

## SUPPORT ENROLLMENT FOR WOMEN:

- 1) Draw attention to the SmartMom poster, explaining the key information:

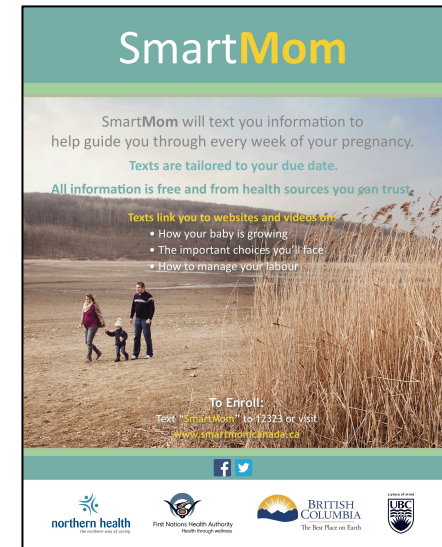
*SmartMom is a prenatal education program that texts you information to help guide you through each week of your pregnancy. All the information is free and from health sources that you can trust, like the BC Ministry of Health. Messages will include links to websites, phone numbers and videos on topics like how your baby is growing, the important choices you'll face, and how to manage your labour. With SmartMom in your pocket, you'll have an information guide, a prenatal cheerleader, and a record of topics you might want to discuss with your care provider.*

- 2) Provide women with a SmartMom magnet:



- 3) Encourage enrollment with one easy step at the first prenatal visit:

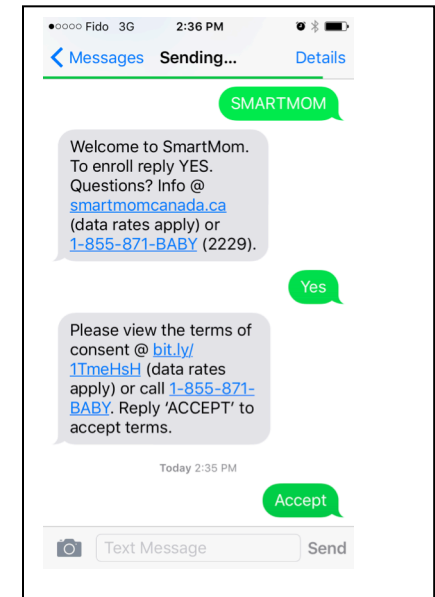
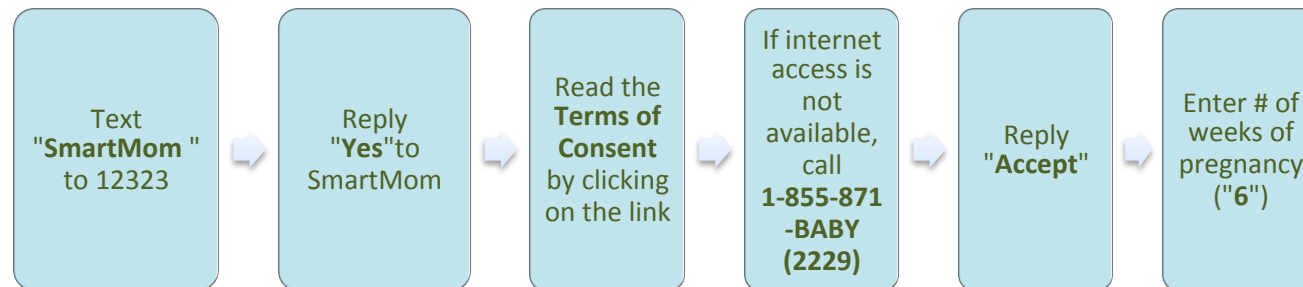
- Women simply text "SmartMom" to the phone number 12323 to start the enrollment sequence.
- The rest of the enrollment process can take place either at the prenatal visit or at a later time. Women will be sent a reminder text within 24 hours if they don't complete enrollment at the visit.
- What is important is to encourage women to start the process by texting SmartMom. See next pages for more details.



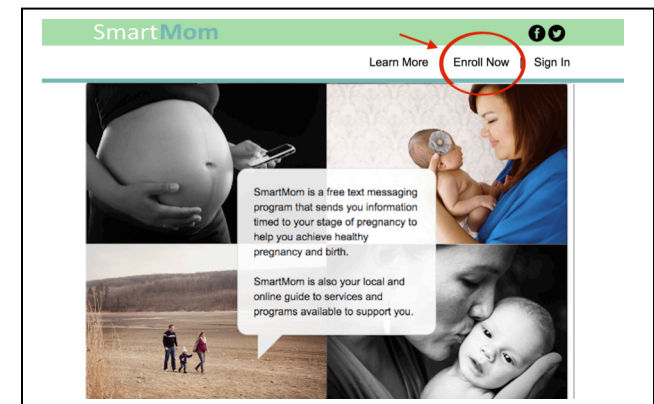
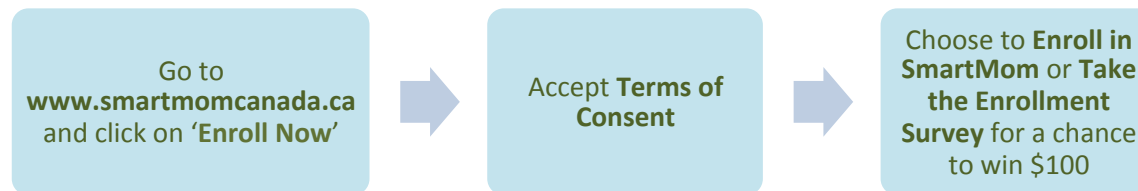
# SmartMom

## HOW DO WOMEN ENROLL?

### BY PHONE



### ONLINE ENROLLMENT





### ENROLLMENT SURVEY

Women are invited to complete the enrollment survey to help evaluate and refine SmartMom. The survey must be completed online. It takes 10 minutes to complete and provides participants with the chance to win \$100. Women must agree to the Terms of Consent prior to completing the survey.

### USER PROFILE

The user profile allows women to schedule text message receipt at times that are convenient for her.

### MESSAGE SCHEDULING

SmartMom for Me

SmartMom sends 3 messages per week. Create a personalized schedule for your messages!

- Select the FIRST day of the week that you would like to receive messages. Or, if you want to receive messages at the SAME TIME on 2 or 3 days, select those days now, for example Tuesday and Wednesday.  
 Mon  Tue  Wed  Thurs  Fri  Sat  Sun
- Select the time of day that you want to receive messages on those days.
- Press the ADD button.
- Repeat Steps 1-3 until you've scheduled three days each with a time. You'll see your message schedule at the bottom of the page.
- Press Finish Enrollment when you're happy with the schedule. You can log in to this page if you'd like to change your schedule at any time.

SmartMom will message me on:

Monday  
No messages.

Tuesday  
No messages.

Wednesday  
No messages.

Thursday  
No messages.

Friday  
No messages.

Saturday  
No messages.

Sunday  
No messages.

Create Your Profile

In order to begin sending you messages, we need to know your cell phone number, when you prefer to receive messages, and a username. Your username does not have to be your real name, just a way for us to greet you. To sign up, please complete the registration form here. (\* indicates mandatory field)

Please create a username: \*

Username confirmation: \*

Mobile Number: \*

Cell Phone Carrier: \*

Time Zone: \*

Due date:

So we know how to schedule your messages for the right stage of your pregnancy, how many weeks pregnant are you?