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PR Contact:

Name

Organization

Phone

Email

[Insert State] competes in national contest to help pregnant women and new mothers

*[insert agency or organization] aims to reach [Insert state goals] moms throughout*

*the state with text4baby program*

CITY, STATE, May 17, 2012 -- In honor of Mother's Day and National Women's Health Week, [insert your organization’s name here] announced today its participation in the 2012 Text4baby State Enrollment Contest, a national competition to enroll pregnant women and new mothers in the text4baby program. The official launch of the Contest was announced today as part of a Congressional Briefing in Washington, DC that was co- hosted by Senators Ayotte (R-NH), Carper (D-DE), Cochran (R-MS), and Landrieu (D-LA).

Text4baby, the country's first free, health education program in the form of text messages, provides timely tips and expert advice sent directly to the cell phones of pregnant women and new moms. Pregnant women and new mothers who text "BABY" (or “BEBE” for Spanish) to 511411 receive weekly text messages, timed to their due date or their baby's birth date through the baby’s first year. The messages, which have been developed by government and non-profit health experts like the Centers for Disease Control & Prevention and American Academy of Pediatrics, deal with nutrition, immunization, and birth defect prevention, among other topics.

The United States has one of the highest infant mortality rates in the industrialized world. Each year in the U.S. more than 500,000 babies are born prematurely and an estimated 28,000 children die before their first birthday. In response to this national public health crisis, the National Healthy Mothers, Healthy Babies Coalition (HMHB) launched text4baby in partnership with founding sponsor Johnson & Johnson, Voxiva, CTIA-The Wireless Foundation, Grey Healthcare Group (a WPP company), the nation’s wireless carriers, and the U.S. government.

In its first two years, text4baby has already reached more than 335,000 users thanks to its unprecedented public-private partnership. By engaging a vast network of over 775 text4baby Outreach Partners around the country, the Contest aims to reach more potential participants through healthy competition among the states.

The top three states that have enrolled the most users in text4baby between May 17 and October 22, 2012 will be announced and recognized during the American Public Health Association Annual Meeting in San Francisco, California in late October.

“[insert organization] is pleased to partner with the text4baby initiative to give expectant and new mothers critical information they need so they can take charge of their health and the health of their babies," said [insert Executive Director’s name].

[Insert any information on specific initiatives you have planned for the upcoming contest or any launch event that you host]

“The text4baby State Enrollment Contest is a great way for states to actively participate in making sure that pregnant women and new moms across the country get the most important information they need to ensure their child’s healthy development,” said Judy Meehan, CEO of the National Healthy Mothers, Healthy Babies Coalition.

National organizations that are supporting the State Enrollment Contest include:

* + American Public Health Association
  + Association of Maternal and Child Health Programs (AMCHP)
  + Centers for Medicare and Medicaid Services
  + CityMatCH
  + National Healthy Start Association (NHSA)
  + March of Dimes
  + National Association of County and City Health Officials (NACCHO)
  + The National Campaign to Prevent Teen and Unplanned Pregnancy
  + National WIC Association
  + Southern Governors’ Association

These organizations will be promoting the contest to their extensive memberships.

For more information visit: [www.text4baby.org](http://www.text4baby.org).

About text4baby

Text4baby is made possible through a public-private partnership that includes government, corporations, academic institutions, professional associations, tribal agencies and non-profit organizations. Johnson & Johnson is the founding sponsor. Founding partners include the National Healthy Mothers, Healthy Babies Coalition, Voxiva, CTIA - The Wireless Foundation, and Grey Healthcare Group (a WPP company). U.S. government partners include the Department of Health and Human Services, the Department of Defense Military Health System, the Department of Agriculture, the Consumer Product Safety Commission, and the Social Security Administration. The mobile health platform is provided by Voxiva and free messaging services are generously provided by participating wireless carriers.

About [Insert your organization]

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