



Louisiana Department of Health– Office of Public Health – Bureau of Family Health

Bureau of Family Health Communications Data Report: 2017

Helpline, Website, and Social Media Data (1994-2017), includes WIC data

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Executive Summary

Program Information

In 1993, the federal Title V Maternal and Child (MCH) Health block grant mandated that all state recipients provide a helpline to link pregnant women and new moms to MCH resources to help reduce infant mortality. With that mandate, the *Partners for Healthy Babies* (PHB) campaign and helpline were “born” as a cooperative effort between the MCH program and the Women, Infants, and Children (WIC) program of the Office of Public Health. This campaign women and their families to information and resources via a toll-free helpline, 1-800-251-BABY (2229); a website, which launched in 2004, PartnersForHealthyBabies.org; and, starting in 2009, a social media campaign on Facebook and Twitter.

Title V falls under the Louisiana Department of Health – Office of Public Health – Bureau of Family Health (BFH), which has grown significantly between 2013 and 2017 as several programs merged with BFH. As BFH grew, so did its web presence. There are now several topic-specific “mini-websites” including safe sleep, reproductive health, hospital support for breastfeeding, and child care health and safety training. WIC also rebranded and built a new website in 2017 (launching in 2018). To connect all the websites and resources under one umbrella, BFH, in coordination with WIC, launched an umbrella website to connect all the programs under one URL: PartnersForFamilyHealth.org.

Annual Report Objectives

The 2017 annual Bureau of Family Health Communications Data report is a compilation of trends, quality indicators, and usage data for the PHB helpline, the websites, and social media. It serves to identify changes over time in how the target audiences interact with the *Partners for Healthy Babies* and the *Partners for Family Health* (PFH) resources, and helps guide the future directions of the campaign.

Data Highlights: Partners for Healthy Babies Helpline

- Helpline calls have been on a downward trend since 2013, and fell below the five-year average in 2017 with 2,215 total calls.
- WIC remains the most frequent reason for calling the helpline, followed by questions regarding maternity goods and general assistance.

Data Highlights: Websites

- In August 2017, *Partners for Family Health* (PFH) launched. PFH is an umbrella website to connect all the BFH program information and websites under one URL: PartnersForFamilyHealth.org.
- BFH switched to a new Content Management System (CMS, the software used to create websites). GiveYourBabySpace.org, LACCHC.org, and theGiftLA.org moved to this CMS, and Project LAUNCH and PFH were built in this CMS. HealthyChoicesLA.org (Reproductive Health website) and AliadosParaBebesSanos.org (Spanish version of PartnersForHealthyBabies.org) will move in 2018.
- WIC built a new website, LouisianaWIC.org, with plans to launch in January 2018.
- BFH built a new website on healthy child development, LouisianaLAUNCH.org, and the safe sleep website, GiveYourBabySpace.org, was revamped.

Future Plans

In 2018, the four overarching priorities for BFH and WIC will be (1) to launch and promote LouisianaWIC.org; (2) to promote the BFH websites and helpline; (3) to have continuous quality improvement for these campaigns; and to (4) explore new media and find innovative ways to engage target audiences. As such, some projects in 2018 include creating an interactive safe sleep quiz for GiveYourBabySpace.org, adding a feature to “Live Chat” with the helpline staff to all of the Parent pages of PartnersForHealthyBabies.org, and making key enhancements to PartnersForFamilyHealth.org, such as creating a Data Center to house BFH data products and making some key site pages more robust.

Acknowledgements

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American Pregnancy Association
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MEE Productions Inc.



Introduction

2017 was a year of growth in the web presence of the Bureau of Family Health and WIC. We:

- Launched a new website on healthy child development, LouisianaLAUNCH.org. Due to a radio and billboard campaign, it was the most visited of the BFH topic-specific websites, with 2,979 users and 7,577 sessions in 2017.
- Launched PartnersForFamilyHealth.org (PFH) to fulfill the growing need to have a singular web presence that encompasses all the programs and services of BFH. There are plans for each BFH program to have a page on this site to share information about the program, link to any program webpages, and link to related subject matter from external partners.
- Built a new WIC website, LouisianaWIC.org, which will launch in 2018.
- Revamped the safe sleep website, GiveYourBabySpace.org.
- Transferred theGiftLA.org, LACCHC.org, and the revamped GiveYourBabySpace.org sites to a new CMS and built the Project LAUNCH and PFH sites in this system (note that as a result of this change, there are gaps in data analytics for theGiftLA.org).
- Created three safe sleep radio ads that were used in a media campaign that ran on Pandora. To listen to ads click here: https://giveyourbabyspace.org/media/#radio_ads.
- Ran a media campaign promoting the PHB helpline on Facebook, Twitter, and Google
- Added a “Live Chat” option to the Healthcare Resources and page of the Parents portal of the *Partners for Healthy Babies* site to link parents to the PHB helpline staff via the website.

The data in this report lays out the reach of these tools to our target audiences (parents and families, providers and partners, and women and men). The following pages have reports on the PHB helpline, the websites (including PFH, PHB, and the mini-websites), and social media.

2017 Highlights Timeline



* Ad campaign ran on Pandora (10/1 - 11/12/17)

**Ad campaign ran on Facebook, Twitter and Google (11/17 - 2/24/18)

***Live Chat initially launched on the Healthcare Resources page of the Parents portal of PHB

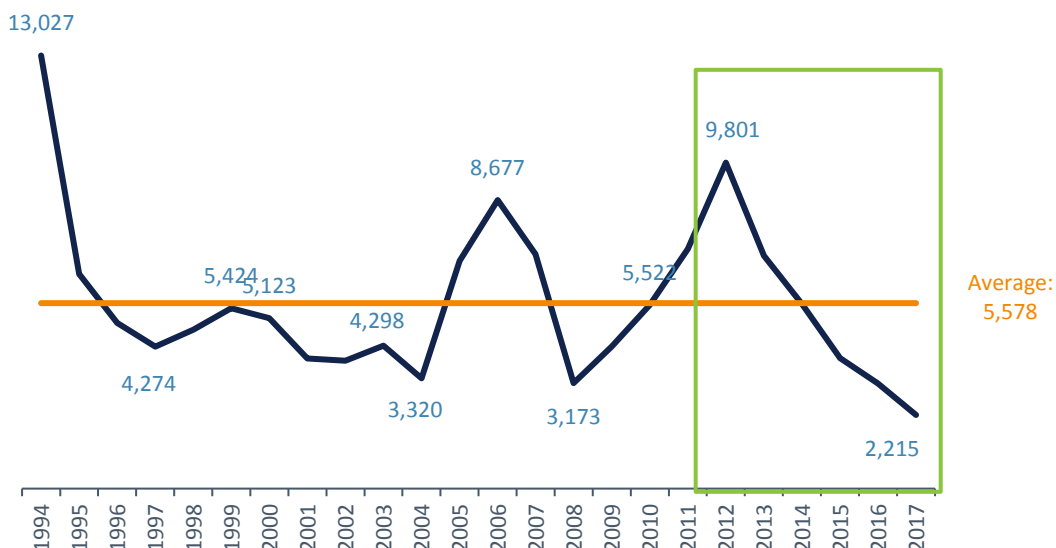
Helpline Report

The *Partners for Healthy Babies* helpline, 1-800-251-BABY (2229), was created in 1993, as mandated by the Maternal and Child Health Services Title V Block Grant. Since 2005, *Partners for Healthy Babies* has contracted with the American Pregnancy Association (APA) to serve as the helpline call center. The helpline is available 24 hours a day, every day to link Louisiana families with the information and services they need to be healthy and raise healthy babies, thanks to the APA's trained staff and an after-hours call center that receives calls after hours.

How Many People Call the Helpline?

Since 1993, the *Partners for Healthy Babies* helpline has received 133,870 calls (an average of 5,577 calls per year). In 2017, 2,215 people called the helpline, which was down 952 calls from 2016, and below the 5-year average of 4,372 calls per year.

PHB Helpline Calls by Year (1994-2017)

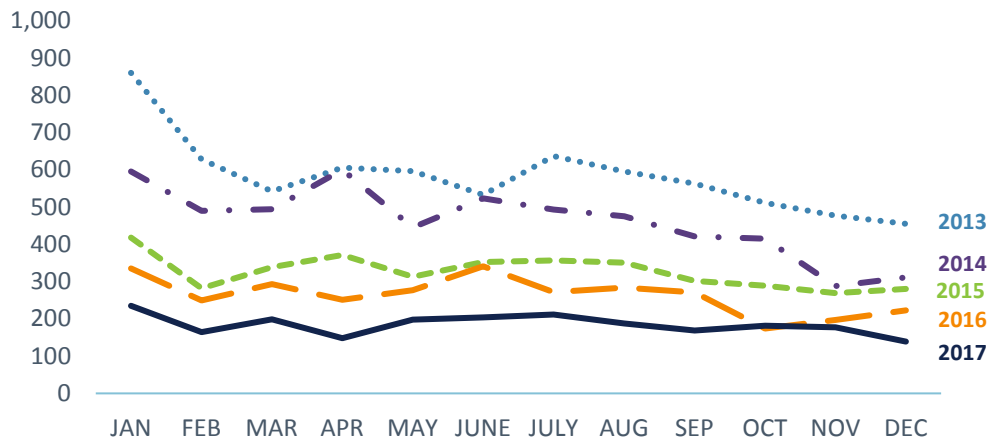


Since 2012, there has been a decline in helpline calls for a number of reasons. Between 2012- 2017, 2013 was the only year where a campaign ran to promote the helpline. In 2014 and 2015, media promotions did not specifically drive people to the helpline, but rather to the PHB website, which may account for the overall decrease in calls. In addition, there were no media promotions for the helpline or website in 2016, which likely also contributed to the decrease in calls.

In November and December of 2017, an online media campaign ran that drove people to the helpline AND the website. Because the ads promoted the helpline and website, people may have opted to visit the website instead of call the helpline. As devices allowing internet access become ubiquitous and more accessible to the general population, it is unsurprising to see a shift from away from helpline calls and toward PHB website usage.

Over the past 5 years, calls tended to drop in December and rise in January, as seen on the graph and table below. From 2012-2013, calls also rose in late-summer/early-fall, but this has not been observed over the most recent four years.

