



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

2016 Partners for Healthy Babies Annual Report

Website, Social Media and Helpline Data (1994-2016)

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Executive Summary

Program Information

The Louisiana Department of Health, Office of Public Health's Bureau of Family Health and the Women, Infants, and Children (WIC) program started *Partners for Healthy Babies* (PHB) in 1993 to help reduce infant mortality in Louisiana. The campaign provides information and resources to women and their families via a toll-free helpline, 1-800-251-BABY (2229), a website PartnersforHealthyBabies.org, and a public-facing social media campaign on Facebook and Twitter.

Annual Report Objectives

The 2016 annual *Partners for Healthy Babies* data report is a compilation of trends, quality indicators, and usage data for the helpline, website, and social media. It helps identify changes over time in how target audiences interact with various channels of the *Partners for Healthy Babies* project, and helps guide the future directions of the campaign.

Data Highlights: Helpline

- Helpline calls have been on a downward trend since 2013, and fell below the five-year average in 2016 with 3,167 total calls.
- WIC and food stamps remain the most frequent reasons for calling the helpline, followed by questions regarding immunizations.
- The helpline made 51 referrals to Text4baby, 137 referrals to the Nurse Family Partnership program, and 14 referrals to the Parents as Teacher program.
 - In August, verbal referrals to these services were replaced with a follow-up email that includes priority resources (i.e. WIC, BFH programs). 225 emails were sent in 2016.

Data Highlights: Website

- Website usage was down from 2015, with 10,890 website sessions occurring in 2016. This is most likely a result of not running an active promotional campaign for the website in 2016. Instead, PHB funds were used to begin developing a targeted social marketing campaign that will launch in 2018.
- The website saw fewer overall users in 2016, but the rate of returning and new users was comparable to 2012 and 2013 (years without promotional campaigns).
- The Gift mini-website was the most visited of the 5 mini-websites, with 4,303 users and 5,416 sessions in 2016.

Future Plans

Two overarching priorities for Partners for Healthy Babies are (1) to continue to promote the websites, helpline, and social media and (2) to implement continuous quality improvement for these services. Plans include exploring new media and finding innovative ways to engage target audiences, including the possibility of a live chat option on PartnersforHealthyBabies.org, which would be maintained by Helpline staff. The websites GiveYourBabySpace.org and the Reproductive Health Program website (HealthyChoicesLA.org), will be revamped and two new websites will launch in 2017.

Acknowledgements

Special thanks to the following for their collaborative work on the *Partners for Healthy Babies* program:

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American Pregnancy Association

Worldways Social Marketing

MEE Productions Inc.

PARTNERS FOR HEALTHY BABIES

Connecting moms and babies to resources

Partners for Healthy Babies is a project of the Louisiana Department of Health – Office of Public Health – Bureau of Family Health (BFH)

HELPFUL BFH WEBSITES

AliadosParaBebesSanos.org

Our Spanish-language Partners for Healthy Babies website with resources and tips for Spanish speaking families.

HealthyChoicesLA.org

Our Reproductive Health Program's website with information on family planning and reproductive health.

GiveYourBabySpace.org

Our SIDS and Safe Sleep website with tools, links and resources for providers and families on SIDS prevention.

TheGiftLA.org

Our website for Louisiana hospitals and birthing facilities to help them support breastfeeding mothers and receive the BFH's Gift designation.

LACCHC.org

Our Louisiana Child Care Health Consultant website with news, training opportunities, and tools for CCHCs and child care centers in Louisiana.

rev. June 2017

PARTNERSFORHEALTHYBABIES.ORG



FOR PROVIDERS

- **DATA** - Louisiana Maternal and Child Health data, fact sheets, and reports
- **RESOURCES** - links and information to give to your patients on health, social service, and financial resources
- **NEWS** - current MCH news, issues, and relevant information
- **PROGRAMS** - information and links to programs for pregnant women and new parents

FOR PARENTS

- **INFORMATION** - find out more about pregnancy and parenting related issues
- **RESOURCES** - links to healthcare, social service, and financial resources in Louisiana, such as:
 - Medicaid
 - WIC clinics
 - text4baby
 - Home Visiting programs
 - Pregnancy Testing
 - and more...

1-800-251-BABY (2229) HELPLINE



Our trained helpline staff links moms to be, new parents, and others to resources for family planning, pregnancy, and family health. The helpline is confidential and available 24 hours a day, every day of the year.

- Call 1-800-251-BABY (2229)

BFH E-NEWSLETTER



Sign up for our bi-monthly e-newsletter to stay up to date on the latest news regarding the programs and campaigns promoted through the Bureau of Family Health and like-minded organizations.

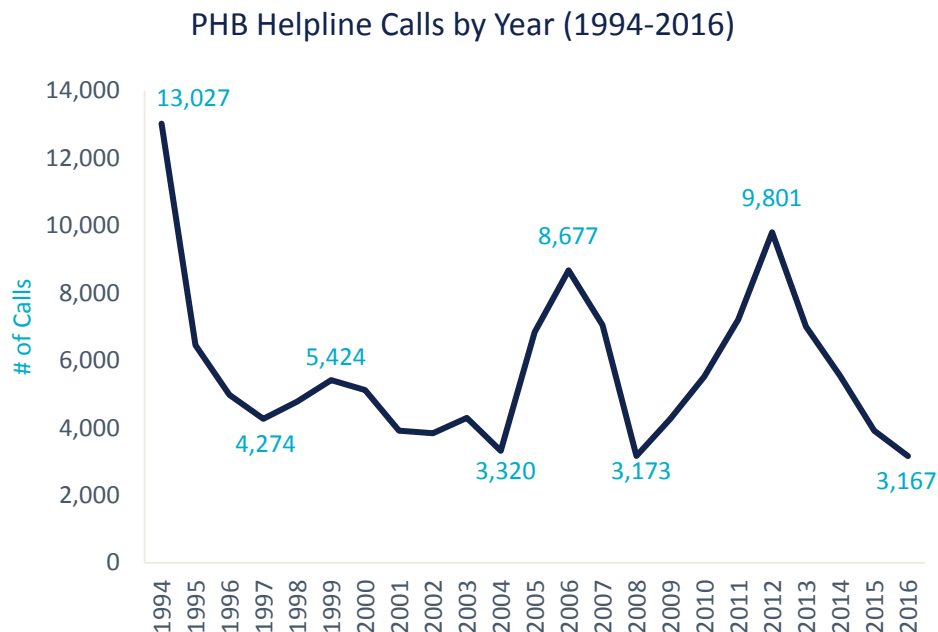


Helpline Report

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?

