

Engaging State Chapters of Major Medical Associations and Leaders in the State: Alabama

Who: The Alabama Department of Public Health (ADPH)

What: ADPH promoted text4baby at the conferences of the Alabama Chapters of the American Academy of Pediatrics, the American Congress of Obstetricians and Gynecologists, as well as to the State Perinatal Advisory Council, health care providers, and WIC clinics. ADPH also issued a press release that included a statement by the State Health Officer, Don Williamson, who said, "We are pleased to partner with the text4baby initiative to give pregnant and new mothers critical information they need so they can take charge of their health and the health of their babies."

When: In April of 2010 ADPH began promoting to major medical associations, and then in August of 2011, they worked with the State Health Officer to issue the press release announcing his support of the program.

Where: Partners promoted text4baby across the state of Alabama.

Why: Reaching out to major medical associations and state-wide maternal and child health organizations fosters an environment for collaboration.

