



Text4baby Tuesday

A weekly update from the National Healthy Mothers, Healthy Babies Coalition

January 10, 2012

We hope your new year has gotten off to a great start. Almost two weeks into the new year and already many of our partners have taken advantage of our [web enrollment button](#). Another tool that is now available to you is a just-completed fact sheet on text4baby breastfeeding messages. This fact sheet will help you communicate how text4baby promotes breastfeeding and complements our [content development](#) fact sheet. Click [here](#) to view this new fact sheet. We encourage you to continue to use our many useful tools and resources available on our [website](#).

Sarah Ingersoll, text4baby Campaign Director
National Healthy Mothers, Healthy Babies Coalition

Take Action

Did you know that not only can you post a text4baby [web enrollment button](#) that allows moms to sign up for text4baby directly from your site, as of mid-February you will have a tool to view how many individuals have enrolled using your web button. Stay tuned. [Download](#) the enrollment button today.

We are also excited to report that many TV stations nationwide have already started airing the [text4baby public service announcements](#) (PSAs)! We urge you to encourage TV stations in your state or market to broadcast the PSAs. Click [here](#) for information on which stations have received the PSAs, when they have been aired in your community, as well resources to assist you in your outreach efforts. Feel free to contact info@text4baby.org with questions.

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INFO@TEXT4BABY.ORG

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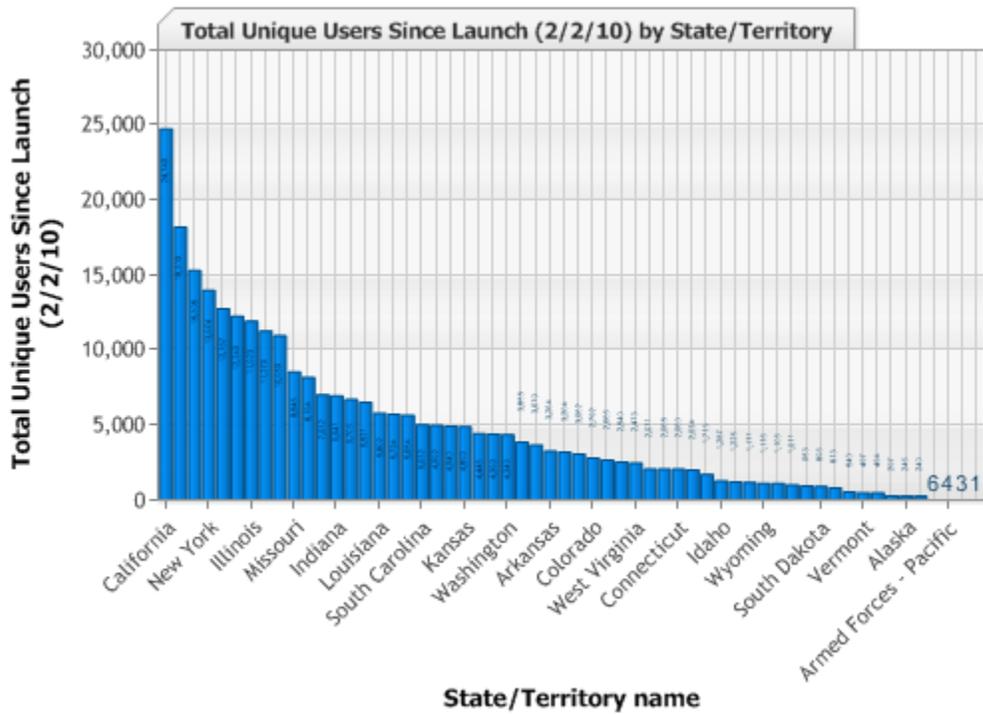
PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES, PLEASE CONTACT:

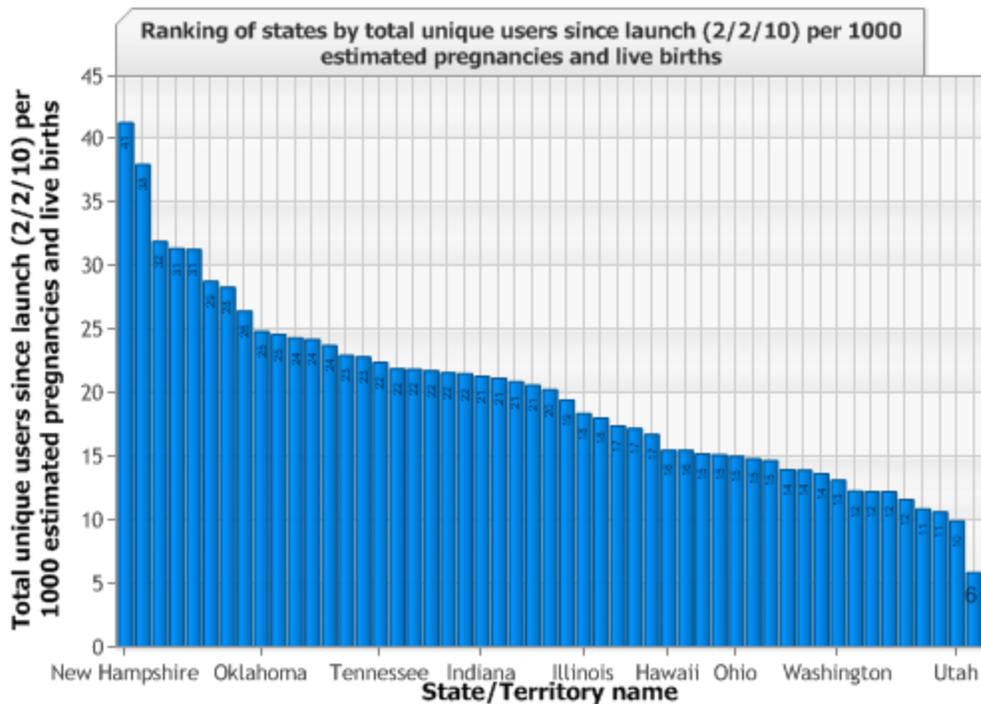
MEDIA@TEXT4BABY.ORG

Subscriber Update

Text4baby has now enrolled 274,968 individuals! Ninety-six percent of text4baby users who responded to a survey (n=14,769) reported that they would recommend the service to a friend.



The chart above shows the total number of unique users who have enrolled in text4baby per state since launch on 2/2/10. Click [here](#) to view all states and for more information on how this chart is calculated.



The chart above shows the total number of unique users who have enrolled in text4baby, per state, adjusted to account for the estimated number of pregnancies and infants in each state, since launch on 2/2/10. Click [here](#) for more information on how the chart is calculated.

To view the total number of subscribers in each state and the subscriber breakdown by pregnancy status and language, click [here](#).

Welcome New Partners!

We are thrilled to welcome additional partners from across the country:

- Logan County Department of Public Health (Lincoln, IL)
- American College of Obstetricians and Gynecologists

For a complete list of partners, click [here](#).

Partner Spotlight

We are happy to welcome the [American College of Obstetricians and Gynecologists](#) as a new text4baby partner! The College is a founding partner of the National Healthy Mothers, Healthy Babies Coalition and has collaborated with HMHB on critical maternal and child health issues for the last 30 years. Most recently, the College has worked with the text4baby team to provide expert review of the program's content, helping to ensure that messages reflect the latest research. On February 27th, text4baby has been invited to hold a session at the College's 30th Annual Congressional Leadership Conference. We look forward to working with the College and their members to reach more moms about the program!

