



Text4baby Tuesday

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

January 3, 2012

I hope everyone had an enjoyable holiday. Once again we want to share our gratitude for the incredible text4baby community that has grown around us. Thanks for all your support. We look forward to working with you in 2012 to make a difference in the lives of more pregnant women and new moms!

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

Take Action

Did you know? We now have a [web enrollment button](#) that allows moms to sign up for text4baby directly from your site! Five versions available in English and Spanish may be easily added to your web site, Facebook page, or blog to direct viewers to an online registration form (in a new window) to sign up for text4baby. Feel free to contact info@text4baby.org with questions. [Download](#) the enrollment button today.

Subscriber Update

Text4baby has now enrolled 271,835 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.

CONNECT WITH US:

Become a fan on Facebook

 Follow us on Twitter

SHARE THIS EMAIL:



CONTACT US

GENERAL INQUIRIES:

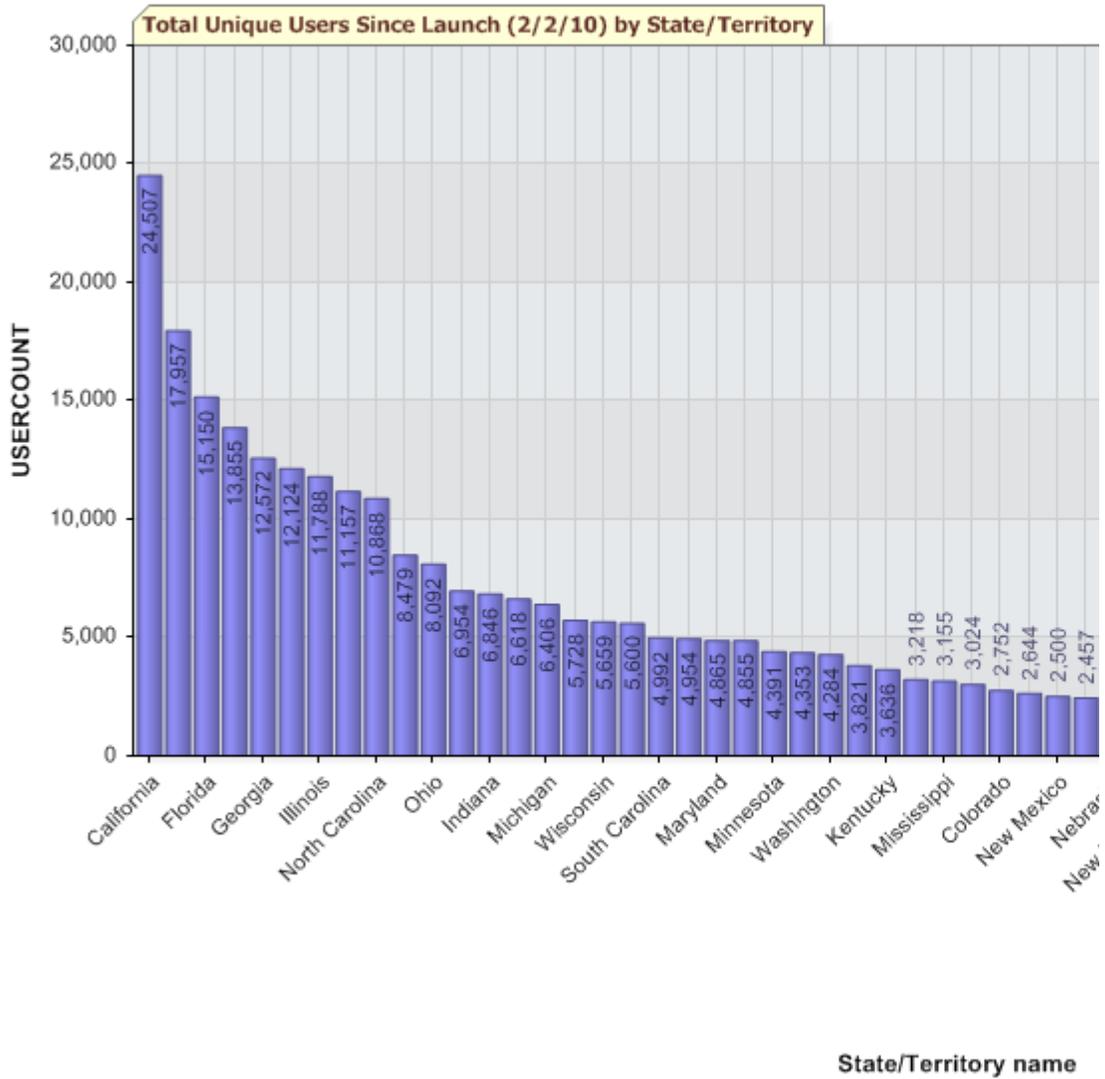
INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

