

# Parents don't always know the answers. Text4Kids can help.



## Program Overview

Digital support service for parents with kids aged 1-18:

- Well visit exam reminders
- Vaccination reminders
- Information on developmental milestones
- Parenting tips & health education tailored to each child's age
- Content developed with the American Academy of Pediatrics

## It is important for children to receive preventive care.

Well visits are used to check the child's progress against milestones and provide routine immunizations. The American Academy of Pediatrics (AAP) has a recommended vaccination schedule for those 18 years and younger.<sup>1</sup>

## During well visits kids get:<sup>2</sup>

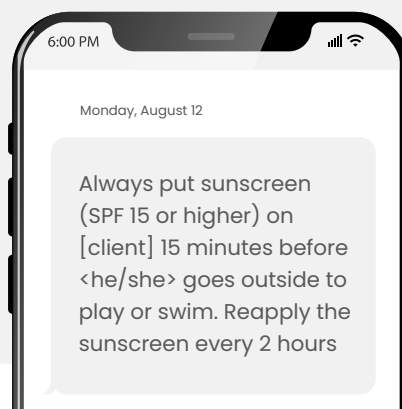
- Behavioral assessments
- Developmental screenings
- Immunizations
- Vision screening

When parents don't take children and adolescents in for regular visits they risk:

- Not completing recommended vaccines;
- Forgoing crucial discussions that could have health, safety and even life and death implications;
- Glossing over weight or growth related-issues;
- Possibly missing early warning signs of physical or mental health issues, such as depression, abnormal cholesterol levels or high blood pressure that could affect cardiovascular health in decades to come.<sup>3</sup>

## Sample messages

Messages can be customized to promote the programs you already have in place and drive to your website





When parents receive Text4Kids messages:

**18–20%**

Children and teens are 18–20% more likely to attend well visit

( $p < .05$ ,  $n = 2600$ )

**2x**

Their children are 2 times more likely to receive a flu shot

( $p < .05$ )

**44%**

Children age 2–18 were 44% more likely to have a dental visit

( $p = .008$ ,  $N = 272$ )



Visit [www.virginpulse.com](http://www.virginpulse.com) or email [letstalk@virginpulse.com](mailto:letstalk@virginpulse.com)



**TCPA compliance**

All messages are TCPA compliant to include Stop/help messaging in all messages that are not a "response" message. (second message based on a user's response.)

**Sources:** 1. Mount Sinai: Why Does My Child Need So Many Check-Ups?, <https://health.mountsinai.org/blog/why-does-my-child-need-so-many-check-ups> 2. Learn the importance of preventive health | HealthCare.gov accessed 9.4.22 3. U.S. News & World Report, [Why Older Kids Need Well-Child Checkups, Too](https://www.usnews.com/stories/articles/2019/08/27/why-older-kids-need-well-child-checkups-too) ([usnews.com](https://www.usnews.com))