PHB Helpline Calls by Month 2013-2017

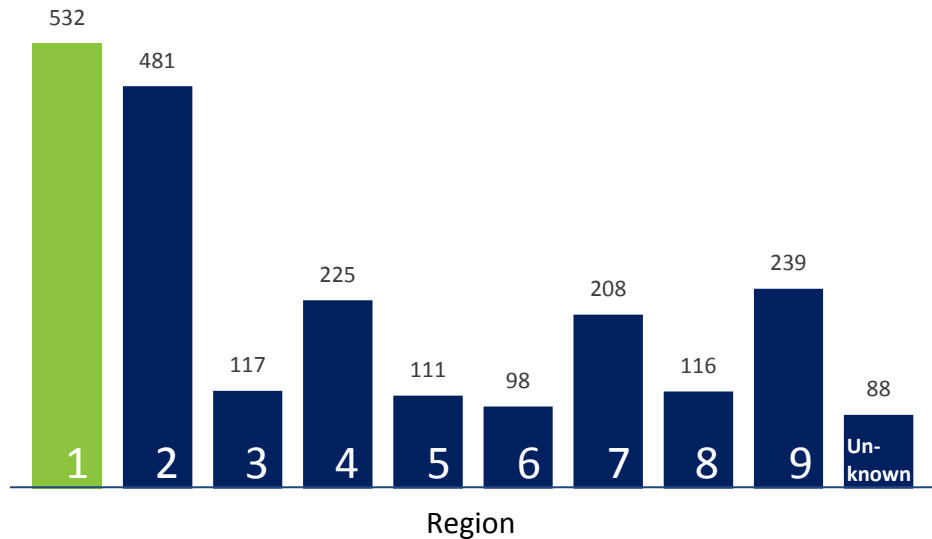


PHB HELPLINE CALLS BY MONTH & YEAR SINCE INCEPTION

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	TOTAL
1994	435	620	376	588	684	1,407	1,811	1,760	1,912	2,184	829	421	13,027
1995	748	478	553	703	682	748	429	645	469	292	387	325	6,459
1996	68	433	556	457	572	487	448	434	415	410	361	341	4,982
1997	506	306	347	462	355	408	360	198	301	317	392	322	4,274
1998	153	127	212	261	366	786	292	317	616	710	563	381	4,784
1999	443	347	440	558	517	640	396	396	258	664	365	400	5,424
2000	361	266	385	258	361	776	375	608	480	436	583	234	5,123
2001	284	213	247	347	203	296	317	418	465	536	275	317	3,918
2002	318	355	540	259	208	232	297	431	260	214	380	354	3,848
2003	393	393	241	225	194	247	658	370	420	500	251	406	4,298
2004	390	439	399	220	279	206	364	494	144	147	137	101	3,320
2005	102	85	77	129	107	101	100	208	1,729	1,926	1,438	845	6,847
2006	861	603	1,543	512	584	814	712	774	671	900	392	311	8,677
2007	939	1,202	864	519	478	445	496	447	317	761	286	297	7,051
2008	363	233	246	270	277	240	293	296	365	206	197	187	3,173
2009	264	218	261	280	268	352	390	480	469	488	471	333	4,274
2010	451	342	416	354	386	423	532	605	504	465	534	510	5,522
2011	640	467	604	490	531	711	708	777	564	556	554	608	7,210
2012	777	673	796	881	884	834	931	966	1,075	776	632	576	9,801
2013	860	628	542	606	596	533	637	595	563	511	477	455	7,003
2014	595	490	494	600	445	523	493	475	421	415	288	311	5,550
2015	418	282	339	371	313	352	357	351	302	289	269	280	3,923
2016	335	249	293	251	277	341	272	284	271	174	197	223	3,167
2017	235	164	199	148	198	204	212	188	169	182	177	139	2,215
TOTAL	10,704	9,449	10,771	9,601	9,567	11,902	11,668	12,329	12,991	13,877	10,258	8,538	133,870

Where are Helpline Callers Located?

Region 1* Continues to Lead in Number of PHB Helpline Calls (2017)



In 2017, most calls to the helpline came from OPH Regions 1 (24%) and 2 (22%), which is has been consistent throughout the helpline’s existence. This year, the lowest percentage of calls came from Regions 6 (4%), 3, 5, and 8 (approximately 5% each), which is also consistent with past trends (*see below for a map of OPH Administrative Regions).

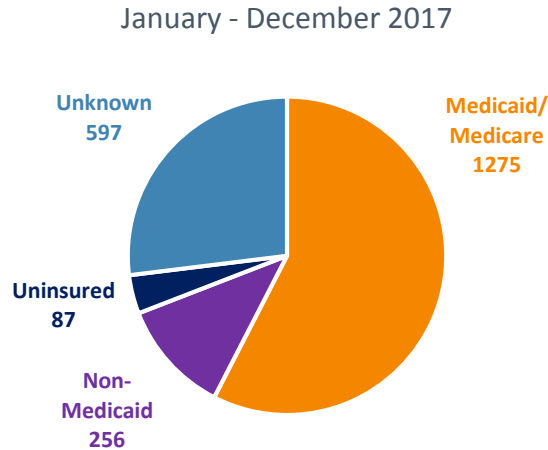


*OPH Administrative Regions

- Region 1 – Greater New Orleans Area
- Region 2 – Capital Area
- Region 3 – South Central Louisiana
- Region 4 – Acadiana
- Region 5 – Southwest Louisiana
- Region 6 – Central Louisiana
- Region 7 – Northwest Louisiana
- Region 8 – Northeast Louisiana
- Region 9 – Northshore Area

What Insurance Do Helpline Callers Have?

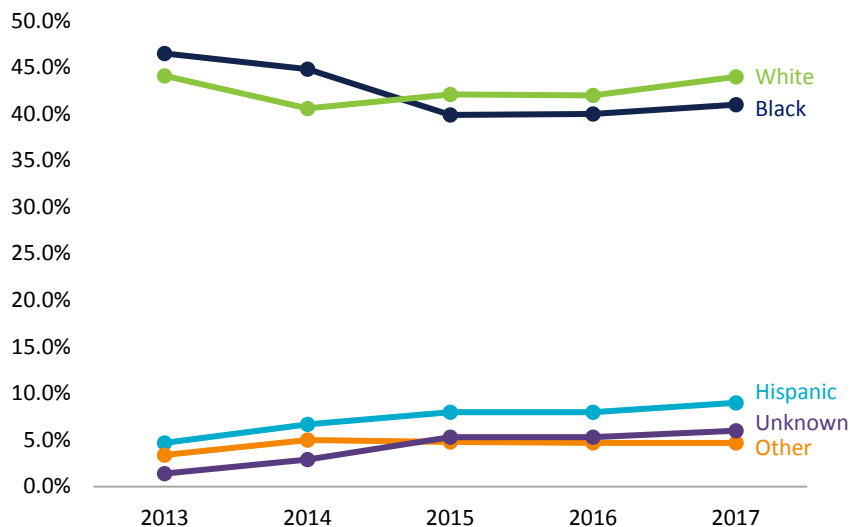
The Majority of PHB Callers are **Medicaid/Medicare Insured** (2017)



Beginning in September 2016, the helpline began to gather information on callers' insurance status. Callers' insurance was categorized as Medicaid/Medicare, Non-Medicaid, Uninsured, and Unknown. In 2017, a little more than half of helpline callers had Medicaid/Medicare insurance.

What is the Racial Breakdown of Helpline Callers?

There has been a shift in the racial demographics of Helpline Callers since 2013

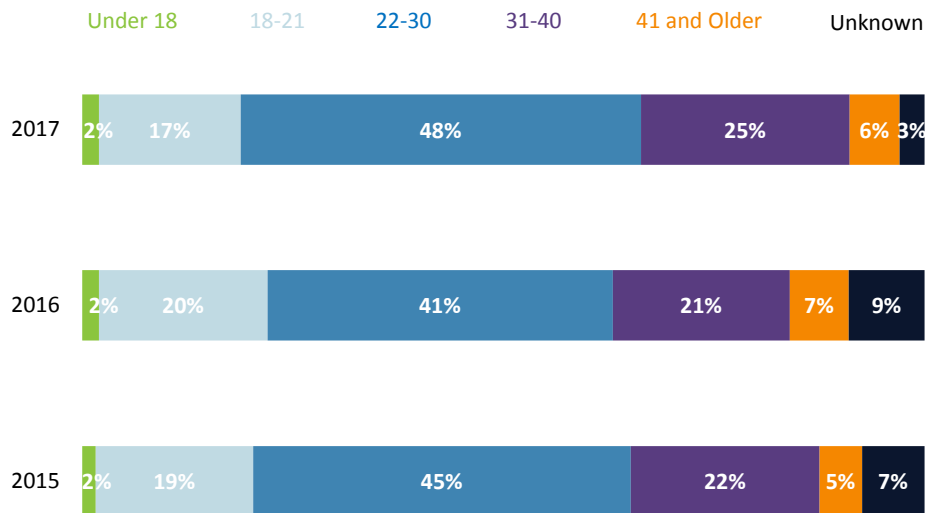


This trend began to shift in 2008 when the percent of Black callers began to decrease and White and Hispanic callers began to increase. As seen in the graph above, this trend culminated in 2015's slightly higher proportion of White callers over Black callers, at 44% and 41%, respectively - a trend that has continued in 2016 and 2017.

This year, 9% of callers were Hispanic, a 1% increase from years 2015 and 2016. This group of callers began to grow in 2009. The percent of callers of other races and ethnicities have also increased over the past 3 years, now at 6%. In previous years, this group has on average, represented 4.8% of callers. The amount of callers whose race is unknown has also increased, this may be due to callers not wanting to identify their race, or helpline staff feeling it was inappropriate to ask for race during the phone call.

How Old Are Helpline Callers?

The Majority of PHB Helpline Callers Are **Ages 22-30**



The age profile of helpline callers has remained consistent since 2006. In 2017, as with all previous years on record, the majority of callers were between the ages of 22 and 30 (48%). The second highest percentage of callers were aged 31-40, at 25%, followed by callers aged 18-21 at 17%. Only 2% of callers were under the age of 18, which has remained consistent over the past five years. The amount of callers whose age is unknown has reduced by a third from previous years, now at 3% , a decrease from 9% in 2016 and 7% in 2015 , and identical to the 3% in 2014.

What is the Gender Breakdown of Helpline Callers?

Over **9** out of Every 10 Callers to the Helpline are **Female**



As has been the case since the helpline was established, over 90% of helpline callers are female, with 95% female callers in 2017, 94% of female callers in 2016 and 2015, and 91% female callers in 2014.

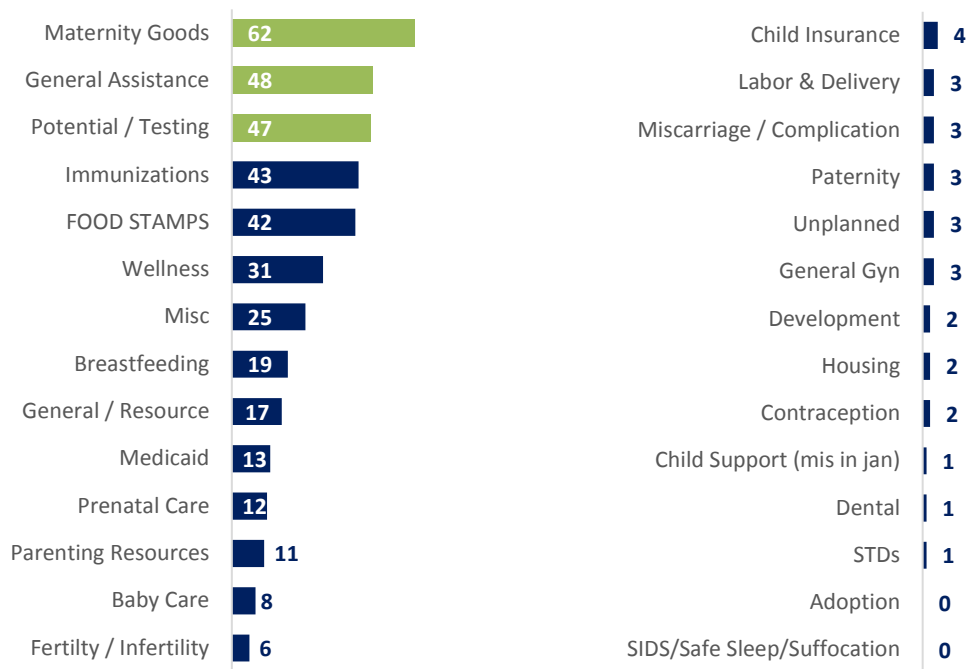
Why Do People Call the Helpline?

The *Partners for Healthy Babies* helpline connects people to a variety of information, assistance, agencies and programs to support their inquiries. There were 2,215 callers and 2,224 unique requests, meaning some callers had multiple queries.

WIC is the Top Reason for Helpline Calls (2017)



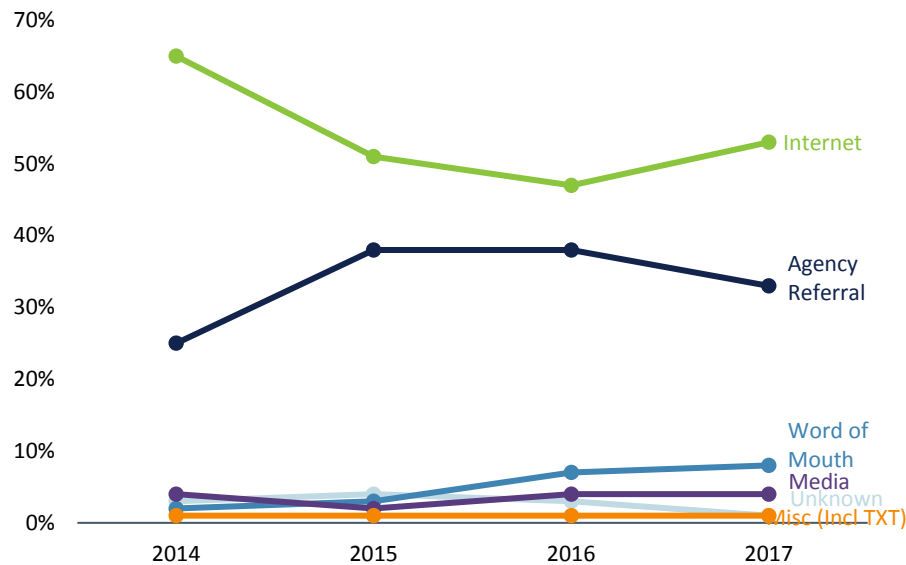
Aside from WIC, **Maternity Goods, General Assistance, & Pregnancy Potential/Testing** are the Top 3 Reasons for Helpline Calls (2017)



Consistently, callers ask for information on WIC. The percentage of calls related to WIC rose steadily from 62% of calls (2009), to 84% of calls (2014), then dipping slightly in 2015 with 78% and rose again in 2016 and 2017 with 81% of calls. Calls about immunizations are in the top 5 reasons for calling every year. Since 2010, pregnancy potential/testing has been one of the top 5. A table showing the top 5 reasons for helpline calls from 2013-2017 can be found in Appendix A (Support Table 1A).