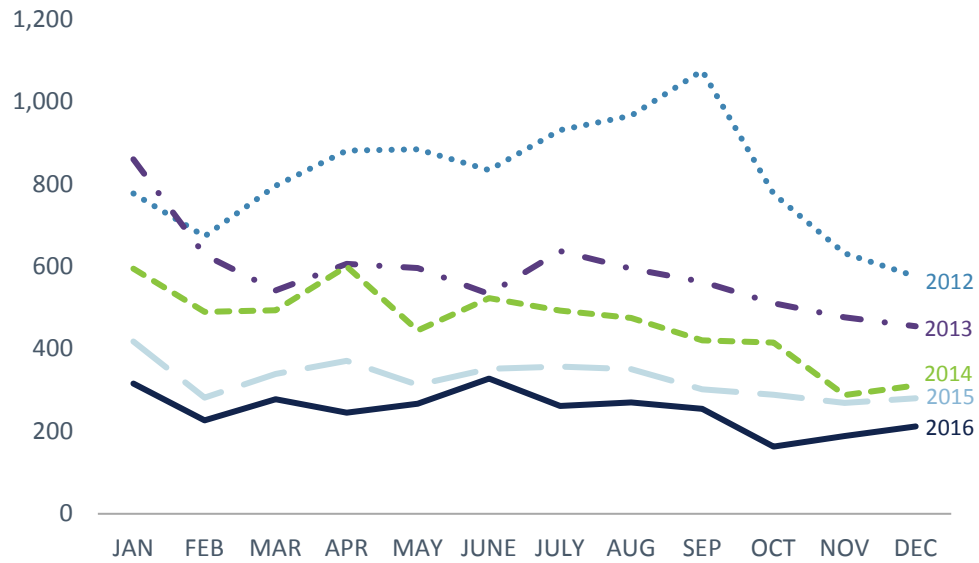
Since 1993, the Partners for Healthy Babies helpline has received 131,655 calls (an average of 5,977 calls per year). In 2016, 3,167 people called the helpline, which was down 756 calls from 2015, and below the 5-year average of 5,888 calls per year.



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 over the past two years. In addition, there were no media promotions for the helpline or website in 2016, which likely also contributed to the decrease in calls. Furthermore, 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 on the next page. From 2012-2013, calls also rose in late-summer/early-fall, but this trend has not been observed over the most recent three years.

PHB Helpline Calls by Month 2012-2016

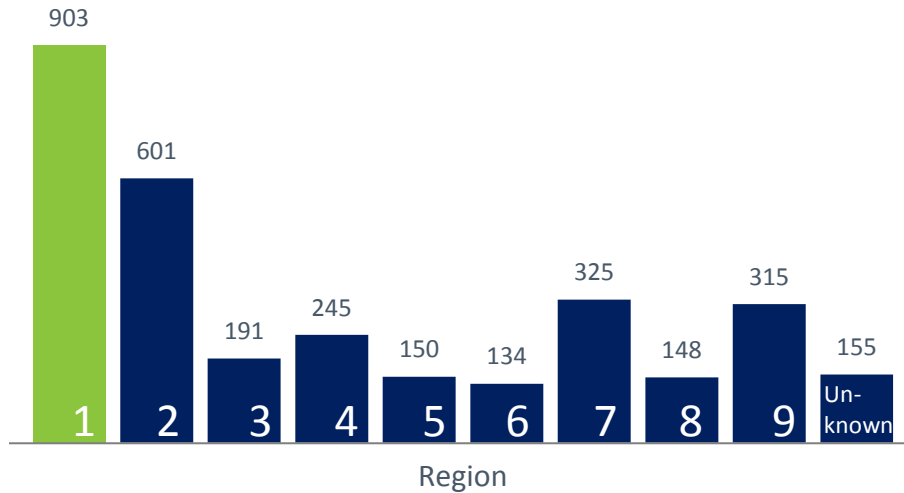


PHB HELPLINE CALLS BY MONTH & YEAR SINCE INCEPTION

	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
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	131,655

Where are Helpline Callers Located?

Region 1 Continues to Lead in Number of PHB Helpline Calls (2016)



In 2016, most calls to the helpline came from Regions 1 (28%) and 2 (19%), which has been consistent throughout the helpline's existence. This year, the lowest percentage of calls came from Regions 6 (4%), 5, and 8 (approximately 5% each), which is also consistent with past trends.

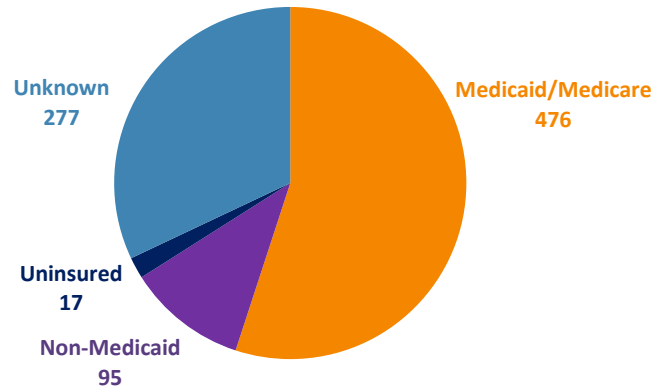


Administrative Regions

- 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?

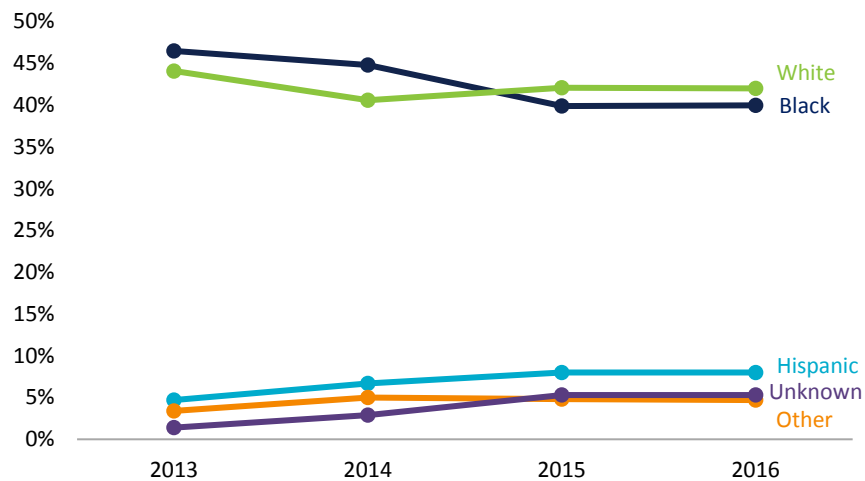
The Majority of PHB Callers are **Medicaid/Medicare Insured** (Sept. - Dec. 2016)



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. 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



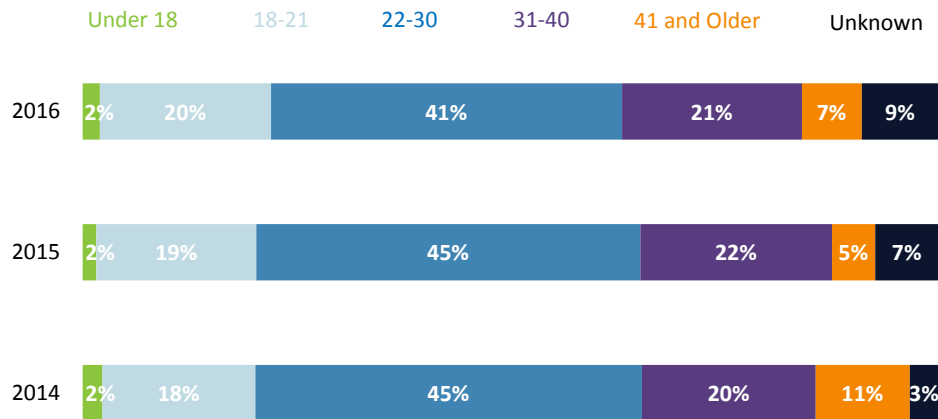
This trend began to shift in 2008 when the percent of Black callers began to decrease and White and Hispanic callers began to increase. As seen in the graph above, this trend culminated in 2015's slightly higher proportion of White callers over Black callers, at 42% and 40%, respectively - a trend that has continued in 2016.

