



Text4baby Tuesday

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

January 4, 2011

Happy New Year! We begin 2011 by introducing the new members of the text4baby team. Sarah Ingersoll has joined as our Campaign Director. New Outreach Coordinator is Pamela Rich. Giselle Plata is as our Hispanic Outreach Coordinator, and Kathleen Murphy is our new Program Associate. Welcome to the text4baby team!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome the Capital Area Health Network (Richmond, VA) and Rainbow Push Public Policy Institute. 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

We now have **121,828** text4baby enrollees! Ninety-five percent of enrollees report that they would recommend the service to a friend.

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

View total number of subscribers in [each state](#) enrolled in text4baby. View subscriber breakdown by [pregnancy status](#) and [language](#).
(click on the image above to enlarge)

Submit Your Partner Activities

Has your organization held a text4baby event or built a text4baby coalition? Have you been interviewed about the service by your local media? Are there other promotional activities you've done to spread the word about text4baby? If so, we'd love to hear from you! Please send the details of your activities, including date, location, audience, attendance, materials/photos and any other information, to Lauren Sogor at lsogor@hmhb.org. Your organization could be in our next Partner Spotlight!

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

Introducing text4baby: Just for You!

PrimeWest Health, a nonprofit health plan serving rural communities in Minnesota, added a piece about text4baby in the Winter 2010 issue of their magazine, *PrimeLines*. With a circulation of 13,000, the magazine reaches pregnant and new mothers throughout the state. The article highlights text4baby's easy enrollment process and provides details about the free service.

mHealth Highlight

State of the 'App'

The number of cell phone apps continues to rise. Johns Walls from CTIA-The Wireless Association talks with GetJar's Patrick Mork about the enormous growth in the wireless applications market.

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 and the Department of Defense Military Health System. 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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