



**FDA Office of Women's Health & text4baby
Pregnancy Video Partner Toolkit
June 2013**

The U.S. Food and Drug Administration (FDA) Office of Women's Health has partnered with text4baby—a free service of the National Healthy Mothers, Healthy Babies Coalition—to develop **a new video for pregnant women and new mothers.**

Available in English and Spanish, the video connects women to medication resources from the FDA and highlights the benefits of signing up for text4baby. Text4baby is the nation's first free text message service that provides critical information on topics such as prenatal care, safety, and baby's development.

Get Involved. Spread the word about the new video and other free resources from FDA and text4baby.

- **Embed the video on your website or show it during your health promotion activities.** View and download the video at: <http://ow.ly/kTQAX> (English language) or <http://ow.ly/kTRfx> (Spanish language).
- **Order free bulk copies of the outreach materials included in this mailing.** You can order between 50 and 200 copies of the fact sheets, tearpads, and cards at: <http://promotions.usa.gov/pregnancy.html>
- **Encourage moms to sign up for text4baby.** Participants receive three free messages a week through pregnancy and up until the baby's first birthday. Learn more at www.text4baby.org
- **Connect with social media.** Whether your followers are health professionals, advocates, or pregnant women, we have sample messages (in English & Spanish) you can share on Twitter, Facebook, blogs and other social media.

EMAIL

SEND THE FOLLOWING MESSAGES TO YOUR LIST-SERVES, CONTACT LISTS OR INCLUDE IN YOUR ORGANIZATION'S NEWSLETTER:

Targeting Health Care Providers

Most patients have lots of questions about how to stay healthy during pregnancy. Keeping patients safe and healthy requires open dialogue along with accurate and accessible health information.

For this reason, the FDA Office of Women's Health and text4baby have created a new video to help educate expectant and new mothers on credible resources on safe medication use, pregnancy and newborn health. The video stresses the importance of speaking with their health care provider and can encourage women to ask questions and disclose relevant information about their medicines during their prenatal appointments. Providers can also play a critical role in enrolling patients in pregnancy registries, which are the best way to learn about drugs' effects and can help improve drug labeling for pregnant women. The video is available in [English](#) and [Spanish](#), and can be used in your practice's waiting room.

Help start a dialogue with your patients by sharing these resources with your networks. For more information, please visit: <http://ow.ly/kTSNy>.

Targeting Consumers

Looking for information you can trust during pregnancy and baby's first year? The FDA Office of Women's Health & text4baby have released a new video that helps moms-to-be find reliable health resources for their pregnancy. The video highlights text4baby, the first free mobile information service designed to promote maternal and child health through text messaging. 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 video also highlights important FDA tips on medicines, food safety, breast pumps and more. Learn about important conversations you should be having with your doctor, nurse or pharmacist to increase the safety of your pregnancy. The video is available in English and Spanish. To watch this video, please visit: <http://ow.ly/kTQAX> (English language) or <http://ow.ly/kTRfx> (Spanish language).

TWITTER

Video Promotion

Targeting Health Care Providers

- Help your patients get info on how to stay #healthy during #pregnancy & baby's 1st yr by sharing this video: <http://ow.ly/kTQAX>.
- New #pregnancy video from @mytext4baby & @FDAWomen: <http://ow.ly/kTQAX>. It's perfect for your practice's waiting room.

Targeting Consumers

- Talking with your doc about medication use (even OTC) during pregnancy is critical. Find out why in this new video: <http://ow.ly/kTQAX>.
- What questions should you ask your doc, nurse or pharmacist during your #pregnancy? This video explains: <http://ow.ly/kTQAX>.

- There's a lot to learn before your baby is born, esp. about being healthy. Find resources to help: <http://ow.ly/kTSNy>.
 - New video on #pregnancy resources from @FDAWomen & @mytext4baby: <http://ow.ly/kTQAX>.
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FACEBOOK

Video Messages Targeting Health Care Providers

- Help your patients get info on how to stay healthy during pregnancy & baby's 1st yr by sharing this video from the FDA Office of Women's Health & text4baby: <http://ow.ly/kTQAX>.
- Help your patients understand the value of pregnancy registries by sharing this video from the FDA Office of Women's Health & text4baby: <http://ow.ly/kTQAX>.
- Encourage your patients to ask the right questions during their prenatal visits by showing this video in your practice's waiting room: <http://ow.ly/kTQAX>.
- Find patient resources for pregnancy from the FDA Office of Women's Health, including a new video: <http://ow.ly/kTQAX>.