This past year, as well as in 2015, 8% of callers were Hispanic- a group of callers that began to grow in 2009. The percent of callers from other races and ethnicities have also increased over the past 3 years,

and has stayed consistent for the last 2 years. 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 felt 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 2016, as with all previous years on record, the majority of callers were between the ages of 22 and 30 (41%). The second highest percentage of callers were aged 31-40, at 21%, followed by callers aged 18-21 at 20%. Only 2% of callers were under the age of 18, which has remained consistent over the past four years. A slightly higher percentage of callers whose age is unknown is notable – “Unknown” is up to 7% in 2015 and 9% in 2016, an increase from the 3% in 2014.

What is the Gender Breakdown of Helpline Callers?

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

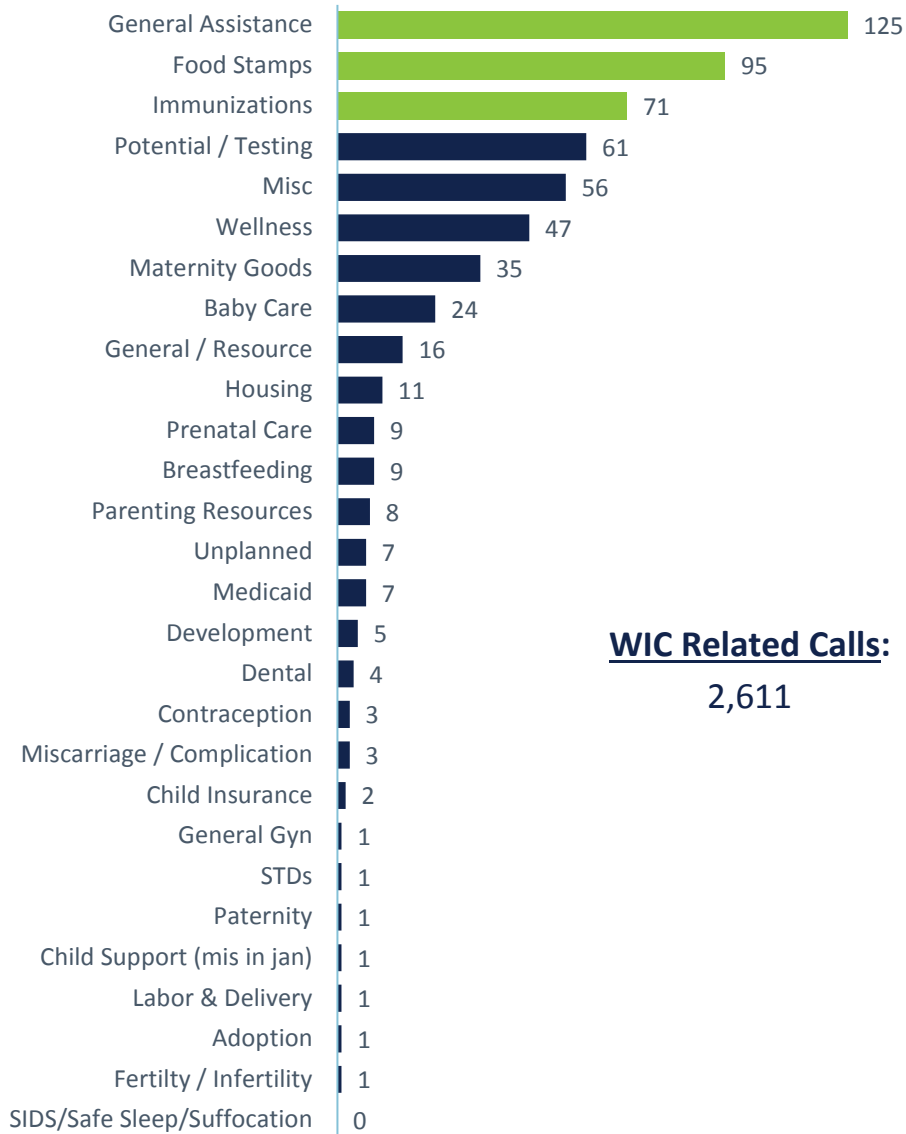


As has been the case since the helpline was established, over 90% of helpline callers are female, with 94% female callers in 2016 and 2015, 91% female callers in 2014, and 93% female callers in 2013.

Why Do People Call the Helpline?

The *Partners for Healthy Babies* helpline links people to a variety of information, assistance, agencies and programs to support their inquiries. There were 3,167 callers and 3,214 unique requests, meaning some callers had multiple queries.

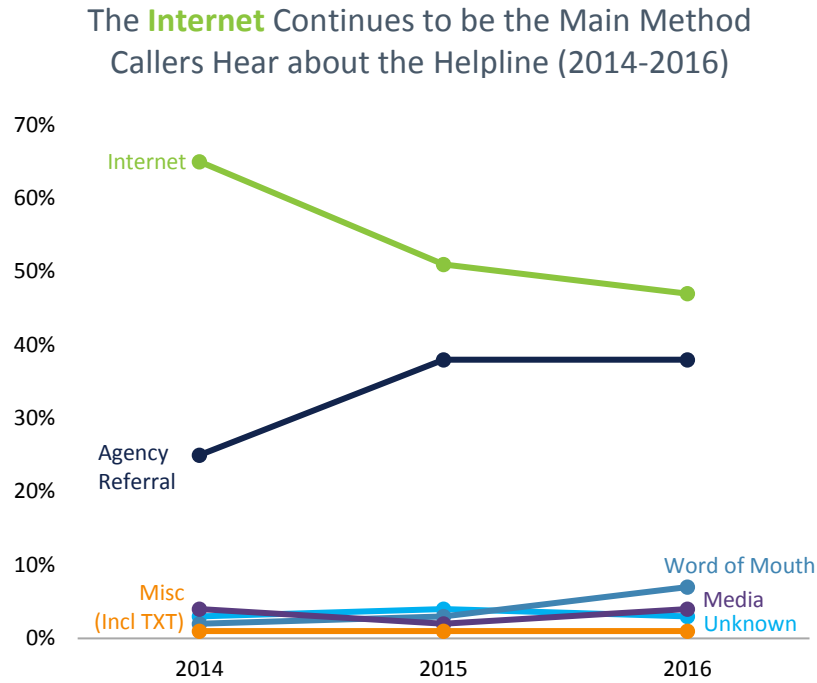
Aside from WIC, **General Assistance, Food Stamps, & Immunizations** Continue to be the Top 3 Reasons for Helpline Calls (2016)



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 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. In 2016, miscellaneous calls entered the top 5 reasons for calling the helpline. A call is labeled “miscellaneous” if the question asked has nothing

to do with the services Partners for Healthy Babies provides. A table showing the top 5 reasons for helpline calls from 2011-2016 can be found in Appendix A (Support Table 1).

How Did Callers Say They Heard About the Helpline?



The graph above shows a breakdown of referral channels over the past three 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 (46.5% in 2016). 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 38% coming via this channel. The other top channels for referrals are word of mouth (7%) and media (print materials, TV, billboards) (4%).

In 2014, the national Text4baby program began directing 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.

How Did Many Callers Receive Additional Referrals from the Helpline?

