

## **SendHub: Text Your Clients to Support Personal Change**

**Sue Frantz**

In this December 3, 2012 [Morning Edition story](#), NPR reports on a study that found that frequent supportive text messages sent to smokers who were trying to quit almost doubled the success rate. “Overall, Whittaker and colleagues estimated that mobile phone messages increased the chance of quitting in at least six months — from 4 to 5 percent in control groups to between 6 and 10 percent in the texting groups.” The story notes that the success rate is still small, but a doubled success rate is still nothing to dismiss.

In addition to generally supportive text messages, some included links to short inspirational videos (see the [Morning Edition story](#) for examples), other texts were personalized.

Here’s one example of how texting was used:

For the past two years, [one internist has] been texting her patients who want to quit. Take, for example, one patient who said he really needed help around the 5 p.m. happy hour.

"So, sure enough, for about two weeks every day at 5, I'd send him a text. His favorite was 'No ifs, ands, or butts,' and I'd send a little cigarette picture along with it."

It’s reasonable to think that the same approach could work for other areas of personal change, such as overeating (doing less) and exercising (doing more).

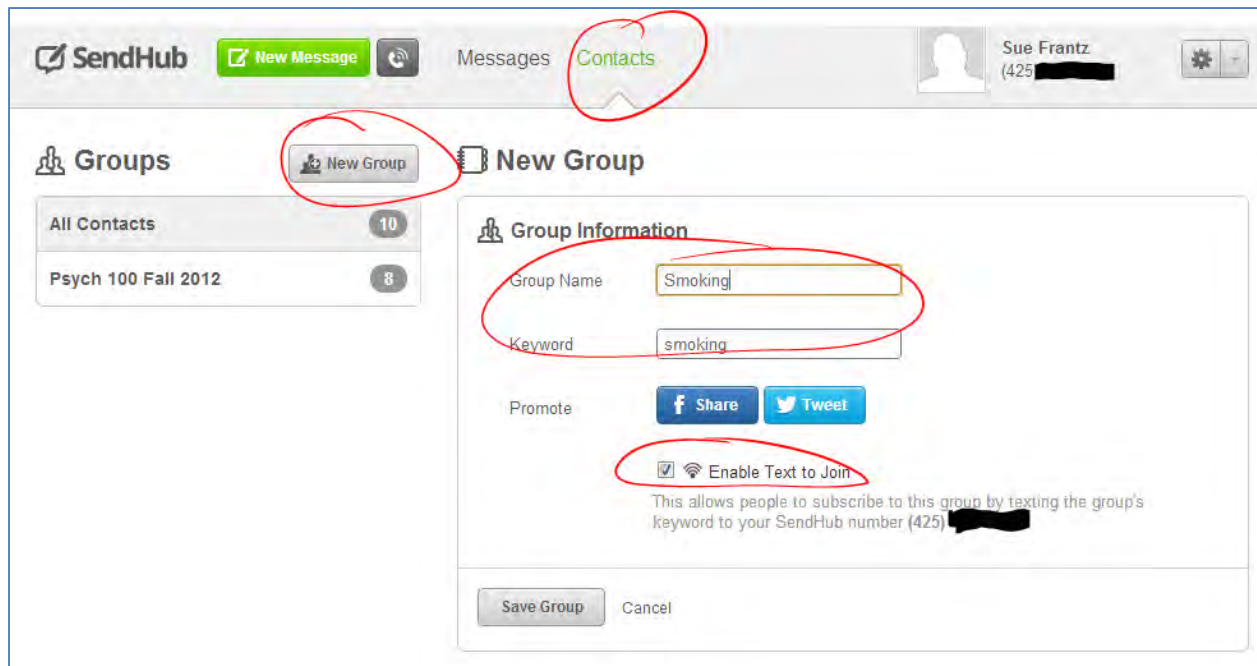
In [one study](#), participants in the experimental group “received five text messages per day for the first five weeks, then three per week for the next 26 weeks.”

