



Text4baby Tuesday

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

October 11, 2011

During this flu season, we encourage our partners to reinforce the CDC recommendation that everyone 6 months of age and older, including pregnant women, receive the flu vaccine. This month, we will be launching a new interactive feature in the text4baby service, specifically aimed at reducing the barriers moms may face in getting the flu vaccine. Text4baby users will be offered the option to receive a general or specific reminder to get their flu shot. We hope that introducing reminders will help mom care for her health and the health of her children.

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

Welcome New Partners!

This week, we welcome the following new partners:

- Boston Public Health Commission (Boston, MA)
- Cuyahoga County Board of Health (Parma, OH)
- El Rio Community Health Center (Tucson, AZ)
- Loma Linda Children's Hospital- Comprehensive Tobacco Treatment Program (Loma Linda, CA)
- Pediatric Associates of Stockton (Stockton, CA)
- Redrock Pediatrics (St. George, UT)
- State of Nebraska Department of Health and Human Services, Division of Public Health, Lifespan Health Services (Lincoln, NE)
- Tribal Injury Prevention, Tule River Indian Health Center, Inc. (Porterville, CA)

We greatly appreciate your commitment to spreading the word about text4baby! For a complete list of partners, visit:

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CONTACT US

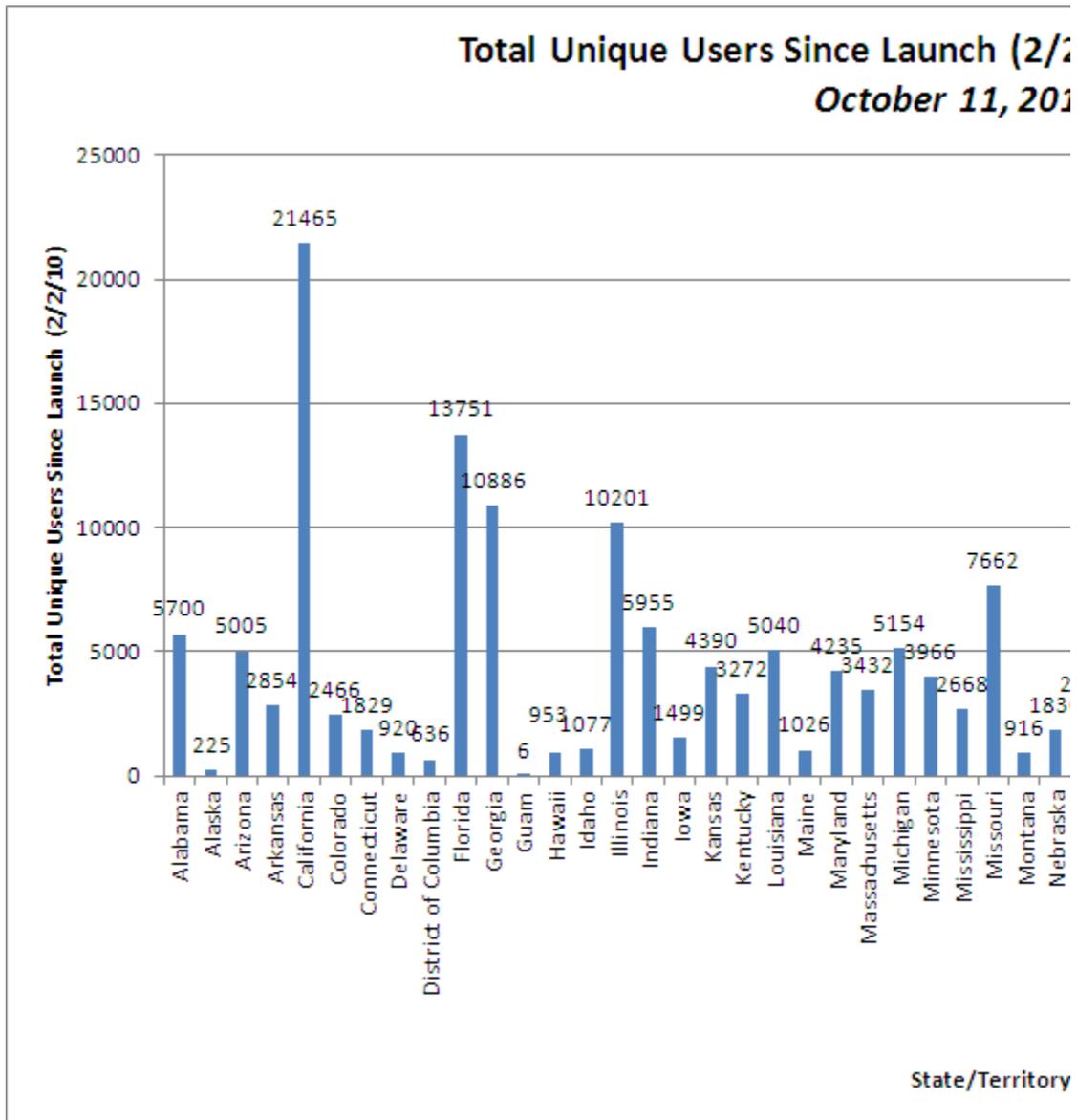
GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG
PARTNERSHIP INQUIRIES:
PARTNERS@TEXT4BABY.ORG
FOR MEDIA INQUIRIES,
PLEASE CONTACT:
MEDIA@TEXT4BABY.ORG

<http://text4baby.org/index.php/partners>.

