



text4babySM

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Text4baby Tuesday

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

October 16, 2012

October is Sudden Infant Death Syndrome (SIDS) Awareness Month. Check out the [Centers for Disease Control and Prevention](#) website to learn more about the problem, risk factors, and what you can do to reduce the risk. The [National SUID/SIDS Resource Center](#) also has information and materials on safe sleep practices and risk reduction for parents, caregivers, and health professionals, as well as resources to support state and community organizations in reducing SIDS rates throughout the United States.

Sarah Ingersoll, Text4baby Campaign Director
National Healthy Mothers, Healthy Babies Coalition

Take Action

Encourage text4baby users you know to participate in our new flu module! It's especially important for pregnant women and moms with infants to be vaccinated. In an effort to reinforce CDC recommendations, text4baby launched an interactive feature aimed at reducing the barriers pregnant women and moms may face in getting a flu shot. Existing text4baby users are now offered the option to receive a general or specific reminder to get their flu shot and receive tailored educational messages that address reported concerns. Please support us by encouraging users to participate in this feature and,

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

as always, promoting the service among pregnant women and moms who have not yet signed up.

2012 State Enrollment Contest

Weekly Winners

This week's winners enrolled the highest rate of individuals in text4baby based on their estimated population of pregnant women and new moms:

- Group 1: Michigan (46/1000)
- Group 2: Indiana (51/1000)
- Group 3: West Virginia (76/1000)

Overall Winners

The states in each category that have enrolled the highest rate of individuals in text4baby since contest start (5/17) are:

- Group 1: Michigan (50/1000)
- Group 2: Indiana (58/1000)
- Group 3: South Dakota (54/1000)

Please visit our [website](#) for more information about how the contest math is calculated.

Contest Winner Spotlights

Michigan is leading the way for Group 1 again this week, with an enrollment rate of 46/1000! This is the 20th weekly win for Michigan! There are currently 40 Outreach Partners promoting the service statewide, and each has done their part to contribute to Michigan's phenomenal work.

Indiana came back this week as the Group 2 winner with an enrollment rate of 51/1000! Keep up the great work, Indiana!

West Virginia is the weekly winner for group 3 again this week with an enrollment rate of 76/1000! This week, WV partners spread the word about text4baby to agencies within the WV Department of Health and Human Resources' Office of Maternal and Child and Family Health so that they can pass on the information as well. Thanks, West Virginia!

Great job to all of our weekly winners and keep up the hard work-- the last day of the Text4baby State Enrollment Contest is next Monday, October 22nd.

Text4baby Tuesday

Thank you to those of you who have already signed up for the new Text4baby Tuesday! If you haven't re-enrolled and want to keep receiving this newsletter to get key information about text4baby and mobile maternal child health, you'll need to sign up [here](#). Register today! The [new newsletter](#) is launching on October 30th.

Partner Spotlight

A health fair/baby shower celebration took place this morning for Georgia moms and families sponsored by CTIA—The Wireless Foundation and hosted by The National

Healthy Mothers, Healthy Babies Coalition and Healthy Mothers, Healthy Babies Coalition of Georgia (GA HMHB). Text4baby, GA HMHB, Fulton County Department of Health and Wellness, and other partnering organizations and state initiatives participated to help raise visibility and provide resources for maternal and child health. Kimberly Bassett, Executive Director, CTIA–The Wireless Foundation; Catherine Stengel, Sr. Public Relations Consultant, Strategic Communications, AT&T; and leaders from state maternal and child health institutions were present and distributed information and give-a-ways to participants. See below for a picture of a participant who is pregnant with twins and enrolled in text4baby on the spot!



Text4baby Presence at the Hispanic Day Parade

Johnson & Johnson's Hispanic Organization For Leadership and Achievement (HOLA) took part in the Hispanic Day parade in New York City this past Sunday, with thousands of people in attendance to honor the world's Spanish-speaking nations. The Johnson & Johnson float featured text4baby signs and family packs—including text4baby information, resources, and gifts—were handed out to crowds along the parade route. Thank you to Johnson & Johnson for including text4baby in this event and using the opportunity to share the valuable service with those who attended!



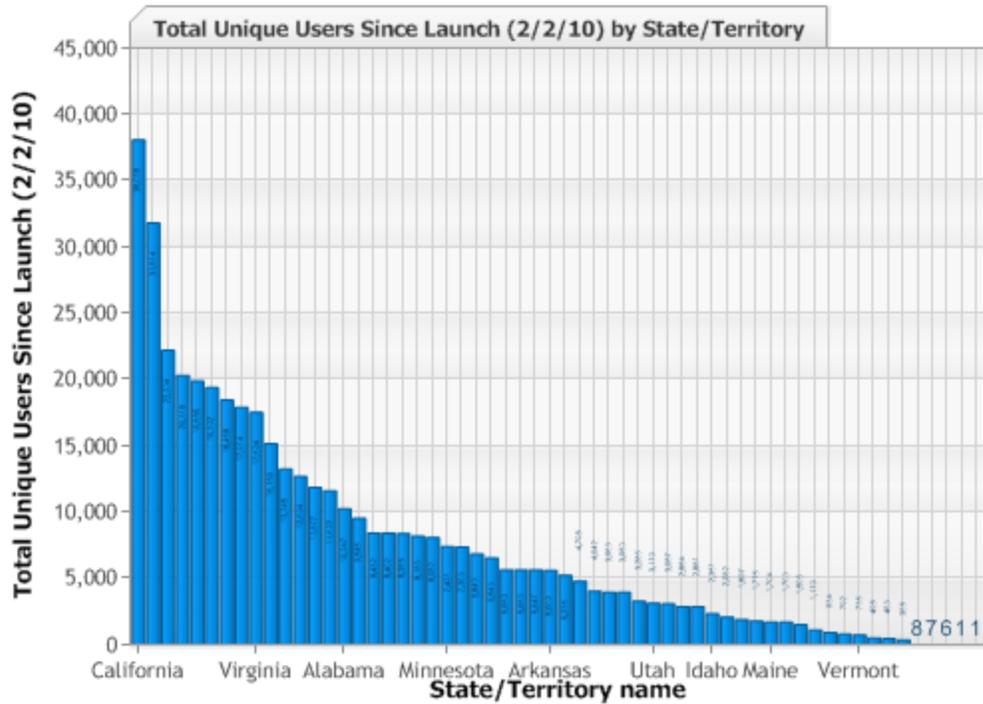
Text4baby at the 2012 American Public Health Association (APHA) Annual Meeting