(Support Materials in Appendix A)

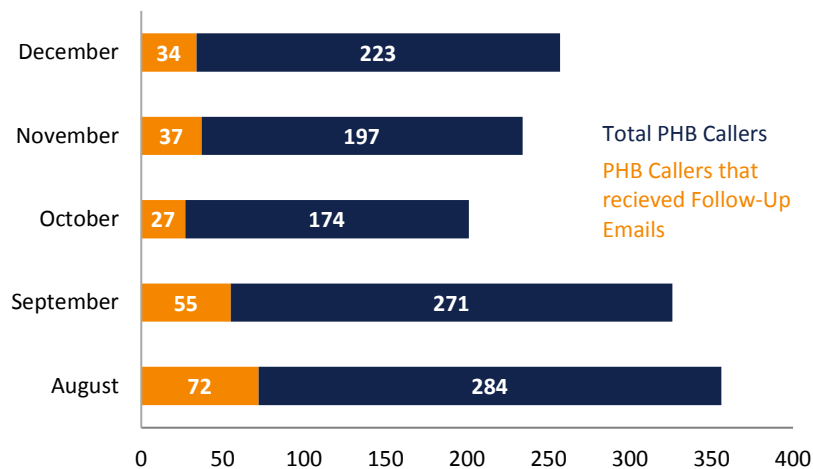
As a standard practice, the helpline has always offered additional referrals to callers after they receive a referral for their initial request. These additional resources were offered at the end of a call and included links to home visiting services, brochures from WIC on nutrition and breastfeeding, 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 1,149 people who called the helpline from August through December 2016, **225** opted to receive a **follow-up email**



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 program 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.

Referrals to Home-Visiting Program

Historically, the helpline has been a venue to refer first-time pregnant women into one of the home-visiting program models: Nurse-Family Partnership (NFP) and Parents as Teachers (PAT). Until mid-2012, there was a mechanism in place to proactively refer women meeting NFP's criteria into the service. Unfortunately, this had to be placed on hold to reevaluate privacy rules and find the most secure means to make this type of referral.

At this time, the helpline makes only "passive" referrals to the home-visiting program – currently referring women to Nurse-Family Partnership and Parents as Teachers. A referral is passive when helpline staff provide callers with information to programs solely. In the past, the helpline obtained information about the caller and made an active referral by passing that information directly to a nurse in the caller's region. At this time, passive referrals are provided through the resource email and over the phone when the home visiting is the reason for the call or if helpline staff determine the caller may be interested in and eligible for one of the home visiting models. 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.

The total number of referrals the helpline has made to Nurse-Family partnership has declined since proactive referrals ceased. In 2016, the helpline made 137 passive referrals to NFP, down from 251 in 2015. NFP referrals by resource email are not included in this total. For exact numbers of active and passive referrals since 2012, please see Support Table 2 in Appendix A.

In 2016, 14 passive referrals were made to PAT. The helpline began telling callers about Parents as Teachers (PAT), if they were eligible for the services and interested in learning about it. In October 2015, the helpline began asking Louisiana callers which parish they lived in (in addition to their city). This allowed helpline staff to easily identify callers who might be eligible for PAT, as well as quickly disqualify callers from parishes without PAT. For exact numbers of referrals by year, please see Support Table 3 in Appendix A.

Referrals to Other Information and Services

The Helpline distributes informational pamphlets for WIC. Beginning in August 2016, the Healthy Eating brochure became the only WIC pamphlet sent out – it is attached to every resource email. In 2016, 401 WIC pamphlets were distributed - this number includes the pamphlets that were sent out via resources emails.

In 2014, the helpline also began telling callers about Text4baby. In 2016, 51 referrals were made to Text4baby.

The same call center is used to maintain the separate Abortion Alternatives line for Louisiana. The call center received seven Abortion Alternatives calls in 2016. Abortion Alternative calls have remained infrequent over the past three years, with eight calls in 2013, seven in 2014, and ten in 2015.

A table showing WIC Pamphlets, Abortion Alternatives calls, and Text4baby referrals by month for 2016 can be found in Appendix A (Support Table 4). Referrals made via the resource email are not included in these totals.

A table showing WIC Pamphlets, Abortion Alternatives calls, and Text4baby referrals by year from 2013-2016 can be found in Appendix A (Support Table 5).

Website Report

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 at the current home page, they can choose to explore the parent portal or the provider portal. The parent portal provides useful information about pregnancy and parenting, and financial, social and health-related resources for expecting parents and caregivers.

The 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.

When a media and promotions budget is available, the 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 will be most effective. The strategy will be implemented over the next two years. 2016 was dedicated to maintaining existing web content and users, as opposed to running paid campaigns to increase web traffic. As expected, website usage was down from 2014, when the website received paid promotion.

Additionally, funds used to revamp GiveYourBabySpace.org and to create PartnersforFamilyHealth.org, a website that will help all users navigate the Bureau of Family Health's online content and find the resources they need. This site will launch in 2017.

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.

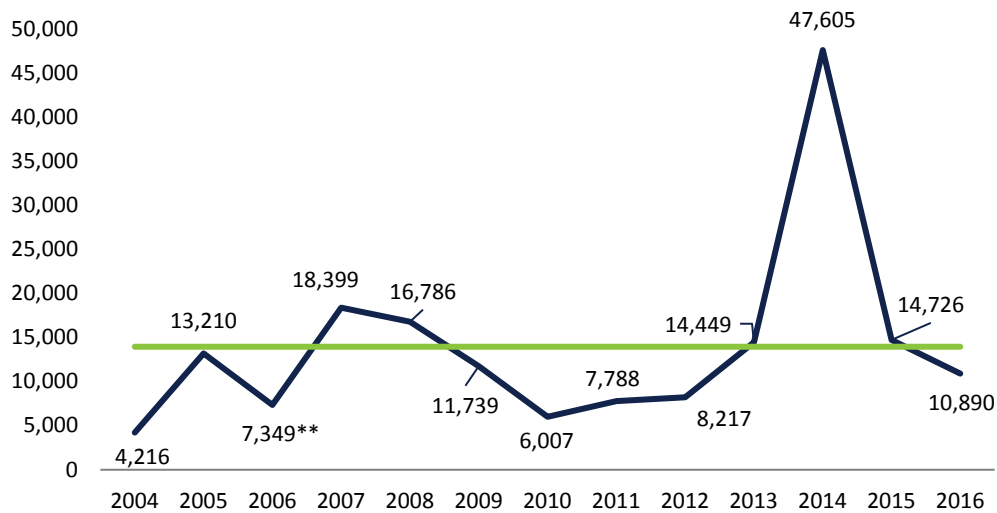
Engagements:

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.

Website Usage

Since 2004, there have been 181,381 sessions* on the *Partners for Healthy Babies* website. Paid media campaigns have been successful in increasing website usage. For instance, the highest peak in website usage to date – with 47,605 sessions – occurred in 2014. During 2014, two paid media campaigns were created to increase traffic to the website.

Without Promotions Budget, Website Usage **Averages** Roughly **14,000 sessions**



*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).

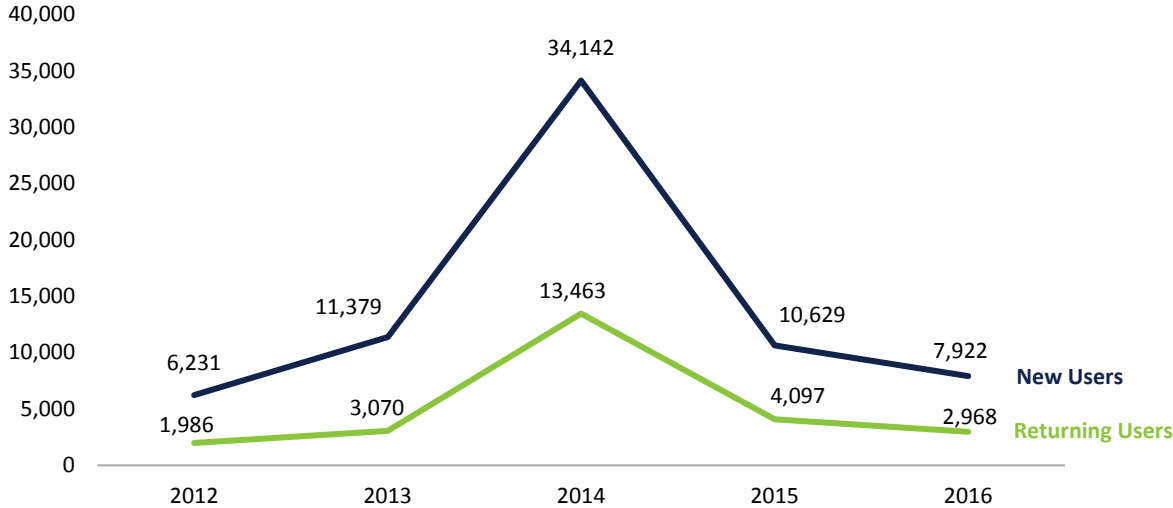
In 2016, there were 10,890 sessions, a decline of 26% from 2015. However, the average number of sessions remains relatively consistent over the years. Peaks of usage are most likely reflective of website promotion via various media channels.

