

Text4baby

Provide information on text4baby to:

Pregnant Women at **1. Prenatal Enrollment 2. Individual Prenatal contacts (Single Trimester and Nutrition Assistant) and 3. Following Prenatal Classes.**

Postpartum Women at **1. New Born Enrollment 2. Individual contacts (Nutrition Assistant) and 3. Following Group class and Breastfeeding Support Groups (Breastfeeding Peer counselor and Nutrition Assistant)**

Give participants written material on text4baby. Explain what text4baby is, how it works and help them enroll.

Text4baby provides FREE text messages to keep you & your baby healthy

- Pregnant women or new moms (with infant under age 1) who sign up for text4baby will receive 3 free messages each week with health information throughout pregnancy and until the baby is one year old.
- These text messages are provided as a service and are 100% free.
- The information provided by women who sign up will only be used to send her text4baby messages; the information will not be shared.
- The text messages are timed to mom's due date or the baby's birth date so the information she receives is clinically relevant.

How to Sign Up

Signing up is easy, all you have to do is:

- Text the word **BABY** to the number 511411. If you would like to get the messages in Spanish, text **BEBE** to 511411
- You will then be asked to enter your expected due date or baby's date of birth, and your zip code.
- Error: *If mom receives an "Error" message when enrolling, she may need to call her cell phone company and tell them to allow Short Code Messaging to her phone. 511411 is a short code number.

Help Mom Remember Appointments

- Once mom is enrolled in text4baby, she can set appointment reminders (with a description) for all her WIC appointments. Mom will receive a text for her appointment 3 days before and the morning of her appointment.
- Mom texts **REMIND** to 511411 or **CITA** for Spanish messages.
- Text4baby will prompt mom for the date (Format: DDMMYY) for April 14, 2013 the format will be: 041413.
- Text4baby will then prompt mom for a description: Bring application to WIC.

Once you are registered you will get three messages a week until your baby turns one. At times critical alerts are sent out (baby item recalls, emergency alerts, etc.) so moms might get an extra message for the week.

The messages address topics such as labor signs and symptoms, prenatal care, urgent alerts, developmental milestones, immunizations, nutrition, birth defect prevention, safe sleep, breastfeeding, infant development and more. Text **STOP** to discontinue messages or **HELP** for help at any time.

Women can sign up at any point during pregnancy or before baby turns 1 year old.

You are encouraged to sign up!
If you want to sign up during your WIC visit and need help, please let me know.