2014 Matte Release

PR Contact:

**Innovative Free Health Text Messaging Service
Supports Pregnant and New Moms**

CITY (DATE) – The largest mobile health initiative in the U.S., Text4baby, makes it easy to get important, free health information on pregnancy and new baby. The proven effective service has reached over 680,000 moms in the four years since launch.

Text4baby is a free service of the nonprofit National Healthy Mothers, Healthy Babies Coalition (HMHB), created in collaboration with Founding Sponsor Johnson & Johnson, and founding partners Voxiva, The Wireless Foundation and Grey Healthcare Group. Text4baby is supported and promoted by over 1200 health departments, academic institutions, health plans, businesses and the federal government. Women who text "BABY" (or “BEBE” for Spanish) to 511411 receive three free text messages a week, timed to their due date or their baby's birth date, through pregnancy and up until the baby’s first birthday.

Text4baby’s easy to understand messages help pregnant and new moms navigate an overwhelming amount of information in an easily accessible way – the cell phone. In fact, 89% of U.S. young women use a cell phone and 87% of African Americans and English-speaking Hispanics own a cell phone. 99% of text messages are read and 90% are read within 3 minutes. People of color, low-income Americans, and women text more often more than their white, higher income, male counterparts respectively. One in three cell phone owners (31%) have used their phone to look for health information.

The messages address topics such as labor signs and symptoms, prenatal care, urgent alerts, developmental milestones, appointment and immunization reminders, nutrition, safe sleep, safety and more. Many of the messages contain links to mobile webpages, videos and other great online content.

Text4baby works with a Content Development Council made up of leading national medical health organizations and federal partners who review messages to keep content current and accurate. It includes the American Academy of Pediatrics, American College of Nurse-Midwives, The American College of Obstetricians and Gynecologists, Centers for Disease Control and Prevention, March of Dimes, U.S. Department of Health and Human Services and other maternal and child health experts.

Evaluations of Text4baby prove the service is effective. A George Washington University-led randomized pilot evaluation found that Text4baby mothers were nearly three times more likely to believe they were prepared for motherhood than non-Text4baby participants. And an [evaluation](http://www.csusm.edu/nlrc/documents/report_archives/Text4Baby_SanDiego_Evaluation_Overview.pdf) by California State University San Marcos and the University of California San Diego found that Text4baby is facilitating interaction with health providers, connecting participants to health services, and reminding participants of their appointments and immunizations.

“Text4baby makes a difference for pregnant women and new moms by arming them with the knowledge to give their babies the best possible start in life,” said NAME. “Text4baby moms are more confident and like the service with over 93% saying they would refer a friend to use Text4baby. Most importantly, significant evaluation findings prove Text4baby is an effective service and our hope is more women will sign up for these valuable free health messages.”

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**About Text4baby**

*Text4baby is the nation’s only free mobile information service designed to promote maternal and child health through text messaging. A free service of the nonprofit National Healthy Mothers, Healthy Babies Coalition (HMHB), the Founding Sponsor is Johnson & Johnson. Founding partners include Voxiva, The Wireless Foundation, and Grey Healthcare Group.Text4baby is supported and promoted by over 1200 national, state and local organizations including the American Academy of Pediatrics, American College of Obstetricians and Gynecologists, and Centers for Disease Control and Prevention. Women who text "BABY" (or “BEBE” for Spanish) to 511411 receive three free text messages a week, timed to their due date or their baby's birth date, through pregnancy and up until the baby’s first birthday. The messages address topics such as labor signs and symptoms, prenatal care, urgent alerts, developmental milestones, immunizations, nutrition, safe sleep, safety, and more. A special thanks goes to the carriers who support Text4baby so the service can be free to the end users. Those carriers are: AT&T, Bluegrass Cellular, Boost Mobile, Cricket Wireless, MetroPCS, Sprint Nextel, T-Mobile, TracFone, U.S. Cellular, Verizon Wireless and Virgin Mobile U.S.A. To learn more, please visit* [*text4baby.org*](http://www.text4baby.org)*.*