

Beyond Bunting...

Your Weekly Community Resources Update

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I am pleased to announce that Mercy is now an official Outreach Partner with Text4Baby! What does that mean? Why should we be excited? Glad you asked. Text4Baby is a “mobile information service designed to promote maternal and child health through text messaging” (www.text4baby.org), i.e. text messages for pregnant women. It is free, it is easy, and it is evidence-based. Pregnant moms and mothers of infants can register to receive three text messages a week based on their due date or child’s birth date (up to baby’s first birthday). Text messages cover topics such as “labor signs and symptoms, prenatal care, urgent alerts, developmental milestones, immunizations, nutrition, birth defect prevention, safe sleep, safety, oral health, and more.”

According to its website, Text4Baby reaches women in high-poverty areas. Over 47% of participants enrolled during their first trimester of pregnancy. Evaluations of the service found that “74% of respondents learned of medical warning signs; 65% of respondents were reminded of appointments of which they’d forgotten; 67% discussed with their doctor a topic they’d read in a text message; and respondents were nearly 3X more likely to believe they were prepared to be new moms as compared to the control group.”

The Text4Baby text messaging program is a service of National Healthy Mothers, Healthy Babies Coalition (HMHB) and is sponsored by Johnson & Johnson, Voxiva, The Wireless Foundation, and Grey Healthcare Group (a WPP company). As an Outreach Partner, Mercy can now access enrollment data and obtain free promotional materials including posters and referral cards. The entire program is free for us and free for moms! Interested women can simply text “BABY” to 511411 to register, or click on the Text4Baby web enrollment button which will be available via Mercy’s website in the coming months.

I am thrilled to serve as the main point of contact between Mercy and Text4Baby. I will be participating in their webinar training and receiving regularly emailed updates and newsletters. Already, information for Text4Baby is included in a special “Pregnancy Resource Packet” I’ve left in the Emergency Department for newly diagnosed pregnant women. Feel free to contact me for more information or to place an order for promotional materials. Let’s get our mommas texting to better health!

Sample TEXT4BABY Messages:

- Have you visited a Dr. or midwife (CNM/CM)? If not, make an appointment now. Call your health plan. Or 800-311-2229 to connect to low-cost care.
- Your baby is growing a lot! Baby is now the size of a lime & can open its mouth & move its tiny hands.
- If you have any signs of preterm labor--cramps, belly tightening, low back pain, bleeding, or watery, pink/brown discharge--call your Dr. right away.
- It's time for baby's 1-month Dr.'s visit. Your baby had blood tests right after she was born. At this visit, ask your Dr. for the results.
- Your baby's mouth needs cleaning now—even before the first tooth! Wipe your baby's gums each day with a wet washcloth or use a soft baby toothbrush.
- Worried about keeping baby warm at night? Infant pajamas & infant sleep sacks are safe for baby to wear to sleep. But no loose blankets in the crib.



REFLECTING POINTS

“There's a story behind everything... but behind all your stories is always your mother's story... because hers is where yours begins.”
— Mitch Albom

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