The table on the next page shows the number of users to the website by month from 2006 to 2016. 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	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Jan	660	709	1041	1014	461	334	351	424	280	312	595
Feb	660	883	853	818	387	333	362	355	286	437	401
Mar	1396	876	946	1200	488	353	327	452	423	448	719
Apr	682	524	992	1199	363	293	366	472	339	465	758
May	570	2723	1236	1075	291	271	426	414	14914	460	914
Jun	674	1546	1290	1061	319	2441	556	386	8972	1861	797
Jul	517	1695	1205	973	509	413	1690	620	487	3678	717
Aug	515	1078	1886	1016	476	911	1141	2840	4623	852	849
Sep	464	1283	1440	1099	370	360	409	5171	3451	760	893
Oct	1018	1512	1231	67	353	388	451	355	1504	762	752
Nov	409	1347	1090	711	328	334	367	234	393	660	553
Dec	363	898	895	398	285	301	276	243	229	615	446
TOTAL	7928	15074	14105	10631	4630	6732	6722	11966	35901	10711	8384

Website Users – New vs. Returning

The Proportion of **New** & **Returning** Users Remains Steady (2012-2016)



The graph above shows new and returning users to the website from 2012 through 2016. The graph shows that when there are a greater number of users, it is almost proportionate number of returning users.

Where are Users Viewing the Website?

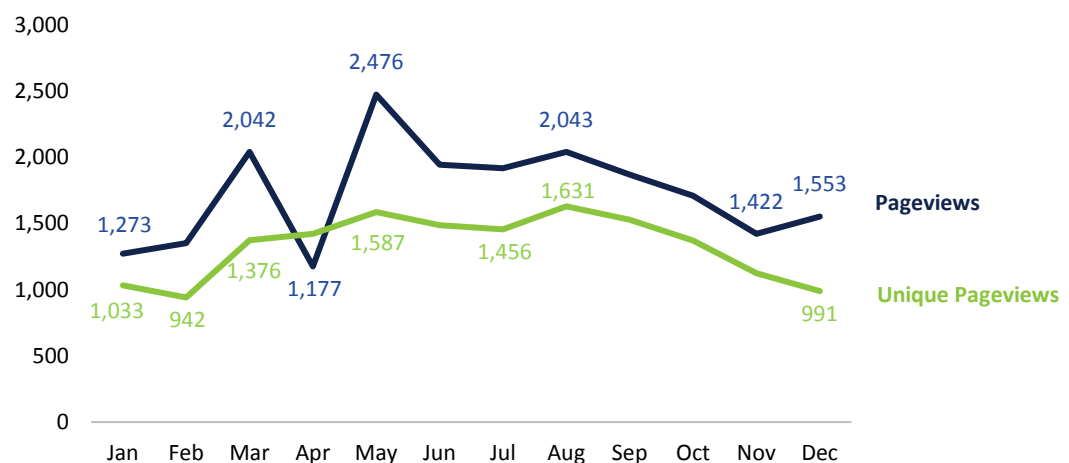
This table shows the top 10 cities by number of sessions for the site since 2012. From 2012 to 2016, the highest number of website sessions were found to be in New Orleans or Baton Rouge. In 2016, however, Baton Rouge outranked New Orleans.

Baton Rouge Now Outranks New Orleans in Number of PHB Website Sessions

	2016	2015	2014	2013	2012
1	Baton Rouge (1,481)	New Orleans (2,007)	New Orleans (3,895)	New Orleans (1,792)	New Orleans (1,192)
2	New Orleans (583)	Dallas (977)	Baton Rouge (3,637)	Baton Rouge (1,495)	Baton Rouge (648)
3	Lafayette (234)	Baton Rouge (886)	Lafayette (2,212)	Tuttle (1,103)	Dallas (451)
4	Shreveport (89)	Houston (733)	Shreveport (1664)	Shreveport (444)	Houston (348)
5	Pineville (88)	Lafayette (453)	Unknown (1403)	Lafayette (408)	Lafayette (262)
6	Monroe (85)	Unknown (346)	Bryan (1093)	Metairie (308)	New York (231)
7	Metairie (75)	Shreveport (234)	Monroe (981)	Monroe (252)	Shreveport (211)
8	Lake Charles (64)	Moscow (192)	Lake Charles (971)	Lake Charles (230)	Monroe (117)
9	Alexandria (63)	Houma (155)	San Antonio (955)	San Antonio (201)	Collins (116)
10	Hammond (54)	Lake Charles (145)	Covington (937)	Dallas (189)	Metairie (113)

How Many Pages Are Users Viewing?

April had a Sharp Decline in Pageviews (2016)



While on the website, people visit multiple pages, with pageviews peaking in March, May, and August of 2016. Monthly pageview variations are consistent with monthly variations in unique views, except for

the month of April. This tells us that in April, more users viewed the same pages repeatedly rather than viewed multiple pages.

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 2016. 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 “Social Services” page of the parent portal, then the home page of the parent portal.



The biggest change in 2016 with regard to most-viewed content was the “Social Services” page. This was the first year since 2013 that this page was ranked as the most-viewed page in the parent portal, however this page has always been among the top ten most viewed pages. It ranked 2nd in overall pageviews this past year. Other pages that are new to the top 10 most-viewed pages ranking are the “Provider – Social Services” page, the “Contact Us” page, and the “About Us” page. The “Provider – Social Services” page and the “Contact Us” page has never been a part of the top 10 ranking since we’ve had the ability to track content.

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

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 includes

information regarding the home visiting program. This was followed by the Financial Resources page, then Healthcare Resources, which contains links to medical care.

What Did Providers Look at Most?

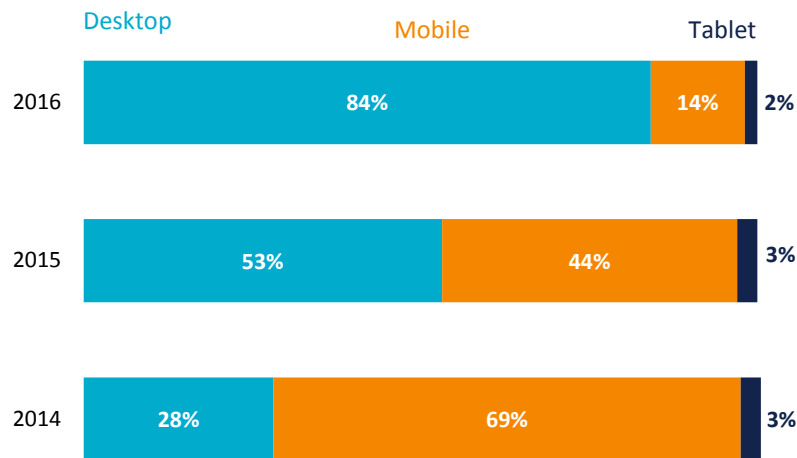
The most popular page for providers was the “Bureau of Family Health” page with over 2,500 views. After the “Bureau of Family Health” page, the “Data” page had the most views with over 800 views. The word cloud below shows the top five most-viewed pages.



