

# Text4baby for Healthy Start Professionals

Text4baby provides your clients with critical health and safety information. An educational program of the National Healthy Mothers, Healthy Babies Coalition, text4baby is a free texting service for pregnant women and moms with infants under one. To sign up, women text BABY (or BEBE in Spanish) to 511411 and receive three free text messages each week, timed to their due date or baby's date of birth.

**There is no cost to sign up. Even if a woman does not have a text messaging plan, she can receive text4baby for free.**

Results from the first text4baby evaluation indicate that it increases users' health knowledge, facilitates interaction with their health providers, improves their adherence to appointments and immunizations, and improves their access to health services.

**"The National Healthy Start Association was one of the first national partners to sign on with text4baby. For our 105 member projects operating in the nation's most vulnerable communities, this innovative communications tool is a perfect compliment for Healthy Start's client-focused care delivery model, assisting our army of Community Health Workers and Case Managers in providing timely and relevant educational messages to the women we serve."**

–Alma Roberts, MPH, FACHE President, National Healthy Start Association



## Sharing Text4baby with Your Clients

The National Healthy Start Association (NHSA), Healthy Start projects and State Coalitions nationwide are promoting text4baby. The text4baby program reinforces the guidance provided by Healthy Start projects to families across the country and encouraging moms to keep up the good work.

Help your clients sign up for text4baby for FREE by sitting with them as they text BABY (or BEBE for Spanish) to 511411. They will be asked to input their due date or baby's birth date and zip code and that's it!

Text4baby message content is developed with the support of the American College of Obstetricians and Gynecologists, American Academy of Pediatrics, Association of Maternal and Child Health Programs, Centers for Disease Control and Prevention, Health Resources and Services Administration, Eunice Kennedy Shriver National Institute of Child Health and Human Development, and other experts. Text4baby is committed to providing a free quality service with no advertising or product promotions.

- Give your baby a good start. Don't drink alcohol, smoke or use drugs. For help quitting smoking, call 800-784-8669. Drugs & alcohol: 800-662-4357.
- Premature babies need extra help with breastfeeding. Even if your baby can't breastfeed at first, she can still be fed your pumped milk.
- If you have missed a visit with your Dr., be sure to re-schedule. Need to find a Dr? Call your health plan or 800-311-2229 for low-cost care.
- Time for baby's 2-month checkup! Time for him to get vaccines to protect him from serious diseases. And time for you to share how your baby's doing!
- Don't allow anyone to smoke around your baby or in your home or car. Smoke gets in the air and on your clothes and furniture. This can harm your baby.

Text4baby also provides alert messages to all of its participants. These messages include important information like recalls, new guidelines, warnings, and key recommendations issued by maternal child health organizations and public health agencies.

**“Delivering information to young moms – and dads – via mobile phones makes sense. People in this age group – young women of reproductive age – are texters. This is how they get their information.”**

–Lillian Koppelman, Program Manager, Healthy Care Coalition of Southern Oregon (Medford, OR)

## How to Get Involved

- Tell your clients about text4baby as part of every interaction with them – tell them to sign up by texting BABY (or BEBE in Spanish) to 511411 on their cell phones. Ask at their next visit if they signed up and what they think.
- Order free pre-printed promotional materials for your clients at <http://www.tinyurl.com/t4bstore>. Place them in waiting rooms, appointment rooms, and at check in/out counters.
- Ask reception staff to hand each mom a text4baby tear-pad sheet at the end of her visit. She can read it while she checks out.
- Send an email to your staff and partners about text4baby, sharing details on how they can learn more and spread the word. Remind them that text4baby makes their job easier!
- Tell clients about text4baby during educational classes; have the whole room sign up together!
- Sign up for the Text4baby Tuesday e-newsletter to get weekly updates at <http://eepurl.com/h9h3>.
- Encourage your Healthy Start project, consortium or coalition to become a text4baby partner. Learn more at [www.text4baby.org](http://www.text4baby.org).

Text4baby is made possible through a public-private partnership that includes the National Healthy Mothers, Healthy Babies Coalition, Voxiva, CTIA-The Wireless Foundation, and the U.S. Department of Health and Human Services. Johnson & Johnson is the founding sponsor.

For more information about the text4baby program, visit [www.text4baby.org](http://www.text4baby.org).

