



EXAMPLE: TEXT MESSAGING INITIATIVE FOR ORAL HEALTH

Msg#	Month	Condition	Text
0		Welcome message	Hi, this is your child's health plan texting you. Text STOP to cancel. Msg&Data rates may apply. Not {NAME}? Text WRONG
1	1	Build trust (2 children)	(1/2) Did you know that we cover {NAME} with dental coverage?
		Build trust (> 2 children)	(1/2) Did you know that we cover your child {or children} with dental coverage?
			(2/2) Checkups, teeth cleaning & x-rays are free. Everyone should go to the dentist at least once a year! To learn more - call (health plan)
2	1	Due for check-up	{Member Name}, our records show that more than one of your children are due for a dental checkup & teeth cleaning. Done already? Text DONE
		(if DONE)	Great job. We're glad to hear that!
3	2	Identify and	(1/3) Many parents don't know why it's so important for children ages 2-21 to go to the dentist at least once a year. To learn why, text WHY
		address barriers	(2/3) If you don't know who your children's dentist is or don't like their current one, don't worry, that's okay. Text DENTIS so we can help.
			(3/3) Last, if you've had trouble scheduling a visit, call {DENTAL_VENDOR_NO}. To find out what's covered, text BENEFITS. For a free ride, text RIDE
		(if WHY)	(1/2) Today's kids, big & small, have more sugary foods & drinks than ever before! This raises the risk of tooth decay. Regular dental visits & cleanings
			(2/2) not only help keep teeth bright & strong; they can also help catch problems early. Text ____ for your family dentist's info to schedule a free check-up.
		(if DENTIST & all members have the same PCD)	Not sure who your family dentist is? Text back PCD. Need to find a dentist or switch to a new one? Call {DENTAL_VENDOR_NO}
		(if DENTIST & not all members have the same	Hmmm, it looks like not all of your children have the same dentist. To switch everyone to the same dentist, call {DENTAL_VENDOR_NO}

		PCD)	
		(if BENEFITS)	Benefits offered, at no cost to your child, include checkups, teeth cleaning and x-rays along with fluoride treatments and sealants.
5	3	Tooth decay part I	(1/2) Yikes! Tooth decay (cavities) are holes in teeth caused by bacteria in the mouth. A major cause is regular, long-term (2/2) use of drinks high in sugar. The bacteria use sugar as food creating acids to attack teeth!
6	3	Friendly reminder	Our records show that more than one of your children is due for a dental checkup & teeth cleaning. Done already? Text DONE. Not {HOH_FNAME}? Text WRONG
7	4	Tooth decay part II	(1/2) Cavities aren't just for little kids. Children & adults, of all ages, can get them. Want to avoid cavities? Brush twice a day, floss once (2/2) a day, and see the dentist at least once a year. For your dentist's info, text _____
8	4	Flossing	(1/2) Do you know who Brushing's BFF is? That's right, it's Flossing! Flossing goes hand in hand with brushing. So everyone should floss! (2/2) Flossing once a day removes plaque from areas where the toothbrush can't reach.
9	5	Friendly reminder	{HOH_FNAME}, our records show that more than one of your children is due for a dental check-up & teeth cleaning. Done already? Text DONE.
	5	Unfriendlies	(1/2) Plaque is a sticky film covering the teeth that can cause tooth decay & gum disease. If not removed with daily brushing, it can harden into tartar. (2/2) Tartar can only be removed through professional cleaning....no fun! :-).
11	6	Sealants	(1/2) We want you to know that your child's dental coverage includes sealants at no cost. Sealants are a fast and easy way (2/2) of protecting teeth from decay. This added protection is best for children ages 6 to 12. Ask your dentist about it today!
13	7	Last call	(1/2) Our records show that more than one of your children is still due for their annual dental check-up. (2/2) Done already? Text DONE. Check-ups & teeth cleaning are free for them so don't waste this benefit. Text _____ for your dentist's info. Text STOP to cancel