



# Text4baby Tuesday

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

**January 17, 2012**

Being that January is [National Birth Defects Prevention Month](#), I wanted to draw attention to this important issue. The National Center on Birth Defects and Developmental Disabilities (NCBDDD) at the Centers for Disease Control and Prevention (CDC) has a host of resources available on this critical topic, which affects one in every 33 babies born in the U.S., at <http://www.cdc.gov/ncbddd/birthdefects/index.html>. Additionally, we are very grateful for the support that the team at NCBDDD has offered us on content development, as this topic is an important one for our text4baby moms.

This week, we welcome our new Program Manager, Andrea Goodman, to the National Healthy Mothers, Healthy Babies Coalition staff. Andrea will be working on a variety of projects and supporting communication activities related to text4baby. It's great to have you on board, Andrea!

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

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## 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

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### CONTACT US

GENERAL INQUIRIES:

[INFO@TEXT4BABY.ORG](mailto:INFO@TEXT4BABY.ORG)

PARTNERSHIP INQUIRIES:

[PARTNERS@TEXT4BABY.ORG](mailto:PARTNERS@TEXT4BABY.ORG)

FOR MEDIA INQUIRIES,

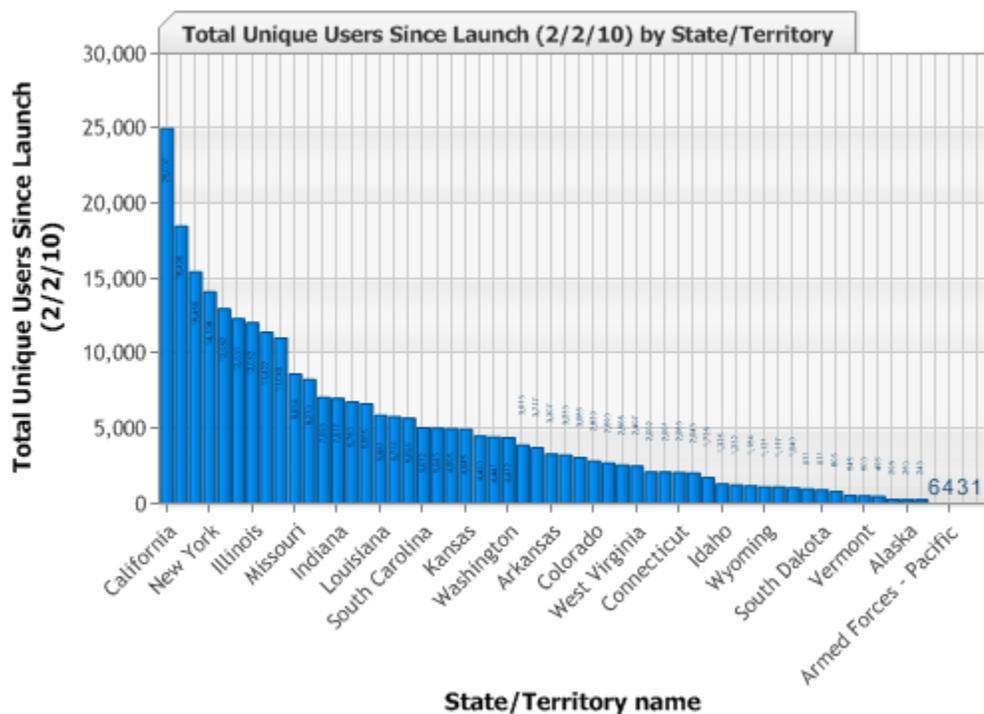
PLEASE CONTACT:

[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

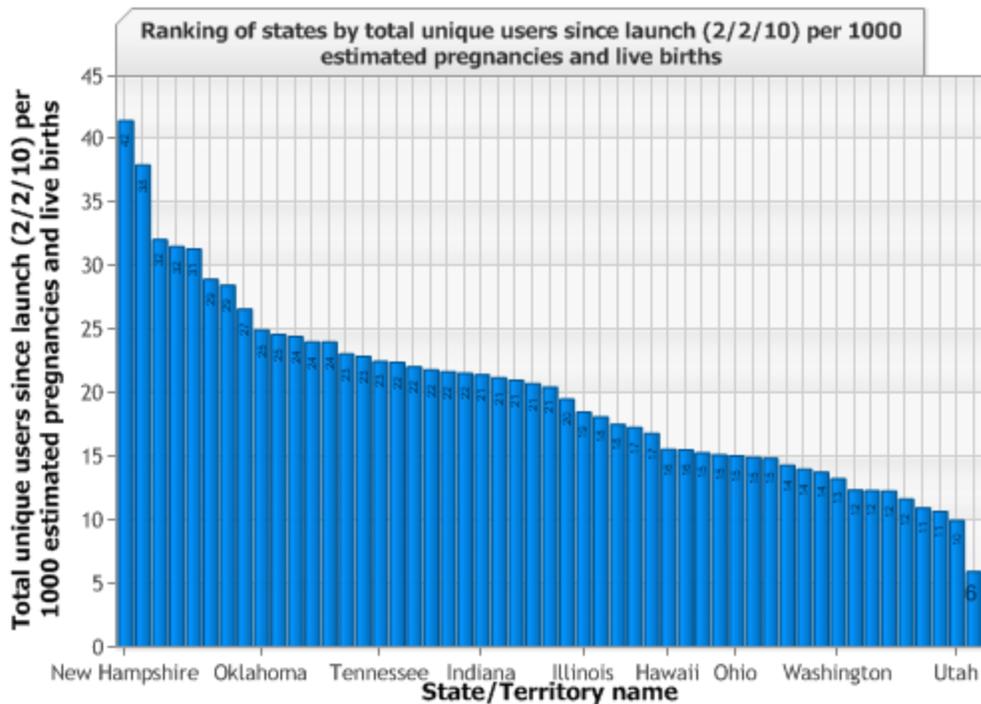
nationwide have already started airing the [text4baby public service announcements](#) (PSAs)! We urge you to encourage TV stations in your state or market to broadcast the PSAs. Click [here](#) for information on which stations have received the PSAs, when they have been aired in your community, as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

### Subscriber Update

Text4baby has now enrolled 278,040 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:

- The University of Texas at Arlington (Arlington, TX)
- Zeta Phi Beta Sorority Inc, Iota Tau Chapter (Savannah, GA)

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

### Partner Spotlight

Text4baby partner, [Vivacare](#), has incorporated the text4baby service into the patient education services it provides to OB/GYNs, pediatricians, and family physicians. Vivacare provides medical professionals with the tools to share practical health information in order to advance clinical care and enhance patient satisfaction. Physicians who specialize in women’s health or pediatrics and are enrolled with Vivacare can access a customizable “eHandout” specific to text4baby that can be added to their own practice websites. This text4baby “eHandout” describes the text4baby service and links directly to the text4baby website. You can also view information about text4baby directly on the Vivacare [website](#), where they have incorporated the new text4baby web enrollment buttons as well as information on what topics are

covered in the service and how a woman can sign up for the service. Thank you, Vivacare for sharing text4baby through your network of providers!

### **HHS webinar on text4baby, An Agency-Wide Challenge!**

Recently, text4baby participated in an U.S. Department of Health and Human Services (HHS)-wide webinar convened by the agency's Chief Technology Officer, Todd Park. Over 115 participants heard Dr. Olayiwola, Chief Medical Officer at the Community Health Center in Connecticut, give a powerful presentation about text4baby's incorporation into prenatal services state-wide, offering benefits to both providers and patients.

At the end of the webinar Todd challenged HHS staff to develop innovative outreach text4baby promotional strategies that hold potential to systematically drive enrollment. HHS teams should be no larger than 10 members, and submissions are due February 2, 2012 at 5:00pm EST. The winning team will win a lunch with Todd! Click [here](#) to view and listen to the webinar and to learn more about the challenge.

### **Text4baby Hits Newsstands!**

Did you see the text4baby feature advertisement in this issue of *Ebony* magazine? The issue hit newsstands just in time for Black History Month in February. *Ebony* is a popular magazine geared towards the [African-American](#) market and has a large national and global circulation. Most of those readers are women. We think it looks great! Pick up a copy or see the ad here (also, to view a larger image, click [here](#)).



### **mHealth Highlight**

*Cellphones a new tool for helping homeless teens, study says*

A recent study was published in the Journal of Urban Health, entitled, "Cell Phone Use Among Homeless Youth: Potential for New Health Interventions and Research." The study, which was conducted by Eric Rice of the School of Social Work at the University of Southern California, showed that 62% of homeless youth owned a cell phone. Because cell phones ownership is high among American teens, including homeless teens, this technology can allow family, friends, and providers to stay in touch with this transient, at-risk population. Cells phones provide a crucial safety net for these teens, keeping them connected to resources. Rice's ongoing research indicates that homeless youth who keep up with friends and family back home have a better chance of getting off the streets. To learn more about this study, click [here](#).

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### **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](mailto: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. To read the full job description, please visit [here](#). Interested candidates should email their resume or CV, cover letter, and salary history [careers@voxiva.org](mailto:careers@voxiva.org) with "Text4baby Digital Program Manager" in the subject line. Qualified candidates will be contacted directly for interviews. No phone calls please.

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Visit [www.text4baby.org](http://www.text4baby.org) for more information about the campaign.

For more on maternal and child health, visit the [National Healthy Mothers, Healthy Babies Coalition](#).

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#### *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.

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