The “Bureau of Family Health” page contains information about all of the Bureau of Family Health’s programs. The “Data” page includes fact sheets and reports available for download, followed by the social services home page.

How are Users Accessing the Website?

In 2016, Users Accessed the Website Primarily via **Desktop**



In 2016, desktop computers were by far, the most frequently-used device. Compared to 2014 and 2015, there was a gradual increase of users using desktops to access the website, all the while, there was a gradual decrease of users using mobile devices to access the website. The graph above shows the shift in how users access the website from 2014 through 2016.

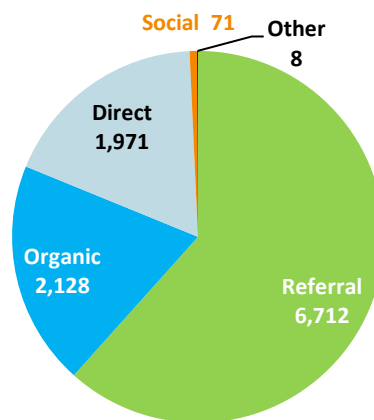
How Are Users Finding the Website?

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.

Majority of Users Found the Website via **Referrals** (2016)



Comparatively, in 2016, referral routes were the number one way people found the website. This was followed by organic Google searches, which brought in 2,128 sessions. Direct routes rounded out the top three traffic sources, bringing in about a quarter fewer sessions than referral routes. The table on the next page shows the top 10 non-direct traffic sources for PHB in 2016; non-direct traffic sources includes referral, organic, social, and other.

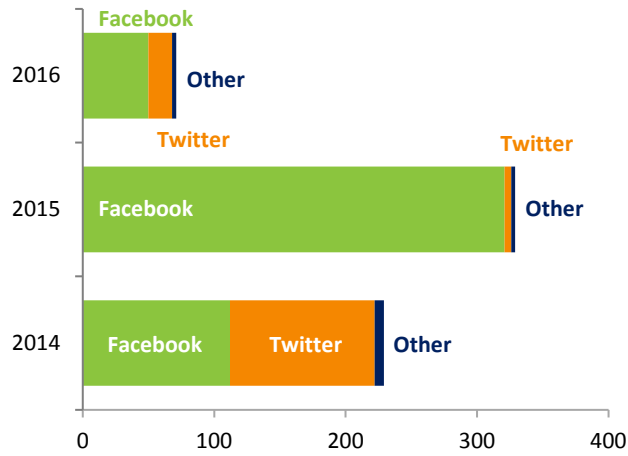
Top 10 Non-Direct Traffic Sources (2016)			
	Source/Medium	Type	# of Sessions
1	Google/organic	Organic	1,662
2	Rank-checker.online/referral	Referral	1,452
3	Site-auditor.online/referral	Referral	1,424
4	dhh.louisiana.gov/referral	Referral	889
5	new.dhh.louisiana.gov/referral	Referral	748
6	monetizationking.net/referral	Referral	689
7	Bing/organic	Organic	345
8	Website-analyzer.info/referral	Referral	230
9	Yahoo/organic	Organic	116
10	Brokenlinkcheck.com/referral	Referral	110

The Louisiana Department of Health has consistently been one of top two referral sources, however, in 2016, rank-checker.com & site-auditor.online almost tied as the top referral source. The table below compares 2015 and 2016 traffic referrals.

Top 10 Traffic by Referrals 2015-2016			
2016 Traffic Referrals	Sessions	2015 Traffic Referrals	Sessions
rank-checker.online	1,452	dhh.louisiana.gov	625
site-auditor.online	1,424	new.dhh.louisiana.gov	527
dhh.louisiana.gov	889	traffic2money.com	441
new.dhh.louisiana.gov	748	4webmasters.org	418
monetizationking.net	689	dhh.state.la.us	391
website-analyzer.info	230	best-seo-software.xyz	344
brokenlinkcheck.com	110	tpc.google syndication.com	227
website-analytics.online	102	website-analyzer.info	172
louisianabelieves.com	91	ranksonic.net	148
Joinvroom.org	87	trafficmonetizer.org	132

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 2016, 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 2014-2016.

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



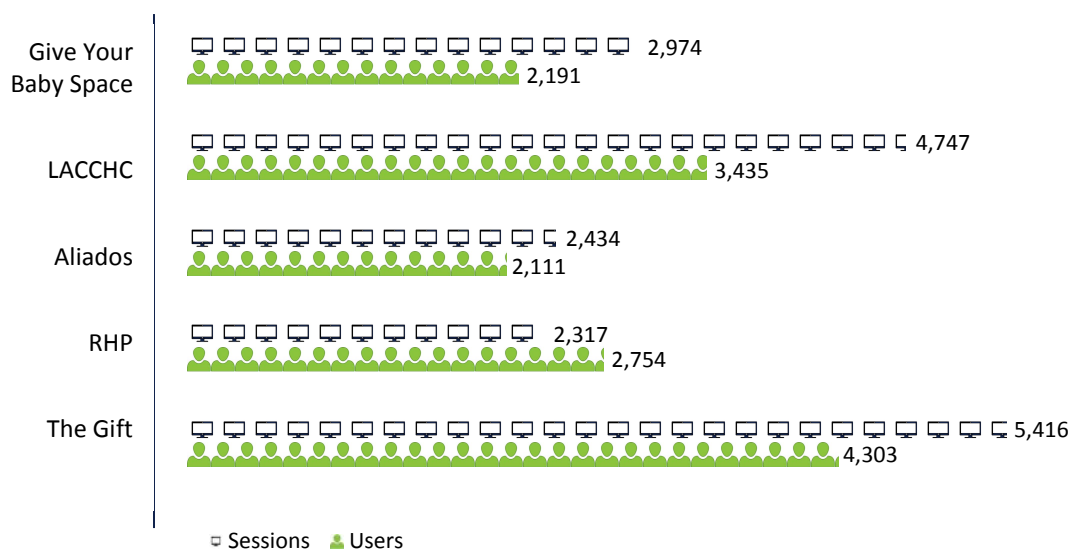
It is important to note that in July of 2014, the social media campaign supporting the *Partners for Healthy Babies* program, Sammy the Stork, was halted for administrative review and rebranding. By the end of 2014, social media was given the green light to start up again under the name and brand of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

Mini-Websites

Beginning in October of 2012, BFH began launching mini-websites to cater to specific audiences and their needs. Our family of websites includes: Give Your Baby Space (GiveYourBabySpace.org), Louisiana Child Care Health Consultant Program (LACCHC) (LACCHC.org), a Spanish Language version of the PHB website (AliadosParaBebesSanos.org), Louisiana Reproductive Health Program (RHP) (HealthyChoicesLA.org), and the Louisiana hospital-based breastfeeding program, *The Gift* (thegiftla.org).

- GiveYourBabySpace.org focuses on safe sleep practices and includes resources for new parents in Louisiana.
- LACCHC.org 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*.

