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.


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.


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).


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.


5. PATIENT MEDICATION ADHHERENCE
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.


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.”


**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.


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.


**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.


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.