Text4baby in the Media

Text4baby Highlighted in 2012 Top 'Ten' Lists

As people look forward to the coming year, many are making their resolutions by creating their top lists of 2012. Huffington Post featured a list of ways non-profits are creatively and efficiently reaching their audiences, specifically through the use of cell phones. The piece featured text4baby as one of seven new and innovative ways to reach the community that uniquely “makes information for new moms easily available and easily accessible at no charge to users.” To learn more about this list, click [here](#). Also, text4baby is one of *EmaxHealth*'s 8 new health-related technologies that "could really change your life." Text4baby “deliver[s] evidence-based health information and advice to you on a regular basis throughout your pregnancy for free. All you need is a phone.” To learn more about this list, click [here](#).

mHealth Highlight

How the emergence of mobile applications will impact health insurance

As mobile phones become more ubiquitous in today's society, consumers have begun to use them for a wider range of activities, including managing their health care. As more than 40% of U.S. adults now have smart phones, health insurers can utilize mobile applications to help break down the complexities of health insurance. These mHealth innovations could be used to provide real time updates on claims statuses, allow members to easily search for health care providers, and provide many types of other health tools and trackers that would make it easier for insurers to engage with their members. To learn more about how mHealth can impact health insurance, click [here](#).

Text4baby Initiatives for Partners

Legacy Camera Program

Don't forget! HMHB has easy-to-use, handheld camcorders available for partners to borrow free of charge. Get creative in telling your story or that of the moms you work with, so others may see your successful text4baby promotional activities. To learn more about this program and how to borrow a camera, click [here](#).

Text4baby Job Opening

Research Manager

The National Healthy Mothers, Healthy Babies Coalition is seeking a Research Manager to support text4baby's efforts to grow the evidence base around the service. The job entails working with our real-time data and formal evaluation partners. The research manager will inform the enrollment strategy and partner efforts, and will establish a new model for mobile health. Qualifications include a Master's Degree (Doctorate preferred) and proven expertise in public health evaluation, including devising evaluation plans and coordinating resources to complete evaluation. This full-time, exempt position is based in Alexandria, Virginia. To read the full job description, please visit [here](#). Interested candidates should email their resume or CV, cover letter, and salary history to hr@hmhb.org with “Research Manager” in the subject line. Qualified candidates will be contacted directly for interviews. No phone calls please.

Voxiva Job Opening

Text4baby Digital Program Manager

Voxiva, Inc., a leading provider of mobile health information solutions, seeks a highly driven product marketing manager with expertise in driving consumer engagement and recruitment through digital tools (web, social media, e-mail, search, and advertising). Based in Washington DC Headquarters, the successful candidate will

have responsibility in driving consumer engagement and enrollment in the award winning “text4baby” service, which is jointly offered by Voxiva and its partner, the Healthy Mothers, Healthy Babies Coalition (HMHB). The ideal candidate will have proven experience at developing and implementing digital tools that have resulted in the engagement of hundreds of thousands of consumers. Qualifications include a minimum of 5 years of experience in digital product marketing with hands on experience implementing web, social media and internet based tools, BA/BS degree, MPH or similar health-related qualifications preferred. Interested candidates should email their resume or CV, cover letter, and salary history careers@voxiva.org with “Text4baby Digital Program Manager” in the subject line. Qualified candidates will be contacted directly for interviews. No phone calls please.

Visit www.text4baby.org for more information about the campaign.

For more on maternal and child health, visit the [National Healthy Mothers, Healthy Babies Coalition](http://www.nhmhb.org).

About text4baby

Text4baby is made possible through a broad, public-private partnership that includes government, corporations, academic institutions, professional associations, tribal agencies and non-profit organizations. Founding partners include HMHB, Voxiva, CTIA - The Wireless Foundation and Grey Healthcare Group (a WPP company). Johnson & Johnson is the founding sponsor, and the premier sponsor is WellPoint. U.S. government partners include the White House Office of Science and Technology Policy, the Department of Health and Human Services, the U.S. Department of Agriculture, the Department of Defense Military Health System and the U.S. Consumer Product Safety Commission. The mobile health platform is provided by Voxiva and free messaging services are generously provided by participating wireless service providers. Implementation partners include BabyCenter, Danya International, Syniverse Technologies, Keynote Systems and The George Washington University. MTV Networks is a media sponsor.

You are receiving this communication because you previously expressed interest in the National Healthy Mothers, Healthy Babies Coalition and our text4baby program. If you wish to unsubscribe, please click on the link below.

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