Key Talking Points

• 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 worked with a broad range of public and private partners, including Founding Sponsor Johnson & Johnson, Voxiva, and CTIA – The Wireless Foundation, to launch text4baby and provide pregnant women and new moms with information to help them care for their health and give their babies the best possible start in life.

• Women who sign up for the service by texting the word BABY (or BEBE for Spanish language messages) to 511411 receive three free SMS text messages each week, timed to their due date or baby’s date of birth.

• Text4baby messages focus on a variety of topics critical to maternal and child health, including birth defects prevention, immunization, nutrition, seasonal flu, mental health, oral health, and safe sleep.

• Text4baby messages also connect women to prenatal and infant care services and other resources.

• Early evaluation findings indicate that text4baby is increasing users’ health knowledge, facilitating interaction with their health providers, improving their adherence to appointments and immunizations, and strengthening their access to health services.

Spreading the Word

1. Spread the word about text4baby among your colleagues and other elected officials – start an informal “competition” with other legislators to see whose district or state can enroll the most users.

2. Incorporate text4baby talking points into scheduled activities focused on children and women’s health at community appearances.

3. Issue a press release or conduct interviews tied to Mother’s Day or a health observance, such as National Infant Mortality Awareness Month (September), National Child Health Day (10/1/2012) or SIDS Awareness Month (October).

4. Host a roundtable discussion at a local hospital maternity ward on a topic related to infant mortality, prematurity, and the importance of prenatal care. Invite a doctor and text4baby user to talk about the value of the service.

5. Organize a briefing on the text4baby program at a local health clinic, community center, or public library.

6. Pitch an interview to local news outlets that have female audiences (e.g., morning TV, health segments, radio programs) to speak about text4baby and the local/state need for the program.

7. Reach out to your state health department and find out how you help with their existing text4baby promotional efforts.

Who’s Involved

Text4baby is made possible through a broad, public-private partnership that includes nonprofit, private sector, and government partners, including the White House Office on Science and Technology Policy, the U.S. Department of Health and Human Services, Johnson & Johnson, CTIA – The Wireless Foundation, Voxiva, American College of Obstetricians and Gynecologists, American Academy of Pediatrics, March of Dimes, MTV and over 780 other national, state and local partners in all 50 States, DC, Puerto Rico, and the U.S. Virgin Islands.

For more information, visit www.text4baby.org or email info@text4baby.org.