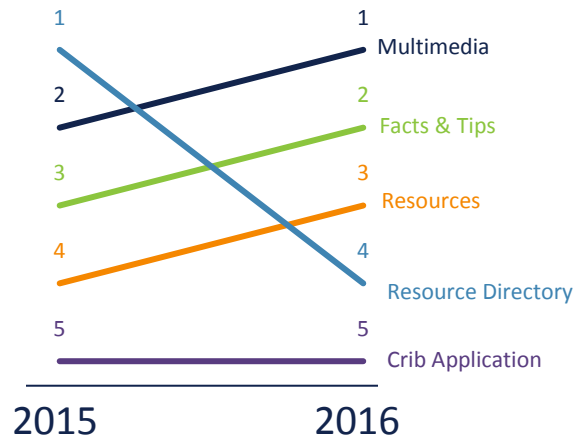
Sessions & Users of Mini Websites (2016)



Give Your Baby Space Website

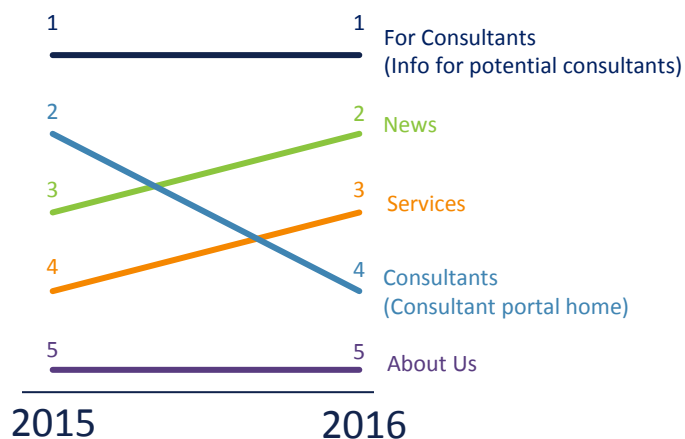
The Give Your Baby Space website has been active since October 2012. The graph below shows the top five pages viewed on GiveYourBabySpace.org in 2016 as compared to 2015 (all years exclude the home page). In 2015, a searchable resource database was added and became active on the website, and was the most-viewed page in 2015. In 2016, the most viewed page was the Multimedia page, which includes radio spots and videos focused on safe sleep.

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



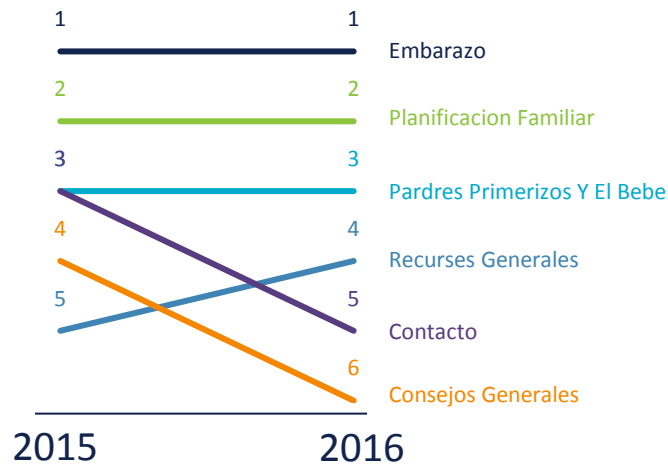
The LACCHC website launched halfway through 2013. The graph below shows the top five most-viewed pages (excluding the home page) on LACCHC.org in 2016, as compared to 2015. The content rankings changed and the number of sessions decreased significantly. All but three of the top five pages remained the same in ranking with News and Services pages moving to the 2nd and 3rd spots and Consultants page moving to the 4th spot.

Top 5 LACCHC Content Pageviews w/out Home Page



The PHB Spanish website, AliadosParaBebesSanos.org, launched in 2014. The graph below shows the top five most-viewed pages (excluding the home page) in 2016, as compared to 2015. The top two pages, Embarazo (Pregnancy) and Planificacion Familiar (Family Planning) have remained the same in ranking from 2015 to 2016, with the Contacto (Contact us), Padres Primerizos Y El Bebe (New Dads), and Consejos Generales (General Tips) pages moving in rank throughout the years.

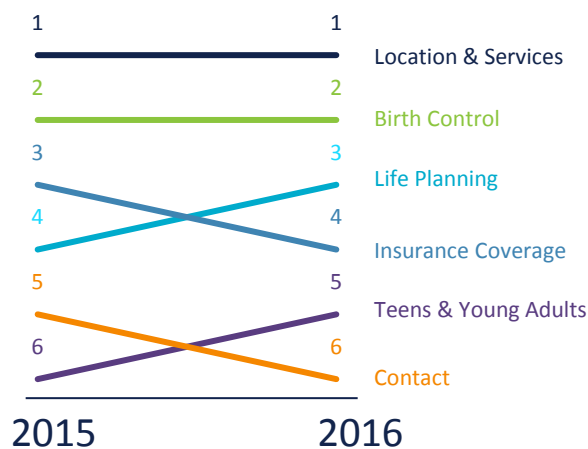
Top 5 PHB Spanish Language Content Pageviews w/out Home Page



Reproductive Health Program Website

The table below shows the top five pages viewed (not including the home page) by users to HealthyChoicesLA.org in 2016, as compared to 2015. The top two pages remained the same in ranking from 2015 to 2016. The Life Planning and Insurance pages switched rank between 2015 and 2016 and the Teens & Young Adults page became the 5th most viewed page in 2016.

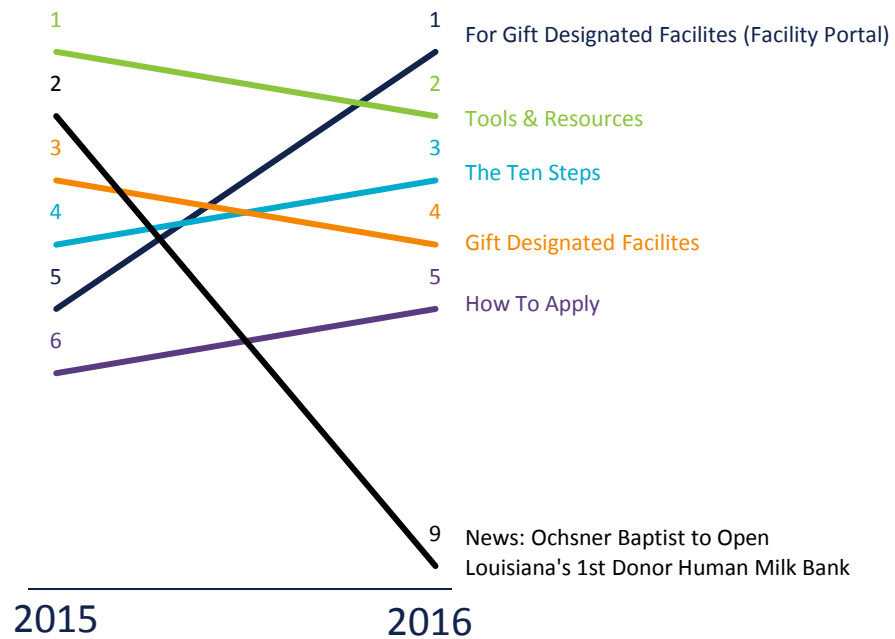
Top 5 Healthy Choices Content Pageviews w/out Home Page



The Gift Program Website

The Gift website launched in 2015. The table below shows the top five pages viewed (not including the home page) by users to TheGiftLA.org in 2016, as compared to 2015. There has been a major shift in the ranking of pages. The “For Gift Designated Facilities (Facility Portal)” page moved from the 5th most viewed page (2015) to 1st in 2016. In 2015, 3 facilities became Gift designated and in 2016, 4 facilities became Gift designated, which may attribute to the “For Gift Designated Facilities (Facility Portal)” page to increase in rank.

