



Text4baby Tuesday

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

January 11, 2011

We'd like to express our appreciation to the US Department of Agriculture for their active involvement and engagement as a text4baby outreach partner. Yesterday, we had the opportunity to showcase the program during a presentation at the National Agricultural Library. A special thanks to USDA's Food and Nutrition Information Center for the invitation!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome the Wisconsin Association for Perinatal Care and Albany Area Primary Health Care. We greatly appreciate your commitment to spread the word about text4baby! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

Subscriber Update

Please read next week's Text4baby Tuesday for the latest enrollment numbers.

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Partner Spotlight

Prevent Child Abuse Arizona is promoting text4baby during their community seminars with nurses, childbirth educators, and home visitors. Never Shake A Baby Arizona Coordinator, Dr. Mary Warren, gives providers information on how to teach parents about coping with infant crying to prevent shaken baby syndrome. “Nurses always welcome additional resources they can give to new parents to help keep their babies safe and healthy,” said Dr. Warren. “And text4baby is so easy to pass on, and easy for moms to use. Thanks for creating this opportunity to pass on life-saving messages for babies and parents!”

Upcoming Events and Conferences

HMHB MCH Topics Webinar: Obesity and the Built Environment
Join Healthy Mothers, Healthy Babies for our latest MCH Topics Webinar: Obesity and the Built Environment on **January 14, 2011 from noon to 1:15pm EST**. The featured speaker is Dr. Goutham Rao, Clinical Director, Weight Management & Wellness Center at the Children’s Hospital of Pittsburgh and Associate Professor of Pediatrics and Assistant Dean for Faculty Development at University of Pittsburgh School of Medicine. Childhood obesity is a growing and complex problem that requires complex solutions. This discussion will focus on the idea that one effective way to prevent and reduce obesity is by changing the man-made aspects of a person’s environment, called the built environment. Dr. Rao will also address other commonly proposed causes and treatments of childhood obesity, including environmental obesogens and surgery. Participants are welcome to ask Dr. Rao questions during the second half of the webinar.

To participate in the webinar, register at <https://www1.gotomeeting.com/register/315313017>.

Intro to text4baby Webinar

New to text4baby? Join us for an introduction to the program and learn how your organization can become an outreach partner. Existing partners can use this opportunity to get updates and ask questions.

When: Wednesday, January 12th, 2:00-2:30 PM EST.
Register for the webinar at <https://www1.gotomeeting.com/register/560983488>.

Text4baby Media

[HHS Embraces Bottom Up Innovation](#)

In an interview with Federal News Radio, Todd Park, HHS Chief Technology Officer, talks about the spirit of innovation at the US Department of Health and Human Services. He describes text4baby as an example of a "virtual start-up" and says the service is a model for how technology can be applied to other health issues. [Listen to the clip.](#)

mHealth Highlight

[Can Telemedicine Help Wounded Warriors with Recovery?](#)

The US Army's Telemedicine and Advanced Technology Resource Center (TATRC) has launched a telehealth pilot program, called mCare, for veterans with traumatic brain injury or other serious injuries. The mobile application allows patients and doctors to communicate with each other and gives the user a tool to record sleep habits and mood swings and receive appointment reminders. This pilot will help researchers at TATRC determine if this technology helps veterans with recovery.

Job Opportunities

Text4baby's founding partner, Voxiva, has new open positions to support text4baby and new mobile services. Please visit the Voxiva [website](#) for more information.

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.](#)

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 premier sponsors include WellPoint, Pfizer and CareFirst BlueCross BlueShield. U.S. government partners include the White House Office of Science and Technology Policy, the Department of Health and Human Services, the Department of Defense Military Health System, Department of Agriculture and the 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.

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