Subscriber Update

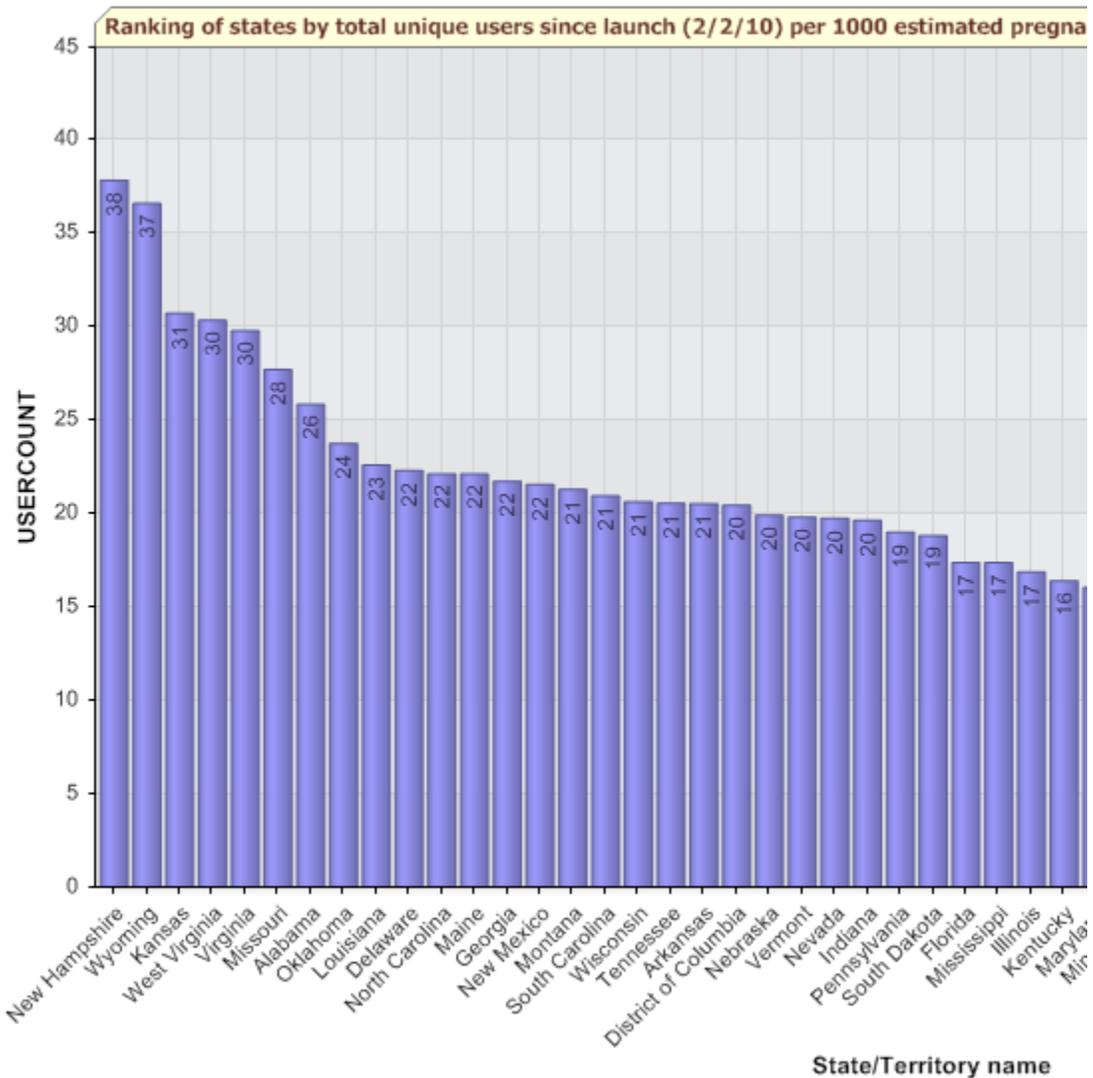
Text4baby has now enrolled 239,202 individuals! Ninety-six percent of enrollees report that they would recommend the service to a friend!

Please join us at the text4baby reception during the APHA conference on November 1st to find out the winners of the State Enrollment Contest! Information is below. If you are unable to attend the conference, winners will be announced in the November 8th newsletter.



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](#) 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](#).