On Monday, October 29, 2012, text4baby will announce the winners of the 2012 State Enrollment Contest at the Martha May Eliot Luncheon/Ceremony at the annual APHA conference in San Francisco, CA. The three states that have enrolled the most participants in text4baby will be showcased with their successful outreach strategies. Text4baby will also be participating on the 'Effective Oral Health Communications Across the Lifespan' panel on Wednesday, October 31st, with a presentation on using mobile technology to communicate oral health information to pregnant and moms

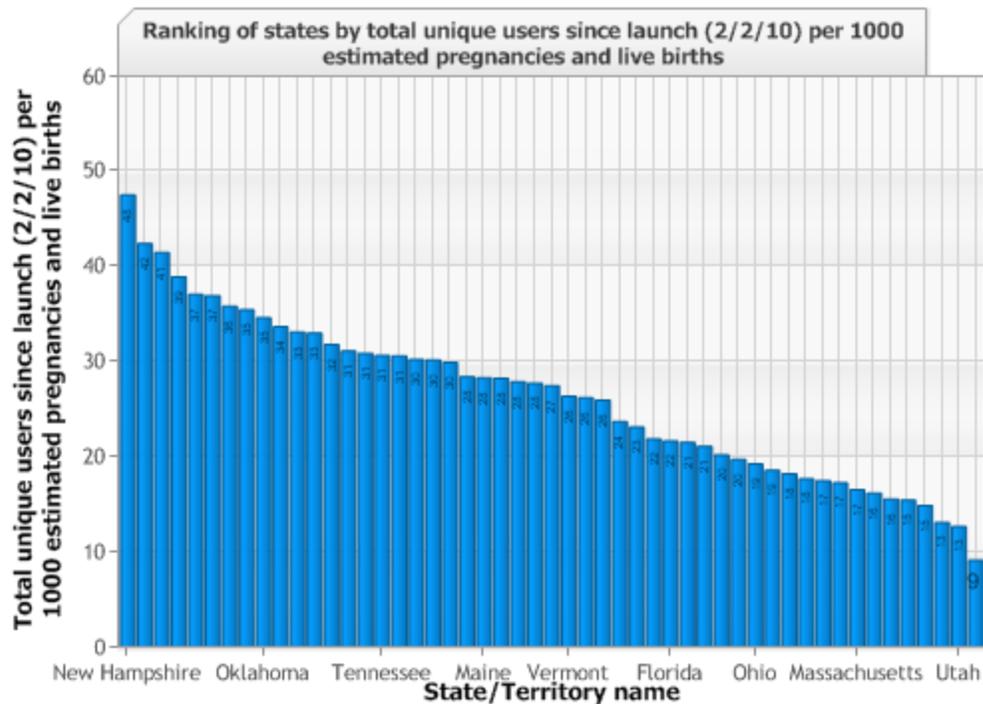
with babies under one.

Subscriber Update

Text4baby has now enrolled 439,090 individuals! Ninety-five percent of text4baby users who responded to a survey (n=30,303) reported that they would recommend the service to a friend.



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](#).

Welcome New Partners!

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

- Great Start Collaborative-Oakland (Waterford, MI)
- Honey Child Program (Houston, TX)
- Jackson County Memorial Hospital (Altus, OK)
- JTC X-Change, Inc. (Bedford, TX)
- Northern Indiana Hispanic Health Coalition (Elkhart, IN)
- The Montana WIC Program (Helena, MT)
- The National Grange (Washington, DC)
- Zeta Phi Beta Sorority, Inc. (Auburn, AL)

For a complete list of text4baby partners, click [here](#).

Text4baby Job Openings

We are seeking a Communications Manager to support internal and external communications for text4baby. This organized individual will manage print materials and web content, conduct press outreach, support partnerships with major medical associations, and serve as a primary media contact. Candidates must have a Bachelor's degree in marketing, communications, public relations or related field (Master's

degree preferred); 3-5 years' experience in health marketing and communications; very strong written and verbal communications skills; and an attention to detail. Check out the full position [description](#) for more information.

Text4baby is also seeking a Digital Marketing Associate to develop and implement a digital engagement and enrollment strategy and expand text4baby's digital presence, including development of social media content. The ideal candidate will have a minimum of 3-5 years of experience in digital marketing with hands on experience implementing web, social media, and internet based tools; a BA/BS degree; and knowledge of and interest in US healthcare. The Digital Marketing Associate will work closely with text4baby leadership to ensure that implementation of the digital strategy is coordinated with partner outreach, mass media, and the overall text4baby enrollment campaign. To learn more and apply, click [here](#).

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. U.S. government partners include the White House Office of Science and Technology Policy, the Department of Health and Human Services, the U.S. Social Security Administration, 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 partner.

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