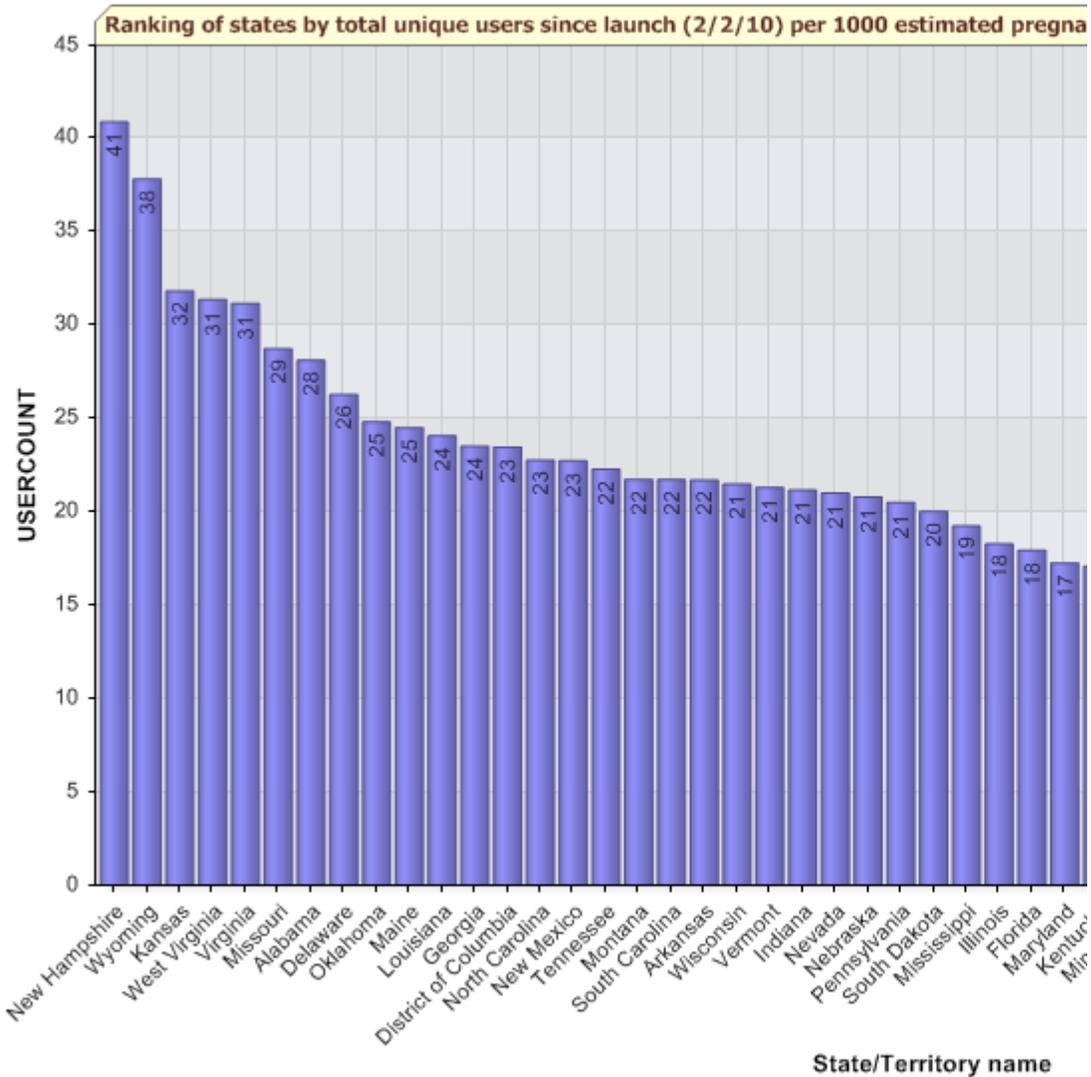
PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES, PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG



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](#).

Text4baby TV PSA Webinar Training for Partners January 5

Thanks to the support of Founding Partner CTIA– The Wireless Foundation, outreach partners will now have text4baby television public service announcements (PSAs) aired in your state. To increase the amount of air time these PSAs get and help drive enrollment, access our tool kit [here](#). The toolkit includes steps for promoting the PSAs, information on downloading the PSAs for your web site or waiting rooms, a way to affordably customize

the PSAs with your organization's logo, and a letter of support from the U.S. Department of Health and Human Services (HHS). Join us on Thursday January 5th, 2012 from 1:00 to 1:30 pm (EST) to learn more about these new tools and their effectiveness. Please register for the webinar [here](#).

Welcome New Partners!

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

- The Greater Racine Collaborative for Healthy Birth Outcomes (Racine, WI)
- Macomb County Community Services Agency (Clinton Township, MI)
- Med-Peds Associates, P.C. (Kankakee, IL)

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

Partner Spotlight

Capital District Physicians' Health Plan, Inc. (CDPHP®), located in Albany, N.Y., was founded in 1984 and has grown to serve 378,000 members in 24 counties in New York state. Since partnering with the text4baby program in 2010, CDPHP has directly promoted the service to 5,300 expecting women and educated an even larger number of members. CDPHP has proudly promoted text4baby on the CDPHP website, through trimester-targeted member outreach mailings and phone calls, in provider and member newsletters, and in member benefit brochures. CDPHP has also created co-branded flyers for distribution at health fairs, wellness classes, and provider offices, and customized posters on display in a variety of settings. Members engaged in case management services also receive text4baby materials and education on its many benefits. Thank you to CDPHP for all your great work promoting text4baby!

Text4baby Social Media Buzz:

Recently Planned Parenthood tweeted about text4baby to their over 40,000 followers! "What's free, informative and right at your fingertips? [#Text4Baby](#)." They also posted on their Facebook wall which reaches more than 200,000 users, encouraging moms and moms-to-be to sign up for text4baby as well as posting a link to the [Baby Pics PSA](#). Thank you Planned Parenthood for getting the word out about text4baby and for all the work that you do!

mHealth Highlight

Top 10 health searches in 2011

Healthline Networks released a report highlighting the most searched health terms both via desktop or laptop computer and via mobile devices. The lists reveal that there are significant differences between what consumers search for on their mobile devices versus from their personal computers. According to Healthline's research, the top mobile searches included keywords that were related to more private health issues, like sexually transmitted diseases and mental health conditions, while people used their desktops and laptops to search for health conditions like diabetes and cancer. "We're seeing that more people are taking their personal health into their own hands-literally searching for health information from their handheld devices," West Shell, chairman and CEO of Healthline Networks said. "Our data illuminates the way people are looking at health information. On the web, consumers are searching for complicated issues and often view corresponding visual tools to help further educate them about the condition. With mobile, people are searching for conditions that are very private in nature and often are seeking quick answers." To view the top health searches from 2011, 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 Openings

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.

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 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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