Partner Spotlight

Amerigroup is a Medicaid managed care company headquartered in Virginia Beach, and is an active and proud partner of the text4baby program. Since signing on as an outreach partner in 2010, Amerigroup has promoted text4baby to its nearly 2 million members nationwide in a number of ways. Most notably, Amerigroup included text4bay

information in its member brochure *Having a Healthy Baby* and distributed it as part of a prenatal packet to all pregnant Amerigroup members. Amerigroup also has included recorded information about text4baby on their telephone hold message, and each of the 11 Amerigroup state health plans promote text4baby to its members during case management services. Thank you to Amerigroup for helping to get the word out about text4baby!

Text4baby in the Media

Do your families know about text4baby?

The Fall 2011 issue of the American Academy of Pediatrics, Virginia Chapter newsletter includes an article encouraging pediatricians to promote text4baby to their patients. The article states, "You are a critical partner in getting families enrolled in text4baby. Given the limited time available for pediatricians to discuss every health promotion topic, text4baby is an important tool to engage and reinforce this critical health information." The article continues with a script that pediatricians can use to talk about text4baby to their families and ways to promote text4baby in the office (e.g. putting posters up in the waiting room). [Read the article](#), which starts on page 34. Visit text4baby at the American Academy of Pediatrics's conference, booth #575.

mHealth Highlight

Text-Messaging for Health Still Has Its Challenges

A recent article in PBS NewsHour highlights the value of mHealth initiatives around the world, and also raises some challenges that are facing the field. Nearly 5 billion people use mobile phones globally and about 70% of these are in emerging economies. Given the ubiquity of mobile phones, it is no surprise that over the last decade a large number of mHealth initiatives have emerged, bringing important health information and reminders to people around the world. However, despite the promising implications for health, continued research is needed to show that mHealth programs are translating into healthy behaviors, and also that information is culturally relevant for the populations that each program aims to reach. To read the full article, [click here](#).

Text4baby Event: Announcement of State Contest Winners

On Tuesday, November 1st, Healthy Mothers, Healthy Babies will hold a reception during the American Public Health Association conference in Washington, DC to announce the winners of the State Enrollment Contest. Please join us at the Renaissance Hotel, Mount Vernon A Room at 6:30 pm to recognize the time, effort and creativity by national, state, and local partners to reach women with information about text4baby. Contact info@text4baby.org for more details. If you plan to attend, please RSVP at partners@text4baby.org.

Text4baby Conference Call for Faith and Community Leaders: Promoting Healthy Moms, Healthy Babies and Healthy Families

On Wednesday, October 19th at 3 PM Eastern Time, please join the White House Office for Faith-based and Neighborhood Partnerships, HHS and USDA Centers for Faith-based and Neighborhood Partnerships, and the National Healthy Mothers, Healthy Babies Coalition for a conference call with faith and community leaders to learn about text4baby. To join the call, dial 800-475-0239, pass code 4BABY. Please also RSVP to Partnerships@hhs.gov.

Connecting Kids to Coverage: 2nd National Children's Health Insurance Summit

Please join the Centers for Medicare and Medicaid Services at the 2nd National Children's Health Insurance Summit in Chicago, IL from November 1-3, 2011. In addition to a

text4baby presentation by Sarah Ingersoll, text4baby Campaign Director, the program will focus on effective strategies for outreach, enrollment, and retention in Medicaid and the Children's Health Insurance Program (CHIP). For more information or to register, go to KidsCoverageConference.com.

Text4baby Initiative for Partners

Legacy Camera Program

To help Outreach Partners document their text4baby promotional activities, lessons learned, and feedback from moms, HMHB has 10 Flip brand video cameras (very easy-to-use handheld camcorders) available for partners to borrow free of charge. We hope that this program will make it easier for our Outreach Partners to share their success with others around the country. To learn more about this program and how to borrow a camera, click [here](#).

Text4baby Job Openings

Partner Relations Manager

The National Healthy Mothers, Healthy Babies Coalition is seeking a Partner Relations Manager to oversee outreach to the participating nonprofit and governmental organizations that are core to the text4baby program. The text4baby team seeks an experienced maternal and child health leader to manage our network of over 500 existing partners while establishing strategic new partnerships to advance the program. Responsibilities include serving as the primary contact with senior staff at key national nonprofit, major medical, and federal partners and supervising the outreach staff. The ideal candidate will have demonstrated success managing collaboratives, campaigns or multi--stakeholder initiatives and have a passion for leveraging new technology to improve the health of mothers, babies, and families. Qualifications include 5 - 10 years experience in maternal child health field. This full-time, exempt position is based in Alexandria, Virginia. To read the full job description go to <http://www.idealists.org/view/job/32bCxN8BCFPbD/>. Interested candidates should email their resume or CV, cover letter, and salary history to hr@text4baby.org with "Partner Relations Manager" in the subject line. *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.

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