How Did Callers Say They Heard About the Helpline?

The **Internet** Continues to be the Main Method Callers Hear about the Helpline (2014-2017)



The graph above shows a breakdown of referral channels over the past four years. In 2008, the internet surpassed television as the number one channel for callers to hear about the helpline and it has remained the top channel (53% in 2017). Although there is a gradual decline in the numbers of callers calling the helpline overall, there is a direct relationship between the proportion of callers who heard about the helpline from the internet and when paid advertising campaigns promoted the helpline. Referrals from organizations and agencies remain a consistent channel for callers to hear about the helpline as well, with 33% coming via this channel. The other top channels for referrals are word of mouth (8%) and media (print materials, TV, billboards) (4%).

From early 2014 through February 2017, the national Text4baby program directed Louisiana subscribers to 1-800-251-BABY in their message protocol. Callers who reported hearing about the helpline from text messaging, is the “miscellaneous” category.

Are Callers Getting Additional Resource Referrals from the Helpline?

(Support Materials in Appendix A)

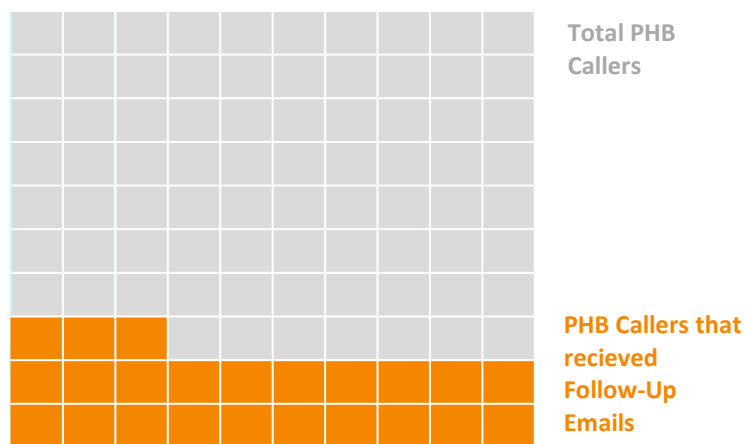
As a standard practice, the helpline has always offered additional, relevant referrals to callers after they receive a referral for their initial request. These additional resources were offered at the end of a call and included links to home visiting services, brochures from WIC on nutrition and breastfeeding, as well as information on services like Text4baby. Every time a new referral was added to the list, it became more challenging for helpline staff to keep people on the phone to gauge their interest in receiving the

information. In 2016, a new strategy was deployed to link callers to additional resources by sending out a comprehensive follow-up email.

Referrals to Additional Resources via Email

To streamline the referrals process and ensure that interested callers received information about priority programs, the helpline staff implemented an email referral process starting in August 2016. All callers are asked if they would like to receive an email with important and useful health information. If callers agree to receive the email, helpline staff asks for the caller’s email address and parish, customizes the email to the caller’s location, and sends it out.

Of the **2,215** people who called the Helpline,
503 opted to receive a **follow-up email** (2017)



The email includes the following information:

- Louisiana Medicaid - links to information about Medicaid expansion (July 1, 2016) and the new eligibility requirements, as well as a link to the Medicaid application website.
- BFH’s home visiting program – brief description of the home visiting program, with a link to the *Partners for Healthy Babies* website for more program information and regional program contact information (customized by helpline staff before sending)
- Text4baby – brief description of the service and information on how to sign up
- WIC’s healthy eating brochure – brochure is attached to all emails
- LABreastfeedingSupport.org – link to the website, which allows users to search for breastfeeding resources by zip code.

The email also includes a link to a helpline satisfaction survey. While the response rate for the survey is very low (.4%), the results are positive, with almost all respondents reporting that they were “very satisfied.” The full text of the resource email can be found in Appendix A (Support Document 2A).

Referrals to Home-Visiting Program

In the past, the helpline directly referred first-time pregnant women into BFH's home-visiting program. Direct referrals involved a helpline staff member collecting a caller's information and sending it directly to a nurse in the caller's region. Due to privacy rules, this method had to cease and the helpline began making "passive" referrals in mid-2012. Passive referrals occur when helpline staff provide callers with information to the program via the resource email or while on the phone when home visiting is the reason for the call, or if helpline staff determines the caller may be interested in and eligible for one of the home visiting program models (Nurse-Family Partnership or Parents as Teachers). In 2017, five callers called specifically for the home-visiting program. Both phone and email referrals provide the caller with information about the program and regional contact information so that they may contact the program themselves. With passive referrals, we have no means to measure how many people use the service after receiving the referrals.

Referrals to Other Information and Services

The same call center manages the separate Abortion Alternatives line for Louisiana. The call center received 11 Abortion Alternatives calls in 2017. Abortion Alternatives calls have remained infrequent over the past three years, with seven calls in 2014, ten in 2015, and seven in 2016.

A table showing the number of Abortion Alternatives calls and follow-up emails by year from 2013-2016 can be found in Appendix A (Support Table 3A). The number of Abortion Alternative calls and follow-up emails sent in 2017 by month can be found in Appendix A (Support Table 4A).

Website Report

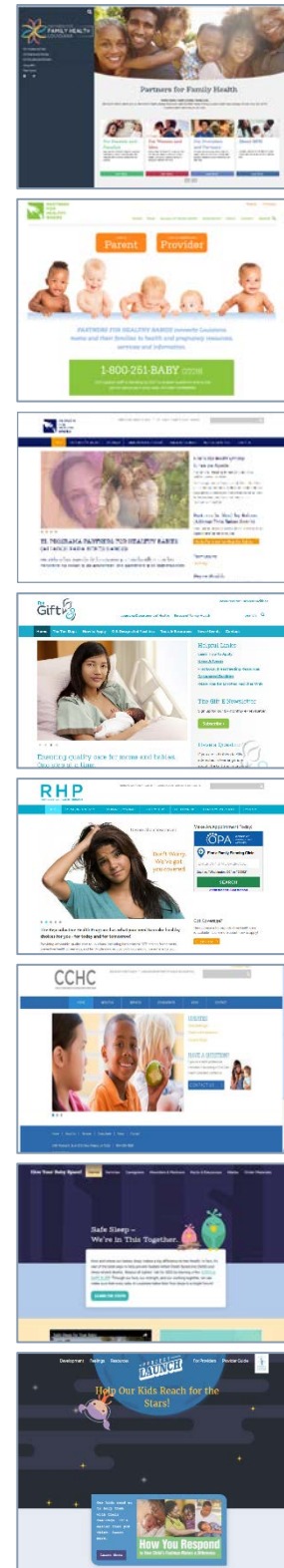
As mentioned previously, BFH has grown significantly as a Bureau and with its web presence to now include a number of topic-specific websites. See below for a snapshot of PHB’s growth in 2017:

- BFH now manages 8 websites (pictured to the right as listed): PartnersForFamilyHealth.org, PartnersForHealthyBabies.org, AliadosParaBebesSanos.org (Spanish version of PHB), theGiftLA.org (hospital breastfeeding support), GiveYourBabySpace.org (safe sleep), HealthyChoicesLA.org (reproductive health), LACCHC.org (childcare health consultants), and LouisianaLAUNCH.org (child development).
- The newest topic-specific website on healthy child development, LouisianaLAUNCH.org was the most visited of the 6 mini-websites, with 2,979 users and 7,577 sessions in 2017.
- GiveYourBabySpace.org was moved to a new CMS (Content Management System) and PartnersforFamilyHealth.org and ProjectLAUNCH.org were built on the new CMS.
- *Partners for Healthy Babies* website usage was up from 2016, with 42,276 website sessions occurring in 2017. This is due to running an active promotion campaign for the website in 2017.
- BFH also ran three safe sleep radio ads on Pandora and ran a media campaign promoting the PHB helpline on Facebook, Twitter, and Google.

When a media and promotions budget is available, the PHB website is actively promoted through paid media campaigns. In 2016, no funds were allocated to website promotion – instead, funds were used to develop a social marketing strategy to learn what kinds of future promotions would be most effective.

Using the information learned in 2016, BFH paid for a series of PHB media campaigns to run on Facebook, Twitter, Pandora, and several radio stations across the state. As a result PHB website usage increased by 288%.

The data in this report lays out the reach of these tools to our target audiences (parents and families, providers and partners, and women and men). The following pages encompass data reports on the PFH, PHB, and mini- websites.



Glossary of Web Terms

As defined by Google Analytics

Pageview:

An instance of a page being loaded (or reloaded) in a browser. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.

Unique Pageview:

The number of sessions during which a page was viewed one or more times. A unique pageview aggregates the pageviews that are generated by the same user during the same session.

Session:

The period of time a user is active on your site or app. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave a site and return within 30 minutes are counted as part of the original session.

User:

The number of inferred individual people (filtered for spiders and robots), within a designated reporting timeframe, with activity consisting of one or more sessions on a site. Includes both new and returning users.

Source:

The origin of your traffic, such as a search engine (for example, *Google*) or a domain (*example.com*).

Medium:

The general category of the source. For example: organic search (unpaid search), cost-per-click paid search, web referral.

Referral Traffic:

The segment of traffic that arrives on your website through another source, like through a link on another domain.

As defined by Sprout Social

Impressions:

The amount of times the page/tweet is viewed on Facebook/Twitter.

Engagements:

Describes how a user reacts to Facebook/Twitter post. Engagements consist of making a reaction to a post, commenting on the post, or sharing the post.

Partners for Family Health (PFH)

In August 2017, BFH launched PartnersforFamilyHealth.org. *Partners for Family Health* (PFH), is an umbrella website created to fulfill BFH’s growing need to have a singular web presence that encompassed all the programs and services of BFH and also include links to WIC resources. PFH is a “one-stop-shop” where users can visit to gain a “snapshot” of all of BFH’s offerings as opposed to a singular offering when viewing the mini-websites.

Once users arrive to the homepage, they are directed to five portals they can explore:

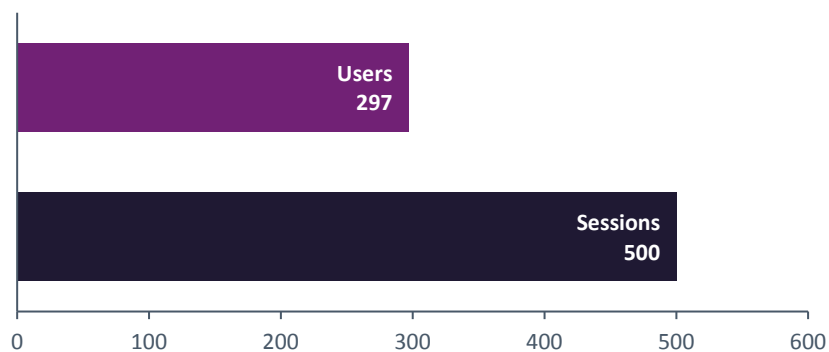
- For Parents and Families – where users can gain valuable information about safe sleep and learn more about BFH services and services offered by partners that are geared towards families.
- For Men and Women – where users can learn more about BFH’s Reproductive Health Program and can gain valuable information about contraceptives, Medicaid, and more.
- For Providers and Partners – where users can gain valuable information about the resources and programs BFH and partners have that supports the work that they do.
- Data Center – where users can view the many products BFH’s Data to Action Team creates to guide programs and inform policy decisions. Products include reports, infographics, and more!
- About Us – where users can learn more about BFH and view LDH and OPH organizational charts.

