

## **1. SMOKING CESSATION:**

This study assessed the attitudes of pregnant women attempting smoking cessation toward receiving behavioral advice and support messages via SMS. Personalization, personal relevance, and the salience of the messages were all identified as factors that increase the value of the text messages and reduce the risk of disengagement.

Naughton F, Jamison J, Sutton S. Attitudes towards SMS text message smoking cessation support: a qualitative study of pregnant smokers. *Health Educ Res.* 2013;28(5):911–22. doi:10.1093/her/cyt057.

## **2. WEIGHT LOSS**

In this study, overweight and obese adults received daily interactive and personally relevant text messages. Though receiving messages was not associated with weight loss, adherence to text message interaction was associated with better weight-related behaviors.

Shapiro JR, Koro T, Doran N, et al. Text4Diet: a randomized controlled study using text messaging for weight loss behaviors. *Prev Med (Baltim).* 2012;55(5):412–7. doi:10.1016/j.ypmed.2012.08.011.

## **3. PHYSICAL ACTIVITY**

In this study, researchers found that, among adolescents, affective text messages (messages about enjoyment) were more effective at increasing physical activity than instrumental text messages (messages about benefits).

Sirriyeh R, Lawton R, Ward J. Physical activity and adolescents: an exploratory randomized controlled trial investigating the influence of affective and instrumental text messages. *Br J Health Psychol.* 2010;15(Pt 4):825–40. doi:10.1348/135910710X486889.

**4. PRE-NATAL/CHILD HEALTH** Text4Baby is a national pre-natal text program. The organization partnered with the California Department of Health and Immunize Nevada to launch a pilot project focused on childhood immunization by promoting timely well-baby visits. Preliminary findings suggest a positive relationship between appointment reminders and well-baby visit attendance as well as higher rates of hepatitis B vaccination in the states participating in the program.

Nevada I. Text4baby Childhood Immunization Pilot Module : Preliminary Findings. 2013;(March):1–2.

## **5. PATIENT MEDICATION ADHERENCE**

In this study, a retrospective cohort analysis was performed to determine whether patients enrolled in a text message medication reminder program were more or less likely to stick with medicine regimes than people who did not receive text message reminders. The study found a significantly higher medication compliance among text

message reminder recipients. The program was measured in terms of reach, efficacy, adoption, implementation and maintenance, and was found to be successful in terms of all metrics. , though at the time of publication, the question of “efficiency” was being further analyzed.

Foreman KF, Stockl KM, Le LB, et al. Impact of a text messaging pilot program on patient medication adherence. *Clin Ther.* 2012;34(5):1084–91. doi:10.1016/j.clinthera.2012.04.007.

In this study, researchers in Kenya found that a text message service was not only cost-effective and linked with an increase in antiretroviral treatment adherence, it also helped patients feel a personal connection to program providers -- a reminder that “someone cares.”

Lester RT, Ritvo P, Mills EJ, et al. Effects of a mobile phone short message service on antiretroviral treatment adherence in Kenya (WeITel Kenya1): a randomised trial. *Lancet.* 2010;376(9755):1838–45. doi:10.1016/S0140-6736(10)61997-6.

## **6. SEXUAL HEALTH**

To determine if text messaging is an appropriate and feasible vehicle for sexual health promotion, researchers recruited adolescents at a music festival to participate in a four-month long program followed by a survey. The researchers concluded that the adolescents found the texts entertaining, informative, and that they shared the messages with their friends.

Gold J, Lim MSC, Hocking JS, Keogh L a, Spelman T, Hellard ME. Determining the impact of text messaging for sexual health promotion to young people. *Sex Transm Dis.* 2011;38(4):247–52. doi:10.1097/OLQ.0b013e3181f68d7b.

Internet Sexuality Information Services, Inc. and the San Francisco Department of Public Health developed SEXINFO, an interactive service that provides basic facts about sexual health and relationships. Thousands of people signed up and engaged with the program in the first 25 weeks of operation. Evaluators concluded that texting is a feasible solution for communicating with at-risk youth. Preliminary analysis also shows a positive relationship with demographic and geographic risk factors for STIs and campaign awareness.

Levine D, McCright J, Dobkin L, Woodruff AJ, Klausner JD. SEXINFO: a sexual health text messaging service for San Francisco youth. *Am J Public Health.* 2008;98(3):393–5. doi:10.2105/AJPH.2007.110767.

## **7. DIABETES COMPLIANCE**

In this pilot study, English and Spanish-speaking patients with diabetes were sent text

messages reminding them of appointments and asking for fasting blood sugar levels. Most participants in the pilot study responded to most of the messages, indicating that a program like this can help increase engagement between patients and providers.

Fischer HH, Moore SL, Ginosar D, et al. Care by cell phone: text messaging for chronic disease management. *Am J Manag Care*. 2012;18(2):e42–7. Available at: <http://www.ncbi.nlm.nih.gov/pubmed/22435883>.

A text message-based support network was created for insulin-dependent patients. The network was designed to provide support for patients in between visits and help adherence to a strict insulin regimen.

Franklin V, Waller A, Pagliari C, Greene S. “Sweet Talk”: text messaging support for intensive insulin therapy for young people with diabetes. *Diabetes Technol Ther*. 2003;5(6):991–6. doi:10.1089/152091503322641042.