

**Text4baby
Delivery and
Exposure**

Social, cultural, & physical environment
moderate each pathway

Health Outcomes
(e.g., healthy
eating, visit
adherence, etc.)

**Reactions/
Receptivity to
Messages**
(e.g., found text
messages useful,
credible, etc.)

Mediators
(e.g., self-efficacy to
navigate health care
system.)

**Behavior
Change**
(e.g., prenatal care
seeking)

Process Evaluation

Outcome Evaluation