Offering “snapshot” summaries of BFH’s programs and services, the portals link users to several webpages – each dedicated to a BFH program. Written in plain language to the target audience, these webpages consist of a summary of the program, links to the program’s actual webpage (if applicable) – where users can get more detailed information about the program, and links to external websites that users may find useful.

PFH Website Usage

From August – December, there were 500 sessions and 297 users on the *Partners for Healthy Babies* website. Users are the number of people who view the website. Sessions are periods of time during which a user is active on the website.

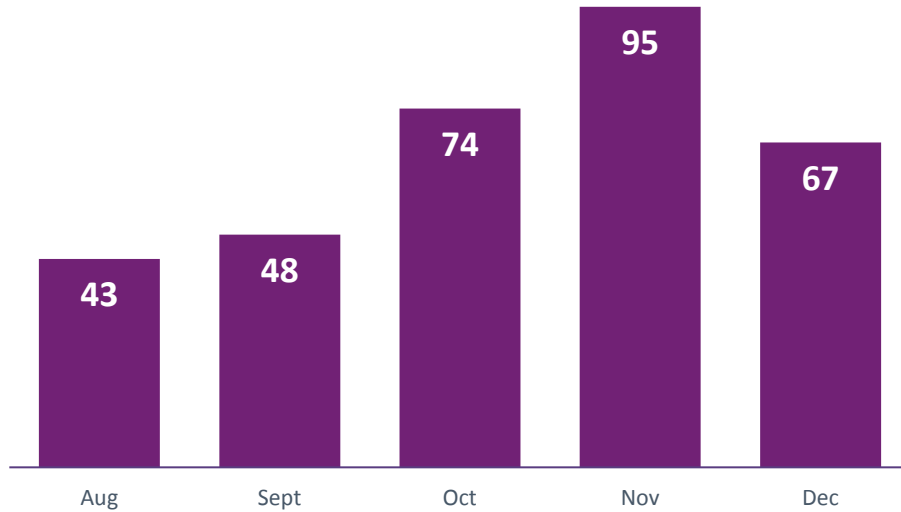
Partners for Family Health Usage* (2017)



*PartnersForFamilyHealth.org was not live until August. 2017

The chart below shows the number of users to the website by month.

[PartnersforFamilyHealth.org](#) Visitors per Month* (2017)

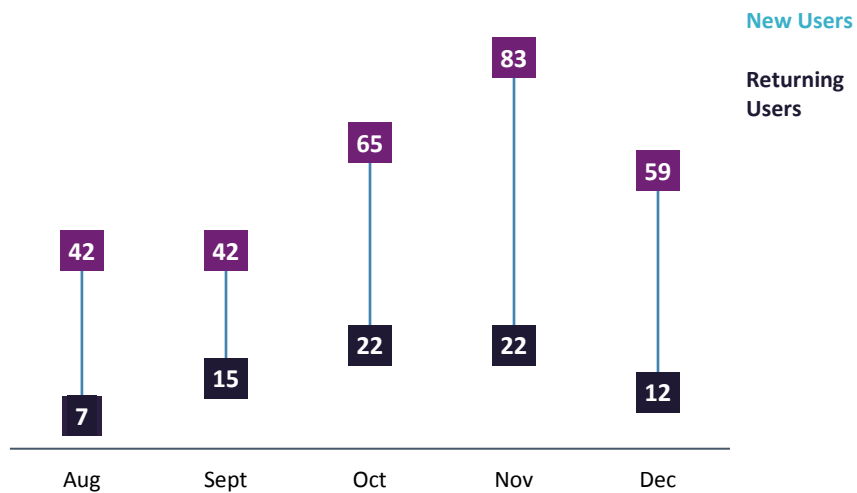


*PartnersForFamilyHealth.org was not live until August. 2017

Website Users – New vs. Returning

The graph below shows new and returning users to the website in 2017.

New and Returning Users to the Site (2017)

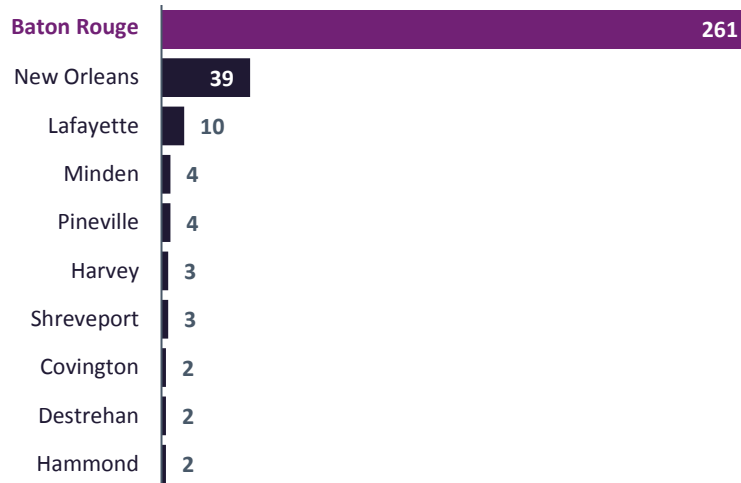


*PartnersForFamilyHealth.org was not live until August. 2017

Where are Users Viewing the Website?

This graph below shows the top 10 cities by number of sessions for the site in 2017. In 2017, Baton Rouge had the largest number of website sessions with 261 sessions.

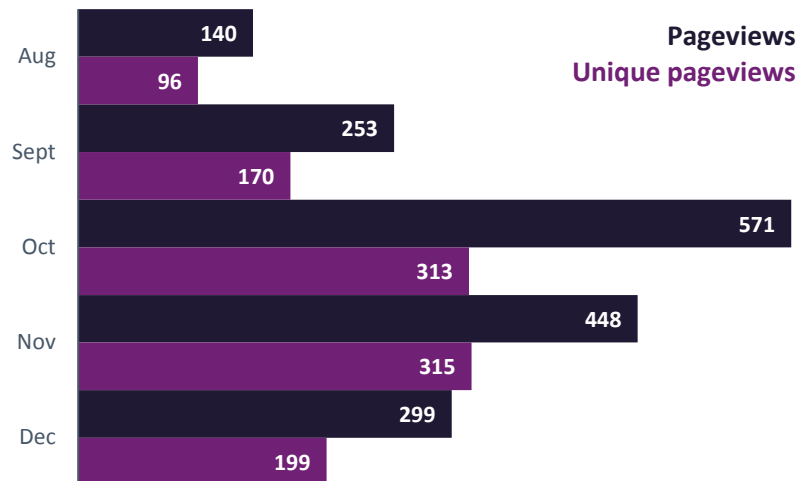
Baton Rouge has the Highest Number of PFH Website Sessions (2017)



How Many Pages Are Users Viewing?

While on the website, people visit multiple pages, and each time a page is loaded within a browser, it is called a pageview. Sometimes users will view the same page more than once during a session, which is called a unique page view. The graph below shows the number of pageviews and unique pageviews in 2017.

Pageviews and Unique Pageviews of PartnersForFamilyHealth.org (2017)



*Please note, website didn't launch until August 2017

Which Pages Were Most Popular?

The word cloud below represents the top 10 pages viewed (not including the home page) by users to PartnersForFamilyHealth.org in 2017. Larger words represent more pageviews, and the “Partners for Healthy Babies” page of the provider portal was the most frequently viewed page (90 views) other than the main home page. This was followed by the “Data Center” home page, then the Provider and Partners Portal home page.



A more detailed table showing rankings with exact pageview numbers can be found in Appendix B (Support Table 1B).

How are Users Accessing the Website?

In 2017, desktop devices were by far, the most frequently-used device.

In 2017, Users Accessed the Website Primarily via **Desktop** Device



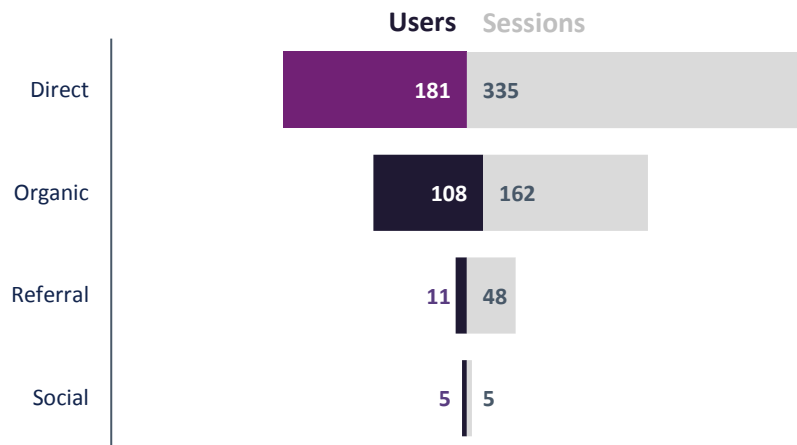
How Are Users Finding the Website?

It is important to note how people found the website, whether their route was:

- **Direct** – they knew they wanted to visit *Partners for Family Health* and typed it into the browser or clicked on the links from their bookmarked/favorites list,
- **Organic** – they searched a keyword in an unpaid search engine and selected *Partners for Family Health* from the results,
- **Referral** – they came to the website through a link from another site,
- **Paid** – they found the website because the *Partners for Healthy Babies* program paid for placement for certain search terms or placed an ad, or
- **Social** – they came to the website through a link on social media.

Direct Route

Direct Routes Brought Majority of Users to the Website (2017)



In 2017, direct routes were the number one way people found the website. This was followed by organic searches, which brought in 108 sessions. Referral routes rounded out the top three traffic sources, bringing in 11. The table below shows the top 10 non-direct traffic sources for PFH in 2017; non-direct traffic sources includes referral, organic, social, display, and other.

Traffic Route

Top 10 Non-Direct Traffic Sources (2017)

Source	Type	# of Sessions
1. Google	Organic	121
2. 1800251baby.org	Referral	39
3. Yahoo	Organic	34
4. Bing	Organic	7
5. m.facebook.com	Referral	3
6. Occchildcare-stage.icfcloud.com	Referral	2
7. 1800251baby.org.cmail19.com	Referral	1
8. Childcare-gov-staging-480534415.us-east-1.elb.amazonaws.com	Referral	1
9. Informationvine.com	Referral	1
10. l.facebook.com	Referral	1

Partners for Healthy Babies (1800251baby.org) was the one of the top two referral sources, followed by Facebook. The tables below lists 2017 traffic referrals.

Top 10 Traffic by Referral Sources* (2017)

Source	# of Sessions
1. 1800251baby.org	39
2. m.facebook.com	3
3. Occchildcare-stage.icfcloud.com	3
4. 1800251baby.org.cmail19.com	1
5. Childcare-gov-staging-480534415.us-east-1.elb.amazonaws.com	1
6. Informationvine.com	1
7. l.facebook.com	1
8. Search.genieo.com	1
9. Webmail.la.gov	1
10. Webmail.lpb.org	1

Partners for Healthy Babies (PHB)

The *Partners for Healthy Babies* website, PartnerforHealthyBabies.org, serves as a resource for both parents and health professionals. The website was created in 2004 under the URL of 1800251BABY.org, then revamped and rebranded under the URL PartnersforHealthyBabies.org in 2013.

