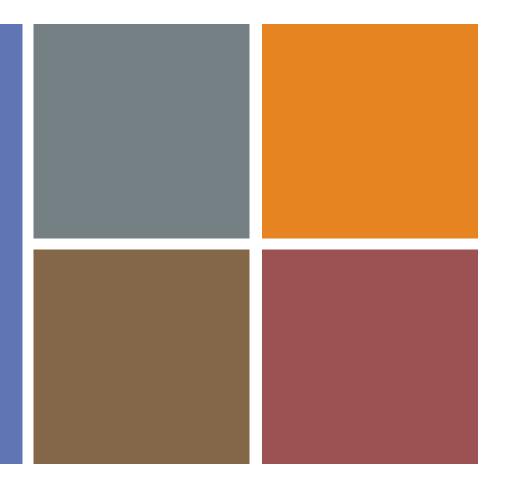
The Role of **Health Literacy** in Mobile **Health and Text** Messaging Campaigns



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# + Skills for Health Literacy



# + Cell Phones and Texting

- 91% of American adults own a cell phone (2013)
- 81% of cell phone owners use their cell phone to send or receive text messages
- Nearly 400 text message interventions, and rapidly growing
- Pockets of limited service remain, but decreasing (76% rural population)

#### **Text Message Campaigns**

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- Text4baby evaluation
- Healthy Futures text message library
- HealthSmart text message pilot
- Primary Care Coalition's Building Bridges to Coverage and Care

### Advantages

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- Cues to action
- Reaches people where they are
- Accessible, high efficacy
- Tailoring options
- Can encourage feedback
- Low cost
- Evaluation tool as well as messaging

### Lessons Learned

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- Community-based participatory approach to design
- Parasocial relationship increasing perceived personal involvement
- Self-efficacy and perceived control
- Timing can be everything

### **Research Support**

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- Mobile giving raises millions in aftermath of crises.
- Vaccine text message reminders increase likelihood to be vaccinated and vaccinated on time
- Message tailoring and personalization significantly associated with efficacy.
- Situational results with different topics
- From awareness to adherence

## + Issues and Future Work

- Privacy and security
- Retention rates and long-term engagement
- Text message libraries
- Tailored nature and topic context
- Age-specific receptiveness and favorability