

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



Linda Aldoory, Ph.D., Associate Professor,
Department of Communication
LALDOORY@UMD.EDU



+ 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

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



Advantages

- 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

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



Research Support

- 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