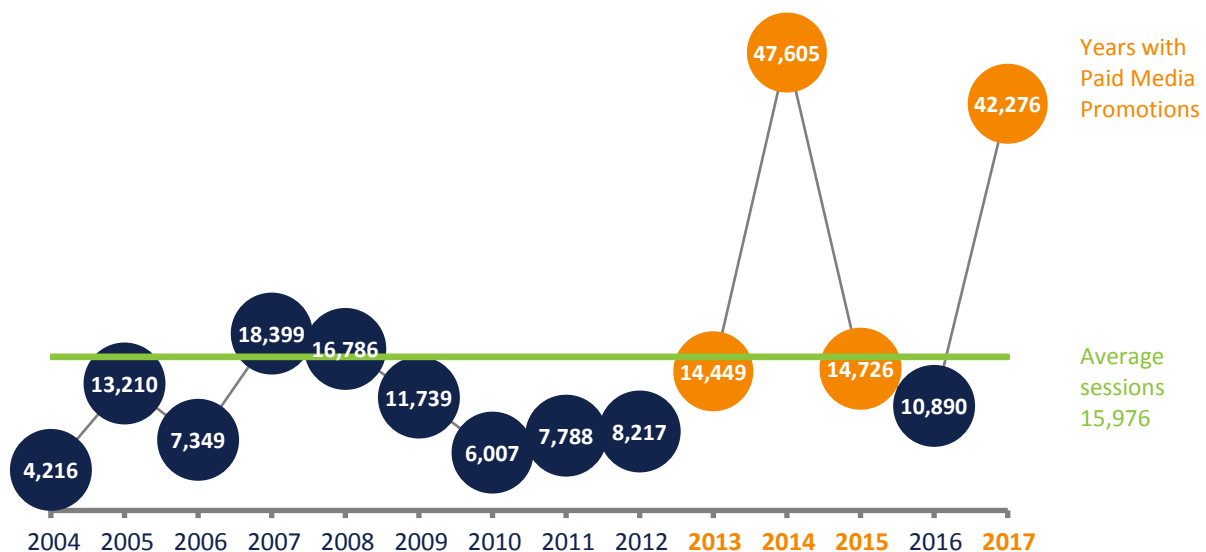
Once users arrive to the home page, they can choose to explore the parent portal or the provider portal.

- Parent Portal -provides useful information about pregnancy and parenting, and financial, social and health-related resources for expecting parents and caregivers.
- Provider Portal -includes information and resources for medical providers, community agencies, and other maternal and child health organizations. Key resources include maternal and child health data fact sheets and reports (available for download), links to programs and services for pregnant women and new moms, and news related to maternal and child health issues.

PHB Website Usage

Since 2004, there have been 223,657 sessions* on the *Partners for Healthy Babies* website. Paid media campaigns have been successful in increasing website usage. For instance, the two highest peaks in website usage occurred in 2014 – with 47,605 sessions and 2017 – with 42,276 sessions. In both years, paid media campaigns were created to increase traffic to the website. There was also a small media campaign in the summer of 2015 (June and July) which accounts for the smaller increase in website usage.

With a **Promotions Budget**, Website Usage **Increases** over **200%**



*Due to changes in website metrics nomenclature, data may vary slightly.

**Annual sessions for 2006 have been approximated due to missing data (Jan). Total # of sessions = SUM (Feb:Dec) + AVG (Feb:Dec).

In 2017, there were 42,276 sessions, an increase of 288% from 2016. The average number of sessions when there is no paid media promotions, remains relatively consistent over the years. Peaks of usage are most likely reflective of website promotion via various media channels.

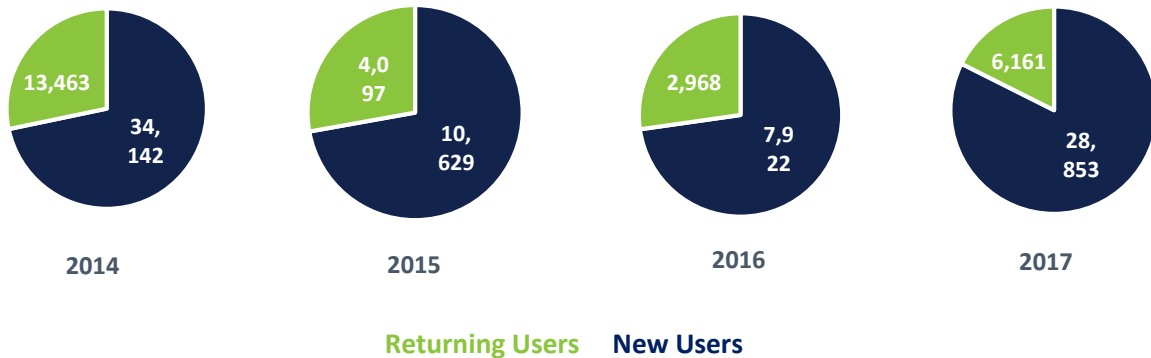
The table below shows the number of users to the website by month from 2006 to 2017. Users are the number of people who view the website. Sessions are periods of time during which a user is active on the website.

PHB WEBSITE USERS BY MONTH (2006 – 2017)

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
JAN	660	709	1041	1014	461	334	351	424	280	312	595	588
FEB	660	883	853	818	387	333	362	355	286	437	401	522
MAR	1396	876	946	1200	488	353	327	452	423	448	719	518
APR	682	524	992	1199	363	293	366	472	339	465	758	439
MAY	570	2723	1236	1075	291	271	426	414	14914	460	914	498
JUN	674	1546	1290	1061	319	2441	556	386	8972	1861	797	762
JUL	517	1695	1205	973	509	413	1690	620	487	3678	717	469
AUG	515	1078	1886	1016	476	911	1141	2840	4623	852	849	640
SEP	464	1283	1440	1099	370	360	409	5171	3451	760	893	745
OCT	1018	1512	1231	67	353	388	451	355	1504	762	752	676
NOV	409	1347	1090	711	328	334	367	234	393	660	553	9399
DEC	363	898	895	398	285	301	276	243	229	615	446	14997
TOTAL	7928	15074	14105	10631	4630	6732	6722	11966	35901	10711	8384	30253

Website Users – New vs. Returning

About **1** in **5** Users **Return** to the Site after First Visit (2014-2017)

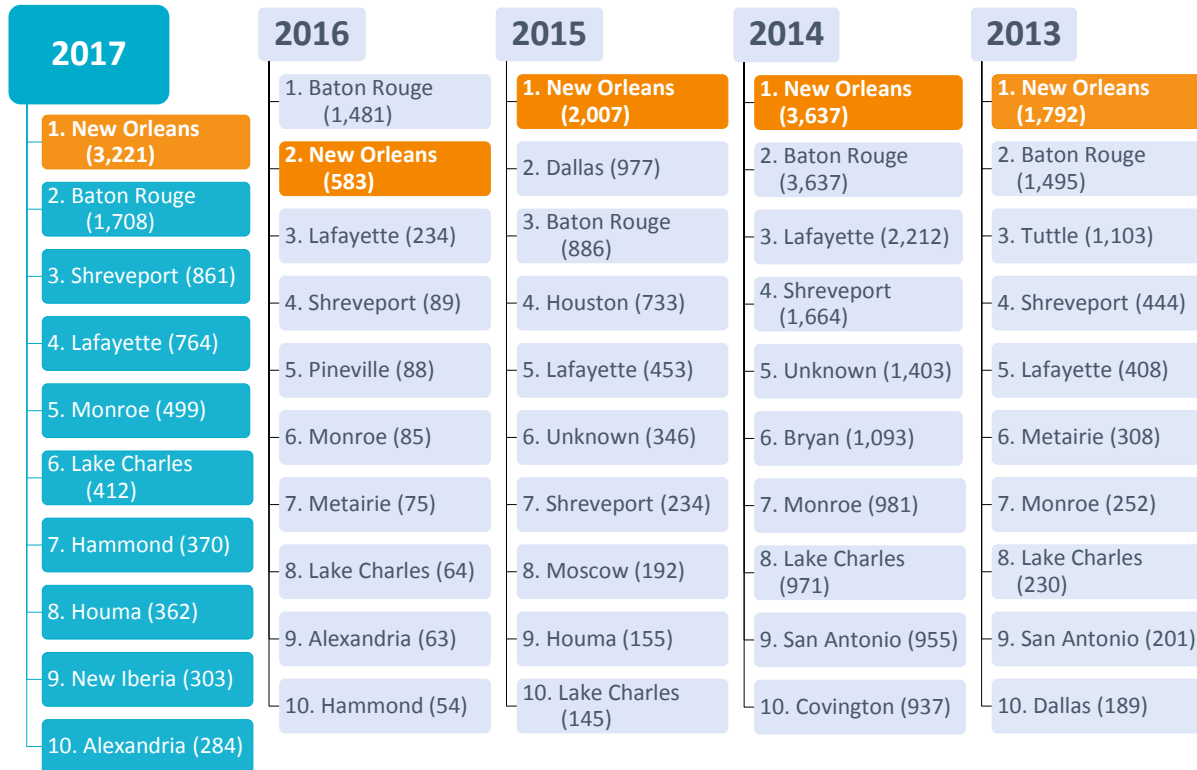


The charts above shows new and returning users to the website from 2014 through 2017. The charts shows that no matter the number of users, on average, about one in five users return to the site after initial visit.

Where are Users Viewing the Website?

This table below shows the top 10 cities by number of sessions for the site since 2013. From 2012 to 2017, the highest number of website sessions were in New Orleans or Baton Rouge. In 2017, New Orleans returned to having the largest number of website sessions with 3,221 sessions.

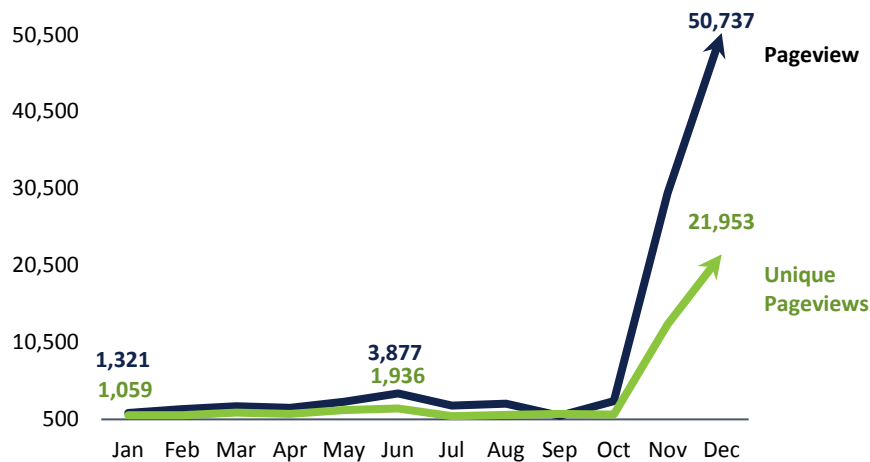
New Orleans Returns to Having the Highest Number of PHB Website Sessions



How Many Pages Are Users Viewing?

While on the website, people visit multiple pages, and each time a page is loaded within a browser, it is called a pageview. Sometimes users will view the same page more than once during a session, which is called a unique page view. Due to the paid media campaign that occurred in November and December, there was a spike in pageviews and unique pageviews. The chart on the next page shows how many pages users viewed by month.

Paid Promotional Campaigns in November and December Dramatically **Increase** the Amount of **Pageviews** and **Unique Pageviews** (2017)



Which Pages Were Most Popular?

Since the relaunch of the website in 2013, the content that receives the most pageviews is tracked. The word cloud below represents the top 10 pages viewed (not including the home page) by users to PartnersForHealthyBabies.org in 2017. Larger words represent more pageviews, and accordingly, the “Bureau of Family Health” page of the provider portal was found to be the most frequently viewed page other than the main home page. This was followed by the home page of the parent portal, then the “Social Services” page of the parent portal.



Majority of the top ten pages of 2017 are the same as in 2016. The biggest change in 2017 with regard to most-viewed content was the “Newsletter” page. This was the first year since 2014 that this page was included within the top ten most viewed pages.

A more detailed table showing rankings with exact pageview numbers can be found in Appendix B (Support Table 2B).

What Did Parents Look at Most?



Pageviews for content found in the parent and provider portals were tracked separately to learn which content was most popular among parents and providers, respectively. The word cloud above represents the top five most popular pages accessed through the parent portal. As expected from the top pages for the overall site, “Social Services” was the most popular page for parents. This page contains information regarding the home visiting program. This was followed by the “Pregnancy” page, then “Healthcare Resources”, which contains links to medical care.

