



Text4baby Tuesday

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

October 12, 2010

Text4baby was in San Francisco last week at an event honoring the mobile carriers, who generously provide the service for free to our pregnant and new moms. The commitment of the wireless industry is integral to getting the service to those who need it most. We send a special thanks to [CTIA-The Wireless Foundation](#) for hosting a wonderful event!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome the Ohio Department of Health, Maricopa Integrated Health System (Phoenix, AZ) and Texas Children's Health Plan. We thank you and look forward to hearing more about your efforts! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

Subscriber Update

We now have 89,568 text4baby enrollees, with 95% of enrollees reporting that they would recommend the service to a friend.

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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)

Partner Spotlight

Today, the National Healthy Mothers, Healthy Babies Coalition and the US Department of Agriculture (USDA) each issued a [press release](#) about USDA's partnership with text4baby. USDA'S Supplemental Food Programs Division distributed text4baby information to all of their regional, state and local WIC offices and promoted the program to those who are working directly with mothers and families in local communities across the country. "Using modern technology to provide valuable health and nutrition information to expectant and new moms is what WIC is all about," said Kevin Concannon, Under Secretary for Food, Nutrition and Consumer Services at USDA. "We are pleased to be a partner in the text4baby initiative and will encourage our agencies to promote the service to their families."

Upcoming Events and Conferences

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, October 27th, 2:00-2:30 PM EST.

Register for the webinar at

<https://www1.gotomeeting.com/register/478007240>.

Text4baby Media

[Health Watch: Pregnancy Texts](#)

Fox 5 Atlanta ran a very compelling piece (approximately 4 minutes long) about the value of the text4baby service in improving women's health. The Fox 5 reporter interviewed one expectant mom who spoke specifically about the vaccine messages. She said, "There was a reminder to make sure you get your flu vaccine for the year. So that, when I went and saw my doctor, that was one of my first questions. When do I get my flu vaccine for this year?" [Watch the clip](#).

mHealth Highlight

[Text Messages Help Excema Patients Stick to Treatment](#)

In a recent study, researchers found that a text messaging program for people with excema is successful in improving health outcomes. Researchers at the Center for Connected Health in Boston sent daily messages that combined medicine reminders with educational information to patients and saw very positive results. "It is not surprising that text messaging helped patients stick with their treatment plan and take their medication as prescribed," said Joseph C. Kvedar, MD, director of the Center for Connected Health. "However, we went a step further by including educational information, which, we believe, can lead to critical improvements in self-care behavior that were observed in this study." [Learn more about this study](#).

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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