Top 5 *The 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.

The tables below show the activity for the *Partners for Healthy Babies* Facebook page and Twitter account in 2016. During 2016, the Facebook page gained 49 new fans or “likes” and experienced 42 “unlikes.” Twitter gained 315 followers over the same time period, an increase from 2015 (231).

Social Media Presence (2016)

FACEBOOK STATS													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
New Fans/ Likes	7	4	5	4	6	6	6	5	1	1	1	3	49
Unlikes	5	2	1	3	3	7	5	3	3	5	2	3	42
Impressions	2,138	1,837	4,050	1,669	2,799	3,481	5,579	14,761	6,144	1,976	3,707	3,508	51,649
Users Reached	1,246	894	2,288	978	1,590	2,431	3,496	6,288	2,911	1,244	2,205	2,154	27,725
Male	13%	13%	13%	13%	13%	13%	13%	12%	12%	12%	12%	12%	-
Female	87%	87%	87%	87%	87%	87%	87%	88%	88%	88%	88%	88%	-
Posts Sent	24	26	29	27	27	27	29	50	29	19	26	29	342
Post Engagements	37	20	58	35	36	67	52	152	55	31	36	50	629
Video Performance	0	0	0	0	0	0	0	0	3	3	0	0	6

TWITTER STATS													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Tweets sent	26	24	26	26	28	27	28	37	28	26	26	27	329
New Follow	38	16	24	21	37	36	28	23	21	26	17	28	315
Males	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	-
Females	53%	53%	53%	53%	53%	53%	53%	53%	53%	53%	53%	53%	-
Engagements	11	14	6	19	13	13	12	25	26	3	9	7	158
Impressions	3,931	4,168	2,555	3,320	4,030	4,268	2,576	3,525	2,610	2,424	2,056	2,898	38,361
Link Clicks	2	5	3	4	3	2	5	3	6	1	1	1	36
Mentions	1	0	1	0	0	0	0	0	1	2	0	0	5
Retweets	1	3	0	7	2	2	0	5	1	1	1	1	24

PHB Promotions

Over the years, *Partners for Healthy Babies* has promoted the website and helpline in a variety of ways. In most recent years, when budget is available, promotional efforts have focused on online advertising campaigns. For instance, in June and July of 2015, a small, highly targeted online campaign on Google Display Network and Facebook ran to: (1) generate brand awareness and (2) engage specific audiences with Partners for Healthy Babies web content related to services provided.

Although the website and helpline are promoted through various channels, the distribution of *Partners for Healthy Babies* business cards has been a consistent, face-to-face aspect of promotions (card pictured below).

(front)



(back)



As mentioned previously, in 2016, funds were allocated to building a new website, PartnersforFamilyHealth.org to organize the Bureau of Family Health's online content and improve the user experience. All promotions were based on word of mouth and social media posts.

Next Steps for Partners for Healthy Babies

As *Partners for Healthy Babies* moves into its 24th 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. As such, 2016 has been a year of strategic planning for the *Partners for Healthy Babies* project. Stakeholders convened to help establish new priorities for the project, and to determine specific areas of focus for the next two years.

Moving forward, new media messages will be developed and new communication channels will be explored to ensure reach and connection with various target audience segments, including new parents and providers. To better meet the needs of parents, providers, and men and women of reproductive needs, there will be a revamp and relaunch the Give Your Baby Space website (GiveYourBabySpace.org) and the Reproductive Health Program website (HealthyChoicesLA.org).

There will also be a launch of two new websites in 2017: LouisianaLAUNCH.org and PartnersforFamilyHealth.org. LouisianaLAUNCH.org will be a website for Project LAUNCH (Linking Actions for Unmet Needs in Children's Health), a national initiative that is being piloted in Louisiana. The aim of Project LAUNCH Louisiana is for all children ages 0-8 to reach social, emotional, behavioral, physical, and cognitive milestones. The website will provide early childhood development information and resources for parents and providers. PartnersforFamilyHealth.org will better assist the many different audiences the Bureau of Family Health serves (parents, providers, women and men), with navigation of BFH online content. The site will direct users to PartnersForHealthyBabies.org, the mini-websites, and outside websites that are most relevant to their needs. A data center will also be built into the site where data reports, facts sheets, request for statistics forms can be more easily accessible.

Continuous quality improvement will remain a key focus for the website, PartnersforHealthyBabies.org, as well as for all other Bureau of Family Health mini-websites (AliadosParaBebesSanos.org, HealthyChoicesLA.org, TheGiftLA.org and LACCHC.org). It will be essential to keep each website fresh, current and relevant in order to attract and retain users. Once created, the new and revamped websites will be modified and enhanced based on user and stakeholder feedback. One planned enhancement is an expanded data center within PartnersforFamilyHealth.org.

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 2017, *Partners for Healthy Babies* hopes to continue as a trusted source of information and resources for women and their families.

Appendix A: Helpline

Support Table 1: Top 5 Reasons for Helpline Calls (2012-2016)

	2016	2015	2014	2013	2012
1	WIC/Food Stamps	WIC/Food Stamps	WIC/Food Stamps	WIC/Food Stamps	WIC/Food Stamps
2	Gen. Assistance	Immunizations	Immunizations	Potential/Testing	Immunizations
3	Immunizations	Gen. Assistance	Gen. Assistance	Immunizations	Potential/Testing
4	Potential/Testing	Potential/Testing	Gen./Resource	Medicaid	Dental
5	Miscellaneous	Maternity Goods	Potential/Testing	Gen. Assistance	Medicaid

Support Document: 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 2: Helpline Referrals to Nurse-Family Partnership: Active/Passive (2012-2016)

	2016	2015	2014	2013	2012
Active	0	0	0	0	290
Passive	137	251	346	324	185

TOTAL	362	251	346	324	185
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Support Table 3: Helpline Referrals to Parents as Teachers (2012-2016)

	2016	2015	2014	2013	2012
TOTAL	14	2	14	--	--

Support Table 4: WIC Pamphlets, Abortion Alternatives calls, & Text4baby referrals by month (2016)

	Eating Healthy Pamphlet (WIC) (Aug.-Dec includes email referrals)	Breastfeeding Pamphlet (WIC)	Abortion Alternatives Calls	Text4baby Referrals	Follow-Up Email
JAN	15	15	0	4	0
FEB	18	18	0	3	0
MAR	12	12	1	5	0
APR	7	7	1	6	0
MAY	3	3	0	4	0
JUN	18	18	0	15	0
JUL	15	15	1	14	0
AUG	72	0	0	0	72
SEP	55	0	0	0	55
OCT	27	0	0	0	27
NOV	37	0	4	0	37
DEC	34	0	0	0	34
TOTAL	313	88	7	51	225

Support Table 5: WIC Pamphlets, Abortion Alternatives calls, & Text4baby referrals by year (2013-2016)

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

Appendix B: Website

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

Page Title	2016	2015
1 Provider - Bureau of Family Health	2,635 ↑	3,306
2 Parent - Social Service	1,163 ↑	1,382
3 Parents Home	1,047 ↓	1,774
4 Provider - Data	885 ↑	1,506
5 Providers Home	824 ↓	1,774
6 Parent - Financial Resources	762 ↑	1,114
7 Parent - Healthcare Resources	537 ↑	977
8 Provider – Social Services**	303 ↑	359
9 Contact Us**	253 ↑	554
10 About Us**	252 ↑	514

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

**Categories are new to the top 10 viewed pages