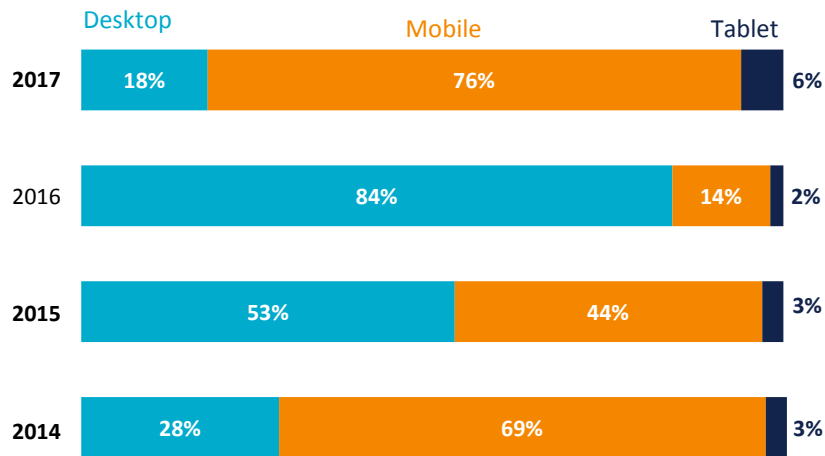
What Did Providers Look at Most?

The most popular page for providers was the “Bureau of Family Health” page with over 4,000 views. This page contains information about all of the Bureau of Family Health’s programs. After the “Bureau of Family Health” page, the “Data” page had the most views with over 2,000 views. The “Data” page includes fact sheets and reports available for download. The third most popular page was the “Social services” home page. The word cloud below shows the top five most-viewed pages.



How are Users Accessing the Website?

In 2017, Users Accessed the Website Primarily via **Mobile** Device



*Bolded years represent when paid media campaigns drove consumers to the site

In 2017, mobile devices were by far, the most frequently-used device. A media campaign ran at the end of 2017, driving consumers to the site, which may account for the increase in mobile and tablet devices. A trend that can also be seen in 2014 – when two paid media campaigns ran to increase website traffic. In 2015, there was a small media campaign that attributes to the increase in mobile devices users and in 2016, there was no paid media campaign. The graph on the previous page shows the shift in how users access the website from 2014 through 2017.

How Are Users Finding the Website?

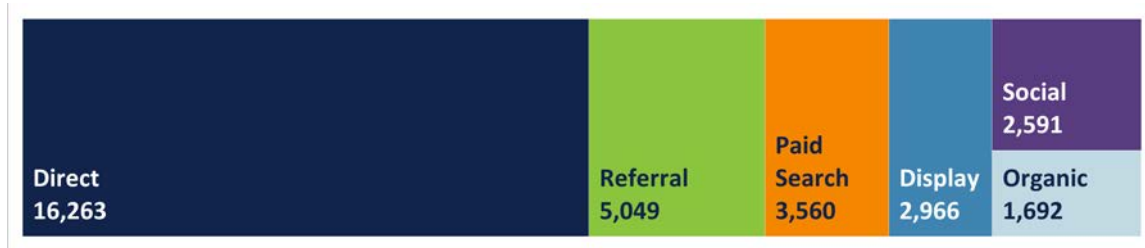
It is important to note how people found the website, whether their route was:

- **Direct** – they knew they wanted to visit *Partners for Healthy Babies* and typed it into the browser or clicked on the links from their bookmarked/favorites list,
- **Organic** – they searched a keyword in an unpaid search engine and selected *Partners for Healthy Babies* from the results,
- **Referral** – they came to the website through a link from another site,
- **Paid** – they found the website because the *Partners for Healthy Babies* program paid for placement for certain search terms or placed an ad, or
- **Social** – they came to the website through a link on social media.

Over the years, the methods in which users found the website has varied. In 2010, organic Google searches were the primary way people found the website, followed by direct routes. Starting in 2011, users were most likely to get to the website directly by typing in the URL or through a bookmark of the website. In 2013 and 2014, paid media campaigns became the highest source of traffic, bringing in 32,561 sessions combined.

Direct Route

Almost ½ of Users Visited the Website through **Direct Channels** (2017)



In 2017, direct routes were the number one way people found the website. This was followed by referral routes, which brought in 5,049 sessions. Paid search routes rounded out the top three traffic sources, bringing in 3,560 sessions. The table on the next page shows the top 10 non-direct traffic sources for PHB in 2017; non-direct traffic sources includes referral, organic, social, paid search, display, and other.

Non-Direct Route

Top 10 Non-Direct Traffic Sources (2017)

Source	Type	# of Sessions
1. Google/cpc	CPC	6,335
2. l.facebook.com/referral	Referral	1,713
3. Google/organic	Organic	1,313
4. dhh.louisiana.gov/referral	Referral	597
5. t.co/referral	Referral	458
6. new.dhh.louisiana.gov/referral	Referral	451
7. website-analytics.online/referral	Referral	346
8. m.facebook.com/referral	Referral	276
9. Bing/organic	Organic	194
10. dhh.la.gov/referral	Referral	154

The Louisiana Department of Health has consistently been one of top two referral sources, which can be seen in 2017. However, in 2016, rank-checker.com & site-auditor.online almost tied as the top referral source. The table below compares 2016 and 2017 traffic referrals.

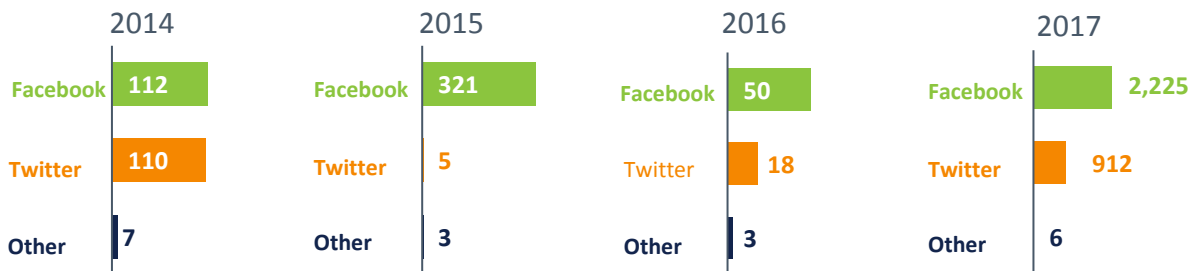
Top 10 Traffic by Referrals (2016-2017)

2017 Traffic Referrals		2016 Traffic Referrals	
Traffic	Sessions	Traffic	Sessions
1. l.facebook.com	1,173	1. rank-checker.online	1,452
2. dhh.louisiana.gov	627	2. site-auditor.online	1,424
3. t.co	458	3. dhh.louisiana.gov	889
4. new.dhh.louisiana.gov	451	4. new.dhh.louisiana.gov	748
5. website-analytics.online	346	5. monetizationking.net	689
6. m.facebook.com	276	6. website-analyzer.online	230
7. dhh.la.gov	159	7. brokenlinkcheck.com	110
8. louisianabelieves.com	109	8. website-analytics.online	102
9. ads-bidder-api-twitter.com	78	9. louisianabeleives.com	91
10. 1800251baby.com	56	10. joinvroom.org	87

Social Route

Social networks have been a rising source of referrals for the website, but there was a large drop in 2016. As with previous years, in 2017, the majority of social network referrals came from Facebook, with a much lower proportion of referrals coming from Twitter. *Partners for Healthy Babies* has used Facebook as a platform for hosting website ads on several occasions, which may account for its consistently high ranking as a source of social network referrals. The graph on the next page shows the social referrals from 2015-2017.

Of the Social Referrals, Facebook Consistently Refers More Users to PartnersForHealthyBabies.org



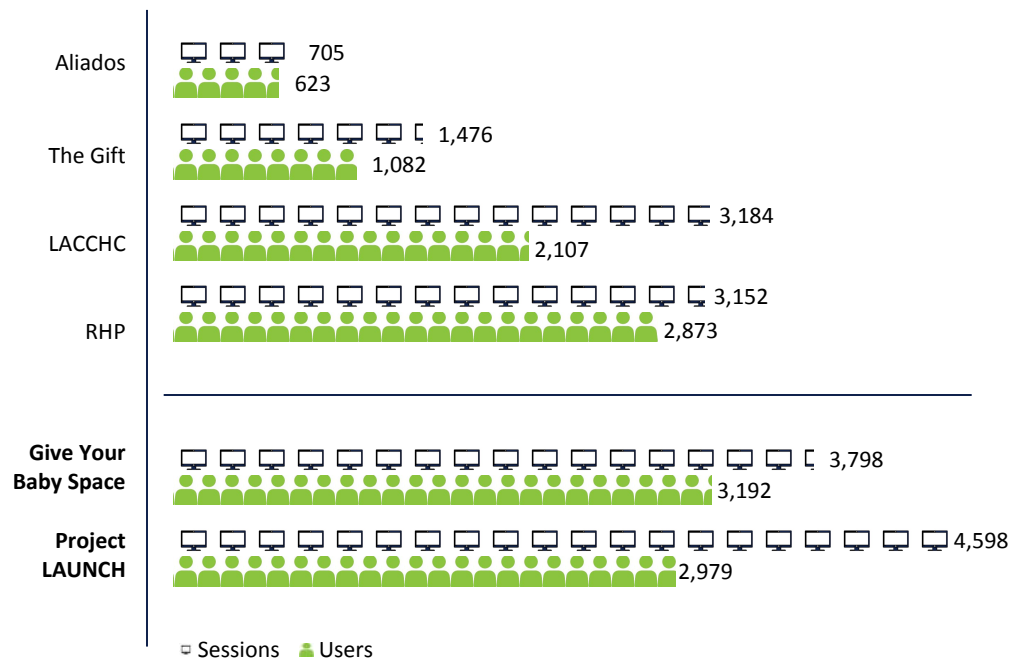
It is important to note that in July of 2014, the social media campaign supporting the *Partners for Healthy Babies* program, *Sammy the Stork*, was halted for administrative review and rebranding. By the end of 2014, social media was given the green light to start up again under the name and brand of *Partners for Healthy Babies* instead of *Sammy the Stork*. Social media posting resumed in March 2015.

Topic-Specific Websites

Beginning in October of 2012, BFH began launching topic-specific websites to cater to specific audiences and their needs. Our family of websites includes:

- GiveYourBabySpace.org focuses on safe sleep practices and includes resources for new parents in Louisiana.
- LACCHC.org (Louisiana Child Care Health Consultant Program) provides a platform for certified consultants to access password-protected content in addition to program and training information.
- AliadosParaBebesSanos.org is not just a simple translation of the parent portal of PHB to Spanish. It offers tips and resources specifically identified to help Spanish speakers in Louisiana.
- HealthyChoicesLA.org is a resource for teens and young adults in Louisiana to learn about their family planning options and other relevant reproductive health issues.
- TheGiftLA.org contains tools and resources for the evidence-based breastfeeding-focused quality improvement program for Louisiana birthing facilities, *The Gift*.
- LouisianaLAUNCH.org is a website for the pilot program Project LAUNCH. Project LAUNCH (Linking Actions for Unmet Needs in Children’s Health) is a national initiative that aims to increase healthy child development. The website provides guidance and resources on how to create an environment that promotes healthy child development.