Video Messages Targeting Consumers

- Talking with your doc about medication use (even OTC) during pregnancy is critical. Find out why in this new video from the FDA Office of Women's Health & text4baby: <http://ow.ly/kTQAX>.
 - What questions should you ask your doc, nurse or pharmacist during your #pregnancy? This video from the FDA Office of Women's Health & text4baby explains: <http://ow.ly/kTQAX>.
 - Do you know the right questions to ask during your prenatal visits? Get important information from this video: <http://ow.ly/kTQAX>.
 - Find reliable resources for pregnancy and new motherhood from FDA Office of Women's Health and text4baby, including a new video: <http://ow.ly/kTQAX>.
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BLOG POST

PROMOTE THE VIDEO ON YOUR ORGANIZATION'S BLOG OR WEBSITE:

Bloggers Targeting Health Care Providers

New Resource Helps Start a Dialogue with Expectant Mothers about Health

Most patients have lots of questions about how to stay healthy during pregnancy. Keeping patients safe and healthy requires open dialogue along with accurate and accessible health information. For this reason, the FDA Office of Women's Health (FDA OWH) and text4baby have created a [new video](#) to help educate expectant mothers on credible resources on safe medication use during pregnancy and baby's first year. The video stresses the importance of speaking with their health care providers, and can encourage women to ask questions and disclose relevant information about their medicines during their

prenatal appointments. The video is available in [English](#) and [Spanish](#), and can be used in your practice's waiting room.

As the video notes, FDA OWH offers [patient resources](#) related to medication use and pregnancy, breast pumps and other important safety topics. These resources are available on the FDA website, or hard copies can be ordered to share with your patients from [USA.gov](#). FDA patient resources can be used as talking points during patient visits, or as takeaways.

The video also discusses pregnancy registries. Providers can play a critical role in enrolling patients in these registries, which are the best way to learn about drugs' effects and can help improve the drug labeling for pregnant women. We hope you'll continue to support our efforts by informing your patients about the relevant pregnancy registries available. You can find a [full list of available pregnancy registries](#) on the FDA website.

Finally, the new video highlights the [text4baby](#) service, the first, free mobile information service designed to promote maternal and child health through text messaging. 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 can remind women about prenatal visits, and prime women to ask relevant questions at the right time.

Educating women about staying healthy during pregnancy requires open dialogue. FDA OWH and text4baby hope you'll start that dialogue by sharing [these resources](#) with your patients.

Bloggers Targeting Consumers

Your Key to a Healthy Pregnancy

Looking for information you can trust during pregnancy? The FDA Office of Women's Health & text4baby have released a new video that helps moms and moms-to-be find reliable health resources. The video helps pregnant women know which questions to ask, and which information to disclose to the doctor, nurse or pharmacist during prenatal appointments. Watch the video in [English](#) or [Spanish](#) to learn more.

As you'll see, it's key to tell your health care provider what medications you're taking. This includes prescription and over-the-counter medications, as well as vitamins and herbs. Your provider can help you understand whether you should continue to take the medications throughout your pregnancy, switch to a different drug, or adjust your dose. Your provider can also refer you to a pregnancy registry, which is the best way to learn about drugs' effects and can help improve drug labels for all pregnant women. FDA OWH offers a wide range of reliable [tips](#) related to medication use, food safety, breast pumps and more on their website, which I encourage you to read.

Finally, the new video highlights the [text4baby](#) service, the first, free mobile information service designed to promote maternal and child health through text messaging. You can text "BABY" (or "BEBE" for Spanish) to 511411 to receive three free text messages a week, timed to your due date or your

baby's birth date, through pregnancy and up until your baby's first birthday. Text4baby can also remind you about prenatal visits, and prepare you to ask the right questions at the right time.

Staying healthy during your pregnancy requires open dialogue between you and your health care team. FDA OWH and text4baby [resources](#) can help prepare you to start that conversation.

SELECTED MESSAGES IN SPANISH

EMAIL

SEND THE FOLLOWING MESSAGES TO YOUR LIST-SERVES, CONTACT LISTS OR INCLUDE IN YOUR ORGANIZATION'S NEWSLETTER:

Targeting Consumers

Looking for information you can trust during pregnancy and baby's first year? The FDA Office of Women's Health & text4baby have released a new video that helps moms-to-be find reliable health resources for their pregnancy. The video highlights text4baby, the first free mobile information service designed to promote maternal and child health through text messaging. Women who text "BEBE" 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 video also highlights important FDA tips on medicines, food safety, breast pumps and more. Learn about important conversations you should be having with your doctor, nurse or pharmacist to increase the safety of your pregnancy. The video is available in English and Spanish. To watch this video, please visit: <http://ow.ly/kTRfx>.