If you’re interested in trying this with some of your clients, you don’t have to give out your cell phone number and text each one individually throughout the day. Try [SendHub](#).

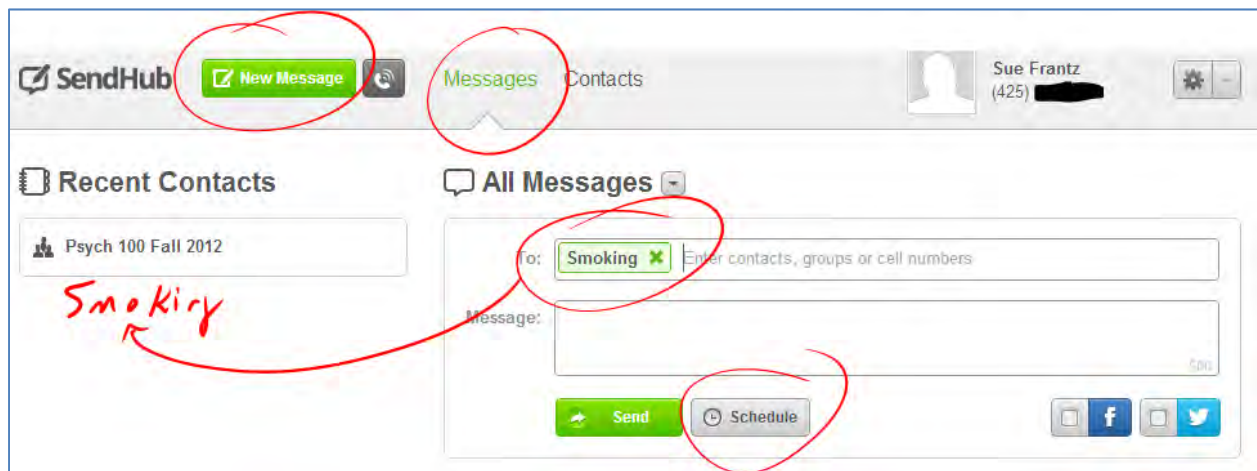
[SendHub](#) grants you 500 free text messages per month. If you send 5 messages a day, that’s 150 messages a month. Doing the math, that means you can try it free with 3 clients to see how it goes. If it’s working for you, \$100/year will get you unlimited text messages.

Create separate groups for different needs. For example, you could have one group of clients who will receive supportive text messages around overeating, another around smoking, etc. In the free version, you are allowed 3 groups.

Go to [SendHub](#) and register your account. To create a new group, click on “Contacts” at the top of the [SendHub](#) screen. Click the “New Group” button, and enter a name for your group. [SendHub](#) will automatically enter a keyword, but you can change it if you’d like. Check the box next “Enable Text to Join” to allow your clients to text the keyword to your [SendHub](#) phone number. Once they do, they will automatically be added to that group.



To send messages, click on “Messages” at the top of the screen, then click the green “New Message” button. In the “To:” line, type the name of your group, in this case, “Smoking”. Once I send this message, the Smoking group will appear on the right under “Recent Contacts”. Next time I want to send to that group, I will just need to click on the group name to enter it in the “To:” field.



Since you probably don’t want to spend your day periodically writing text messages, [SendHub](#) allows you to schedule them in advance. Enter the group name in the “To:” field, type up your message, then click the “Schedule” button to select the time and day you want to send it.

I suggest typing up all of your supportive statements in a program like Word or Excel, dividing them into groups of, say, 5 if you’d like to send out 5 per day. That way you can schedule a week’s worth all at one time just by copying and pasting.

Check out [SendHub](#)'s settings to enable or disable other features. For example, you can choose (or not) to accept text messages back at your [SendHub](#) number.

[SendHub](#) is easy to use and free. Can't beat that. If you would like some help setting it up, contact me at [sfrantz32@gmail.com](mailto:sfrantz32@gmail.com).

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