BFH Topic-Specific Websites by # of Sessions and # of Users (2017)



*The numbers for the Gift site is estimated numbers, as there was a gap in data from July – December 2017

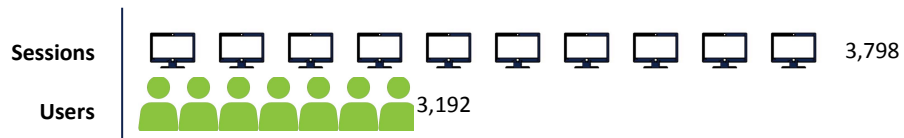
**Project LAUNCH numbers are from May – December 2017

***new/revamped websites are in bold

Give Your Baby Space Website

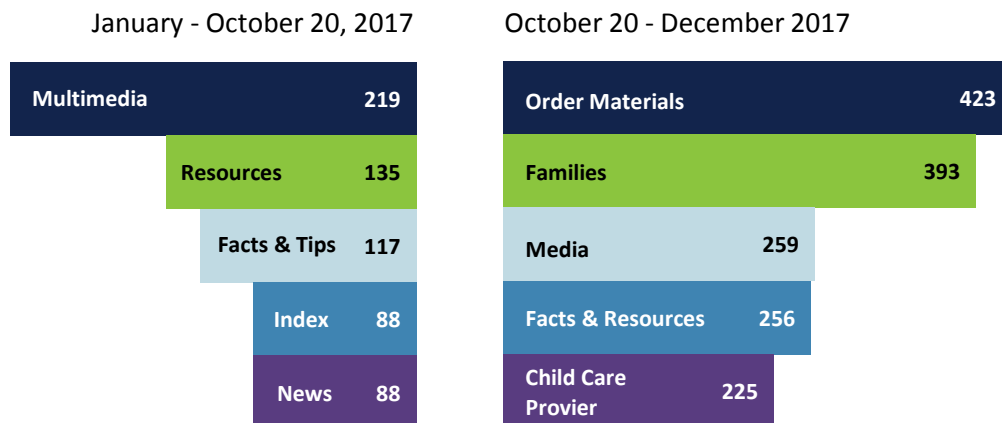
The Give Your Baby Space website focuses on safe sleep practices and includes resources for new parents in Louisiana. It has been active since October 2012 as was revamped in October 2017. The graph below shows the total number of users and sessions in 2017.

Sessions and Users of GiveYourBabySpace.org (2017)



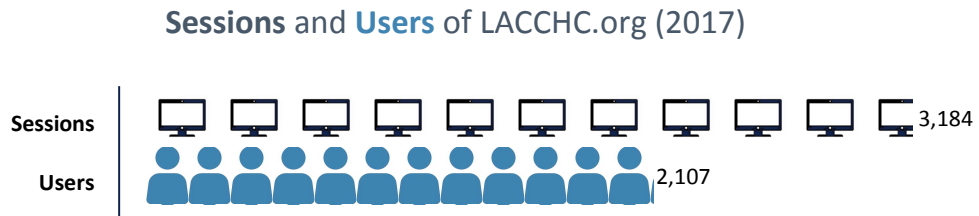
As a part of the revamp, GiveYourBabySpace.org was also restructured. As such, the graph below shows the top five pages before and after the restructuring. Within both versions of the site, the Media, Facts, and Resources themed pages are within the top five viewed pages.

Top 5 Give Your Baby Space Content Pageviews w/out Home Page



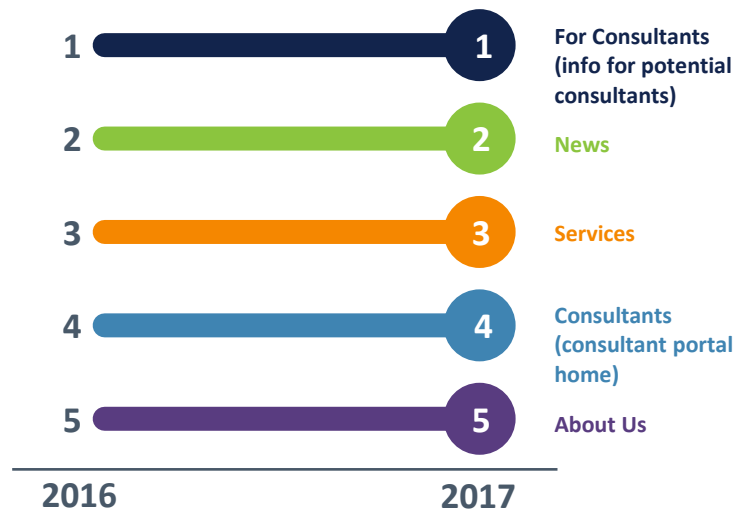
Louisiana Child Care Health Consultant Program Website

The LACCHC website launched halfway through 2013. It provides a platform for certified consultants to access password-protected content in addition to program and training information. The graph below shows the total number of users and sessions in 2017.



The graph below shows the top five most-viewed pages (excluding the home page) on LACCHC.org in 2017, as compared to 2016. The biggest change between the years is that the *Consultants Portal homepage* moved from the 4th most-viewed page to the most viewed page (excluding the homepage).

Top 5 LACCHC Content Pageviews w/out Home Page



Partners for Babies Spanish Website

The PHB Spanish website, AliadosParaBebesSanos.org, launched in 2014. The website is not just a simple translation of the parent portal of PHB to Spanish. It offers tips and resources specifically identified to help Spanish speakers in Louisiana. The graph below shows the total number of users and sessions in 2017.

Sessions and Users of AliadosParaBebesSanos.org (2017)



The graph below shows the top five most-viewed pages (excluding the home page) in 2017, as compared to 2016. The top two pages, Embarazo (Pregnancy) and Planificacion Familiar (Family Planning) have remained the same in ranking since inception, with the Padres Primerizos Y El Bebe (New Dads), Contacto (Contact us), Consejos Generales (General Tips), and Recursos Generales (General Resources) pages moving in rank throughout the years.

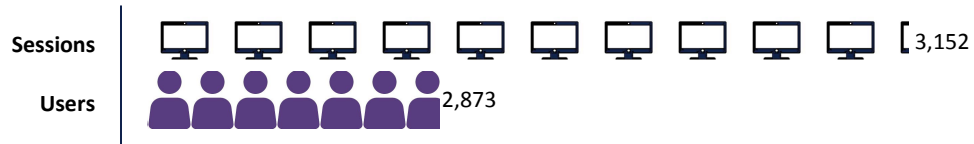
Top 5 PHB Spanish Language Content Pageviews w/out Home Page



Reproductive Health Program Website

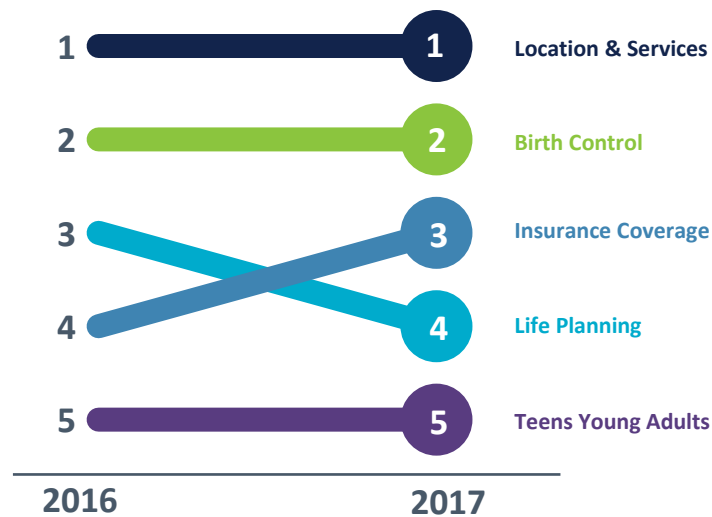
The Reproductive Health program website, HealthyChoicesLA.org, launched in 2015. It is not just a simple translation of the parent portal of PHB to Spanish. It offers tips and resources specifically identified to help Spanish speakers in Louisiana. The graph below shows the total number of users and sessions in 2017.

Sessions and Users of HealthyChoicesLA.org (2017)



The graph below shows the top five pages viewed (not including the home page) by users to HealthyChoicesLA.org in 2017, as compared to 2016. The top two pages have remained the same in ranking since inception. The Life Planning and Insurance pages switched rank between 2016 and 2017 and the Teens & Young Adults page remained the 5th most viewed page in 2017.

Top 5 Healthy Choices Content Pageviews w/out Home Page



The Gift Program Website

The Gift website launched in 2015. The website contains tools and resources for the evidence-based breastfeeding-focused quality improvement program for Louisiana birthing facilities, *The Gift*. The graph below shows the total number of users and sessions in 2017.



The graph below shows the top five pages viewed (not including the home page) by users to TheGiftLA.org in 2017, as compared to 2016. There were minor shifts in the ranking of pages. The “For Gift Designated Facilities (Facility Portal)” page and the “Tools and Resources” page flopped rank between most viewed page and 2nd viewed page with “Tools and Resources” becoming the most viewed page. The remaining pages maintained their ranking.

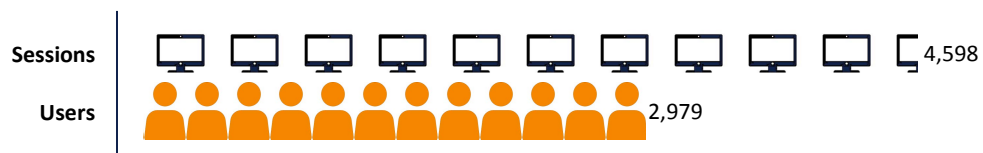
Top 5 *The Gift* Content Pageviews w/out Home Page



Project LAUNCH Website

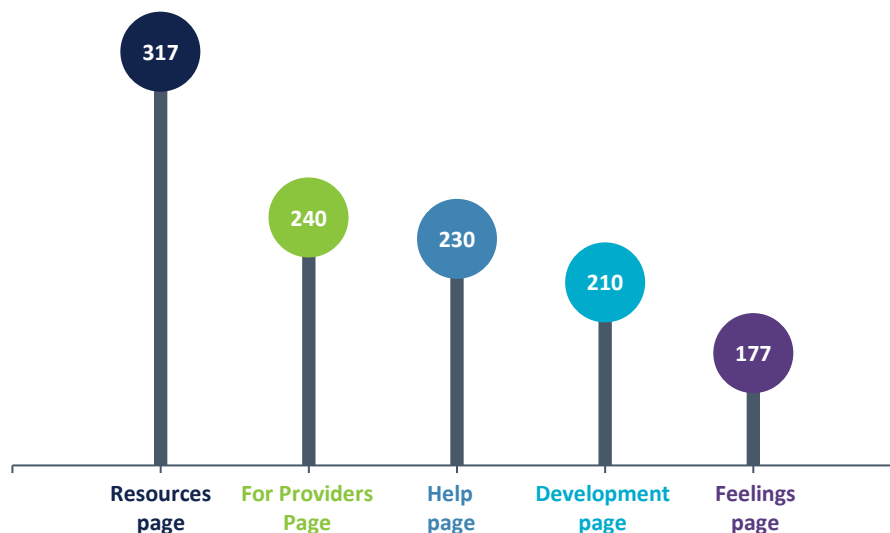
Project LAUNCH (Linking Actions to Unmet Needs in Children’s Health) website launched in 2017. The website describes the work of the pilot program, Project LAUNCH in the Acadiana area of Louisiana. Project LAUNCH is a national initiative that aims to increase healthy child development. The website provides guidance and resources on how to create an environment that promotes healthy child development. The graph below shows the total number of users and sessions in 2017. Please note that there was a paid multimedia outreach campaign for Project LAUNCH in 2017 – radio, billboards, and post cards.

Sessions and **Users** of LouisianaLAUNCH.org (2017)



The graph below shows the top five pages viewed (not including the home page) by users to LouisianaLAUNCH.org in 2017. The “Resources” page received the most views, followed by the “Providers” page, “Help” page, and the “Development” and “Feelings” pages.

Top 5 Project LAUNCH *Gift* Content Pageviews w/out Home Page



Social Media Report

Sammy the Stork was the social media persona for *Partners for Healthy Babies* from 2009 until July 2014. The campaign launched in 2009 as a part of a preconception health advertising campaign with a corresponding website: TheStorkReality.org. In July 2014, the social media strategy was placed under administrative review by the Louisiana Department of Health and posting was halted for the remainder of the year. In 2015, Sammy the Stork's Facebook and Twitter accounts were rebranded as *Partners for Healthy Babies* social media accounts. Under the new name and brand, *Partners for Healthy Babies* operated in 2015 without Sammy as a spokesperson, and posted as a helpful, expert program speaking directly to parents and providers. Active posting to social media resumed in March 2015.

Mid-2017 BFH realized that more of its resources and offerings were geared more so towards providers. This realization resulted in BFH changing its social media target audience from parents and providers to only providers. BFH also paid for a series of media campaigns to run on Facebook, Twitter, Pandora, and several radio stations across the state. As a result PHB social media impressions drastically increased.

Data highlights:

- 63 new Facebook fans or “likes”
- 16,623 average Facebook users
- 26 new Twitter followers
- 235 Twitter engagements (which includes making a reaction to, commenting, or sharing a post)

The data in this report lays out the reach of these tools to our target audiences (parents and families, and providers and partners, and women and men). The following pages encompasses data reports on social media.