Spanish:

¿Está buscando información confiable durante su embarazo y el primer año de su bebé? La Oficina de Salud de la Mujer de la Administración de Alimentos y Medicamentos (FDA, por sus siglas en inglés) y text4baby han lanzado un video nuevo para ayudar a las madres a encontrar recursos de salud confiables durante su embarazo. El video resalta text4baby, este es el primer servicio móvil gratuito que está diseñado para promover la salud de las madres y del bebé a través de mensajes de texto. Las mujeres que envíen un mensaje de texto con la palabra "BEBE" al 511411 recibirán tres mensajes de texto gratis por semana, éstos se enviarán de acuerdo a la fecha de parto o la fecha de nacimiento del bebé, durante el embarazo y hasta el primer cumpleaños del bebé. El video también destaca la importancia de los consejos de FDA sobre medicamentos, seguridad en las comidas y los extractores de leche, entre otros. Aprenda más sobre las conversaciones importantes que debe tener con su médico, enfermera o farmacéutico para aumentar la seguridad y el bienestar de su embarazo. El video está disponible en inglés y español. Para ver este video, por favor visite: <http://ow.ly/kTRfx>.

TWITTER

ENGAGE YOUR FOLLOWERS WITH MESSAGES THAT PROMOTE THE VIDEO

Video

- Talking with your doc about medication use (even OTC) during pregnancy is critical. Find out why in this new video: <http://ow.ly/kTRfx>.

Spanish: Es importante que hable con su doctor sobre el uso de medicamentos durante el embarazo. Aprenda por qué con este video: <http://ow.ly/kTRfx>.

- What questions should you ask your doc, nurse or pharmacist during your #pregnancy? This video explains: <http://ow.ly/kTRfx>.

Spanish: ¿Qué preguntas le debe hacer a su doctor, enfermera o farmacéutico durante el #embarazo? Vea este video para saber: <http://ow.ly/kTRfx>.

- There's a lot to learn before your baby is born, esp. about being healthy. Find resources to help: <http://ow.ly/kTRfx>.

Spanish: Tiene mucho que aprender sobre su salud antes de que su bebé nazca. Encuentre recursos que le ayudarán: <http://ow.ly/kTRfx>.

- New video on #pregnancy resources from @FDAWomen & @mytext4baby: <http://ow.ly/kTRfx>.

Spanish: Vea este video nuevo sobre recursos para el #embarazo de @FDAWomen y @mytext4baby: <http://ow.ly/kTRfx>.

FACEBOOK

USE THESE FACEBOOK POSTS TO LINK TO THE VIDEO

Video Launch Targeting Consumers

- Talking with your doc about medication use (even OTC) during pregnancy is critical. Find out why in this new video from the FDA Office of Women's Health & text4baby: <http://ow.ly/kTRfx>.

Spanish: Es importante que hable con su doctor sobre el uso de medicamentos (incluyendo medicamentos sin receta) durante el embarazo. Aprenda por qué con este video nuevo de la Oficina de Salud de la Mujer de la Administración de Alimentos y Medicamentos y text4baby: <http://ow.ly/kTRfx>.

- What questions should you ask your doc, nurse or pharmacist during your #pregnancy? This video from the FDA Office of Women's Health & text4baby explains: <http://ow.ly/kTRfx>.

Spanish: ¿Qué preguntas le debe hacer a su doctor, enfermera o farmacéutico durante el #embarazo? Aprenda con este video de la Oficina de Salud de la Mujer de la Administración de Alimentos y Medicamentos y text4baby: <http://ow.ly/kTRfx>.

- Do you know the right questions to ask during your prenatal visits? Get important information from this video: <http://ow.ly/kTRfx>.

Spanish: ¿Sabe cuáles son las preguntas correctas que debe hacer durante sus visitas de cuidado prenatal? Aprenda información importante con este video: <http://ow.ly/kTRfx>.

- Find reliable resources for pregnancy and new motherhood from FDA Office of Women's Health and text4baby, including a new video: <http://ow.ly/kTRfx>.

Spanish: Encuentre recursos confiables sobre su embarazo y su nueva maternidad en la Oficina de Salud de la Mujer de la Administración de Alimentos y Medicamentos y text4baby, incluyendo este video nuevo: <http://ow.ly/kTRfx>.