



# Text4baby Tuesday

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

**January 31, 2012**

February is text4baby's 2nd birthday! Congratulations to all of you for everything you have done these past two years to reach women with this critical health service. To celebrate, we're announcing a new partnership with the Centers for Medicare & Medicaid Services, the federal agency that administers Medicaid and the Children's Health Insurance Program (CHIP). This important collaboration between the nation's largest children's health coverage program and the largest national mobile maternal health education program will bring new resources and allies to your outreach efforts. Together we will make it easier for moms to take charge of their family's health. There are many ways to get involved. Please start by joining us on our birthday webinar this Friday (see below) as we set a course for the next year!

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

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## Take Action

- Please register for our text4baby 2nd birthday webinar this Friday, February 3rd. Paul Meyer, Chairman and President of Voxiva, Inc. will thank you for all of your tremendous efforts on behalf of text4baby. He will then introduce Cindy Mann, Director of the Center for Medicaid and CHIP Services, who will share information about our new and exciting partnership and

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opportunities for you to get involved. The webinar will take place from 2:00 -2:30 pm EST. We hope you can join us! To register, click [here](#).

- Benz Communications—a leading HR and benefits communication strategy boutique—and text4baby just announced the release of the free [Text4baby Toolkit for Employers](#). The toolkit helps employers quickly and easily promote text4baby and other maternity benefits available to their employees. Download the kit today and share it with local businesses and companies that have female employees. The toolkit includes ready-to-use templates and materials that can be customized and integrated into existing benefits communication programs and channels.
- We are excited to report that many TV stations nationwide have already started airing the [text4baby public service announcements](#) (PSAs)! These PSAs are a great way to get more moms connected to text4baby in your area and we need your help ensuring they get played. Please call or visit your local stations. Click [here](#) for information on which stations have received the PSAs, when they have been aired, and how you can help.

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### **Subscriber Update**

Text4baby has now enrolled 286,055 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.



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](#).

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### **Welcome New Partners!**

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

- Iredell Healthy System (Statesville, NC)
- Wake County Human Services (Raleigh, NC)
- Women's Health Connecticut (Avon, CT)

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

### **Partner Spotlight: Delaware**

Yesterday, our team celebrated Delaware's 1st place finish in the 2011 Text4baby State Enrollment Contest at an event at Christiana Hospital in Newark, DE. Participants heard congratulatory remarks from Delaware Senator Tom Carper, Rita Landgraf, the State Secretary of Health and Social Services, as well as Kim Bassett, Executive Director of CTIA-The Wireless Foundation. Senator Carper—who has been a great text4baby advocate—congratulated Delaware partners for their work promoting text4baby and stated, “The text4baby program gives reassuring reminders to expectant mothers about the important steps they should be taking to make their pregnancy a healthy one. I was thrilled when I found out that Delaware, the first state, is also the first state in enrollment in the text4baby program. It shows us that new mothers are putting their babies first.” To watch the press event, click [here](#). We were also fortunate to have a text4baby participant from Delaware at the event to speak about her positive experience using text4baby. Keep up the good work, Delaware!

### **Partner Spotlight: American Academy of Pediatrics**

Last week, the American Academy of Pediatrics (AAP) sent text4baby tearpads to over 40,000 members with a letter from President Robert Block. President Block cited the positive text4baby evaluation result and AAP promoted the mailing to their members through a message on their Facebook page and in AAP's SmartBrief. The Academy is requesting that recipients use the tearpads in their practice to enroll their patients, and that they place text4baby tearpads next to check-in desks, put up text4baby flyers, and promote the program through social media networks. In addition to the mailing, AAP has a [dedicated page](#) on their website for text4baby and has put the enrollment button on this page and on their [healthychildren.org](#) site. One AAP pediatrician, Dr. John C. Duby, explained, “Text4baby is an innovative approach to reaching young mothers during pregnancy and their baby's first year. The messages are practical, timely, and important. One great thing is that many messages include phone numbers for resources that can be called on the spot.” A special thanks to AAP for their incredible efforts!

### **Join the National Premature Infant Health Coalition for a Webinar!**

The National Premature Infant Health Coalition will host a webinar on February 15th at 1:00pm EST. Dr. Alan Spitzer, a prominent neonatal researcher, will present on the Pediatrix BabySteps Clinical Data Warehouse. This valuable tool offers a wealth of

information about neonatal outcomes and care, and is a well-recognized resource for the field. To sign up, click [here](#). For more information or questions about our webinar series, contact Andrea Goodman at [agoodman@hmhb.org](mailto:agoodman@hmhb.org).

### **Text4baby in the Media**

#### *Text4baby Gives Tips for New and Expecting Moms*

Text4baby was recently featured in a health & science segment on the Christian Broadcasting Network (CBN), one of the largest television ministries in the world. New and expectant moms were interviewed on their experiences using the program and how it helped them navigate their pregnancy and postpartum process. Text4baby was described as “parenting tips at your fingertips.” New mom and text4baby user Nikki Bascome described how relevant and helpful the messages were to her, “The timing seems to be insane...always spot on...exactly what I’m going through or I’m worried about.” To read the full article and watch the video clip, [click here](#).

#### *AOL Impact Connecting the Public to Text4baby*

AOL Impact, a site dedicated to connecting the public to the greater good, has featured text4baby as one of their recent daily causes. The site outlines the benefits of the text4baby program, as well as information on how to register. Thanks AOL Impact for the cool feature— and Johnson & Johnson for this opportunity! Check out the site [here](#).

### **mHealth Highlight**

#### *Improving and Standardizing Evaluation Reports of Web-based and Mobile Health Interventions*

The Journal of Medical Internet Research (JMIR) recently published an editorial explaining the rationale behind a new checklist that provides guidance for authors seeking to submit eHealth and mHealth studies. The checklist was constructed to be an extension of the Consolidated Standards of Reporting Trials (CONSORT), which is an existing tool used to improve the reporting of randomized controlled trials (RCTs). While CONSORT can be applied to eHealth and mHealth interventions to provide broad guidance, the checklist aims to address the issues and challenges that are unique to eHealth and mHealth research. By addressing these challenges directly, the checklist aims to improve the overall quality of research coming out of these fields. To learn more about this tool and how it was developed, click [here](#).

#### *Txt4health Diabetes Prevention Initiative Launches*

Our partners at Voxiva—along with the American Diabetes Association—just launched the “txt4health” mobile texting program that sends personalized text messages to people at risk of developing Type 2 diabetes. This innovative program encourages targeted individuals to assess their diabetes risk levels, manage their health, and connect with available wellness and diabetes care resources. For more information, please contact Chris Yu at [cyu@voxiva.com](mailto:cyu@voxiva.com).

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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](#).

### **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, 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 National Healthy Mothers, Healthy Babies Coalition (HMHB). The ideal candidate will have proven experience in 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, and a BA/BS degree; MPH or similar health-related qualifications preferred. To read the full job description, click [here](#). Interested candidates should email their resume or CV, cover letter, and salary history to [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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