2017 Social Media Presence

The tables below show the activity for the *Partners for Healthy Babies* Facebook page and Twitter account in 2017. During 2017, the Facebook page gained 63 new fans or “likes” and experienced 33 “unlikes.” Twitter gained 26 followers over the same time period, a decrease from 2016 (315).

FACEBOOK STATS													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
New Fans/ Likes	7	3	10	2	2	4	4	7	5	17	13	9	83
Unlikes	2	6	1	2	3	2	1	3	3	0	5	5	33
Impressions	3,677	3,435	1,654	1,978	3,176	2,991	2,263	1,895	1,892	2,492	267,362	514,196	807,011
Avg Daily Users	77	82	35	46	69	68	50	38	41	50	5,570	10,497	16,623
Male	12%	15%	13%	10%	11%	14%	14%	15%	11%	11%	37%	41%	-
Female	88%	85%	87%	90%	89%	86%	86%	85%	89%	89%	63%	59%	-
Posts Sent	27	25	27	24	30	31	25	34	27	28	29	28	335
Post Engagements	40	72	39	37	46	80	45	62	61	81	82	105	750
Video Performance	0	0	0	0	26	50	5	0	0	0	1,100	20,800	21,981

TWITTER STATS													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Tweets sent	26	23	27	25	27	26	26	30	29	28	26	26	319
New Follow	13	-10	1	7	1	8	-5	6	-3	6	-1	3	26
Males	47%	47%	47%	47%	47%	46%	46%	45%	44%	44%	45%	46%	-
Females	53%	53%	53%	53%	53%	54%	54%	55%	56%	56%	55%	54%	-
Engagements	12	9	11	11	5	24	19	22	23	27	48	24	235
Impressions	4,805	1,958	2,614	2,940	2,891	4,495	2,958	3,771	2,992	4,521	4,190	3,032	41,167
Link Clicks	3	0	2	0	2	4	2	4	1	6	5	0	29
Mentions	0	0	0	0	0	3	0	1	2	2	3	5	16
Retweets	1	0	2	5	1	5	2	6	8	5	15	11	61
Likes	3	2	3	5	2	7	10	5	12	8	14	8	79

Promotions

Over the years, the *Partners for Healthy Babies* website and helpline have been promoted in a variety of ways. In recent years, when budget is available, promotional efforts have focused on online advertising campaigns. From November 2017 through February 2018, BFH ran a series of static and animated online ads to promote the 1-800-251-BABY helpline and link people to the *Partners for Healthy Babies* website if they clicked through on the ads. The goal of this campaign, targeting Louisiana dads, moms, and families who will benefit from calling the helpline was to drive increased, qualified call volume to the *Partners for Healthy Babies* helpline.

The ads ran on Facebook, Twitter, and Google and included A/B testing to test the effectiveness of different messages and different demographic segmentation on ad clicks and impressions. Overall, the family focused digital ad placements drove more traffic to the website than the provider focused digital ad placements during month 1 (November 8-December 15, 2017). The breastfeeding support message was popular amongst the family audience on Facebook and Twitter. For Google display, the immunization message was popular when served to families in Louisiana. A sample of these ads can be seen below.

Ultimately, calls to the helpline did not increase, but there was a large spike in visits to the *Partners for Healthy Babies* website during the campaign.

Partners for Healthy Babies Sponsored

Call 1-800-251-BABY to get connected to breastfeeding help in Louisiana.

DEPARTMENT OF HEALTH
PARTNERS FOR HEALTHY BABIES

PartnersforHealthyBabies.org
Breastfeeding Support
Call 1-800-251-BABY

LEARN MORE

3 1 Share

Like Comment Share

Partners for Healthy Babies Sponsored

1-800-251-BABY can help you find support and resources for the patients you serve.

DEPARTMENT OF HEALTH
PARTNERS FOR HEALTHY BABIES

PartnersforHealthyBabies.org
Support for Health Heroes
24/7 Helpline

LEARN MORE

1 1 Comment 1 Share

Like Comment Share

Shots for Your Little One

Call 1-800-251-BABY to find out where to get shots for your children.

> Learn More

[Pregnancy Testing in LA - Call 1-800-251-BABY](#)

www.1800251baby.org

Call 1-800-251-BABY to get connected to locations that provide pregnancy tests.

One consistent promotional effort has been distribution of *Partners for Healthy Babies* business cards to pregnant women, parents, and families via providers and community partners (card pictured below).

(back)

(front)



Partners for Healthy Babies provides information and resources related to:

- Pregnancy Tests
- Prenatal Care
- Medicaid/Financial Assistance
- Smoking/Substance Use
- Nutrition/WIC
- Breastfeeding
- Sexually Transmitted Infections
- Immunizations
- Home Visiting

The call is free, confidential and lines are open 24/7.

A Project of the Louisiana Department of Health and Hospitals

In addition to paid promotions and materials development, Worldways Social Marketing, helped rebrand Louisiana WIC – creating a logo, style guide, and outreach toolkit. They also created a PFH design element and a style guide to guide the BFH staff in use of the *Partners for Family Health* in materials and presentations.

Additionally, in 2017, funds were allocated to improving Search Engine Optimization (SEO) for the new PartnersforFamilyHealth.org website. Improving SEO means greater awareness for the site when someone conducts a search that includes terms included in the site. There was also a suite of materials developed to promote *Partners for Family Health* and Louisiana WIC to providers and partners.

Next Steps for BFH Communications Efforts

As *Partners for Healthy Babies* (PHB) moves into its 25th year, the mission to reduce infant mortality by providing information and resources to women and their families remains the driving force behind this important initiative. 2016 was a year of strategic planning; establishing new priorities and specific areas of focus. Moving into 2018, BFH will continue executing the deliverables set forth in 2016 and build upon the deliverables created in 2017. The new WIC website should also launch in January 2018, along with a multimedia campaign to promote it.

Moving forward, there will be development of new media messages and exploration of new communication channels to ensure reach and connection with various target audience segments, including new parents and providers. Now that BFH's social media accounts are solely geared to providers, efforts are to increase to engage providers in that way.

To better meet the needs of parents, providers, and men and women with reproductive needs, plans are to:

- Revamp and relaunch the Reproductive Health Program website (HealthyChoicesLA.org)
- Enhance the safe sleep website (GiveYourBabySpace.org) with an interactive safe sleep quiz and video vignettes of Louisiana caregivers telling their own stories about safe sleep
- Add Live Chat to all of the Parent pages of PartnersForHealthyBabies.org
- Continue to grow BFH program's presence on the *Partners for Family Health* (PFH) site, ensuring all programs have a webpage; enhance the "About Us" and "Provider" pages; create a "Data Center" to house BFH's data products; and continue to promote services by developing collateral materials for PFH

Continuous quality improvement will remain a key focus for all the websites. All websites will be modified and enhanced based on user and stakeholder feedback. It will be essential to keep each website fresh, current and relevant in order to attract and retain users. As such, there are plans to rework the Spanish PHB site, AliadosParaBebesSanos.org, in order to maintain its freshness and inclusion within PFH.

The helpline, 1-800-251-BABY, the focus will continue to be to keep up with resources and quality assurance. Key strategies will include:

- Maintaining the quality of existing resources
- Searching for new perinatal-related resources
- Improving referral mechanisms to key programs and services
- Implementing a quality assurance system to ensure that callers are connected to the resources they need.

In 2018, *Partners for Healthy Babies* and now, *Partners for Family Health*, hope to continue as a trusted source of information and resources for providers, women and their families.

Last Updated: December 2018

Appendix A: Helpline

Support Table 1A: Top 5 Reasons for Helpline Calls (2013-2017)

	2013	2014	2015	2016	2017
1	WIC/Food Stamps				
2	Potential/Testing	Immunizations	Gen. Assistance	Maternity Goods	
3	Immunizations	General Assistance	Immunizations	Gen. Assistance	
4	Medicaid	Gen./Resource	Potential/Testing		
5	Gen. Assistance	Potential/Testing	Maternity Goods	Miscellaneous	Immunizations

Support Document 2A: Helpline Resource Email (Implemented in August 2016):

Hi there,

Thanks for calling the Partners for Healthy Babies Helpline! We hope we helped you find what you need. As promised, here are a few helpful resources:

Think you don't qualify for Medicaid? Might be time to think again!

Since July 1, 2016, more Louisiana adults (both men and women) qualify for full Medicaid health insurance coverage than ever before. This means that if you or anyone in your family didn't qualify for Medicaid before July 1, 2016, you may qualify now!

- Find out the new requirements for Louisiana Medicaid – including new, higher income limits – at healthy.la.gov.
- Apply for Medicaid at healthcare.gov.

Expert help from home visitors

If you are pregnant or a new mom, you and your family may be able to get expert support in your home from a nurse or trained parenting educator. Your personal expert can help you in so many ways, from having a healthy pregnancy, to coaching on child development, to helping you reach your life goals.

- Find out more about home visiting programs on our [website](#).
- Call **FIRST NAME LAST NAME at PHONE NUMBER** for more information and to sign up for the program.

Health and safety tips delivered straight to your phone

Text4baby is a free text messaging service that sends you 3 text messages a week to help you through your pregnancy and baby's first year. Text4baby messages are timed to your due date/child's birthday, and are developed by health experts. Did we mention it also has an appointment reminder feature?

- Find out more about Text4baby on their [website](#).
- Sign up for Text4baby by texting BABY to 511-411.

Healthy Eating Tips

Check out the attached brochure for tips on eating healthy as a family.

Find breastfeeding support at labreastfeedingsupport.org

Enter your zip code to find a list of breastfeeding resources near you, including community breastfeeding support/education groups, WIC clinics, and other helpful programs. New statewide and local resources are being added on a regular basis, so check back if you don't see what you need today!

Thanks again for calling! Let us know how we did with this 2 minute [online survey](#).

Support Table 3A: WIC Pamphlets, Abortion Alternatives calls, & Text4baby referrals by year (2013-2017)

	2013	2014	2015	2016*	2017*
WIC Eating Healthy Pamphlet (*includes pamphlets attached in email)	277	178	201	313	503
WIC Breastfeeding Pamphlet	277	178	201	88	503
Abortion Alternative Calls	8	7	10	7	11
Text4baby Referrals (includes pamphlets attached in email)	--	70	142	51	503

Support Table 4A: WIC Pamphlets, Abortion Alternatives calls, & Text4baby referrals by month (2017)

	Abortion Alternatives Calls	Follow-Up Email
JAN	0	56
FEB	0	39
MAR	2	51
APR	0	26
MAY	2	54
JUN	2	58
JUL	1	48
AUG	0	47
SEP	1	46
OCT	1	40
NOV	2	20
DEC	0	18
TOTAL	11	503

Appendix B: Website

Support Table 1B: Top 10 PHB Content Page Views w/out Home Page*

Page	2017	2016
Provider's Portal – Bureau of Family Health views: 4,179		2,635
Parent's Portal – Home views: 2,478		1,047
Parent's Portal – Social Service views: 2,478		1,163
Provider Portal – Data views: 2,253		885
Provider's Portal – Home views: 2,151		824
Parent's Portal – Healthcare Resources views: 916		537
Parent's Portal – Financial Resources views: 870		762
Provider's Portal – Social Services** views: 758		303
News** views: 565		198
Newsletter** views: 503		177

*1-10 Ranking (# of Views) Trend (rank rising ↑, falling ↓ or remaining the same ↔)

**Categories are new to the top 10 viewed pages

Support Table 2B: Top 10 PFH Content Page Views w/out Home Page*

Page	2017
Provider’s Portal – Partners for Healthy Babies views:	90
Data Center views:	85
Provider Portal – Homepage views:	79
Parent’s Portal – Homepage views:	67
About Us views:	59
Parent’s Portal – Family Support and Coaching Parishes and Contact Information views:	53
Provider’s Portal – Home Visiting program views:	53
Parent’s Portal – Partners for Healthy Babies Parent page views:	52
Women and Men Portal – Reproductive Health Program	51
Parent’s Portal – Family Support and Coaching views	41