



# Text4baby Tuesday

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

**October 18, 2011**

I am pleased to announce the release of the new text4baby TV Public Service Announcements (PSAs)! Thanks to the support of CTIA-The Wireless Foundation, the PlowShare Group has produced two PSAs in 30-second lengths that highlight the helpful information pregnant and new moms receive from text4baby to support them through pregnancy and baby's first year. The "[Belly-to-Belly](#)" PSA shows the pregnant bellies of two friends talking about text4baby. The "[Baby Photos](#)" PSA shows real photos of text4baby babies from mothers who are subscribers of the service. The PSAs were launched at the CTIA- The Wireless Association conference. Partners interested in promoting the PSAs to their local stations should contact text4baby at [media@text4baby.org](mailto:media@text4baby.org).

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

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## Welcome New Partners!

This week, we welcome the following new partners:

- Community Foundation of the Virgin Islands (St. Thomas, VI)
- Christus Spohn South Hospital (Corpus Christi, TX)
- First 5 Shasta (Redding, CA)
- Gateway Northwest Maternal & Child Health Network (Newark, NJ)
- National Latino Research Center (San Diego, CA)

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### CONTACT US

GENERAL INQUIRIES:

[INFO@TEXT4BABY.ORG](mailto:INFO@TEXT4BABY.ORG)

PARTNERSHIP INQUIRIES:

[PARTNERS@TEXT4BABY.ORG](mailto:PARTNERS@TEXT4BABY.ORG)

FOR MEDIA INQUIRIES, PLEASE CONTACT:

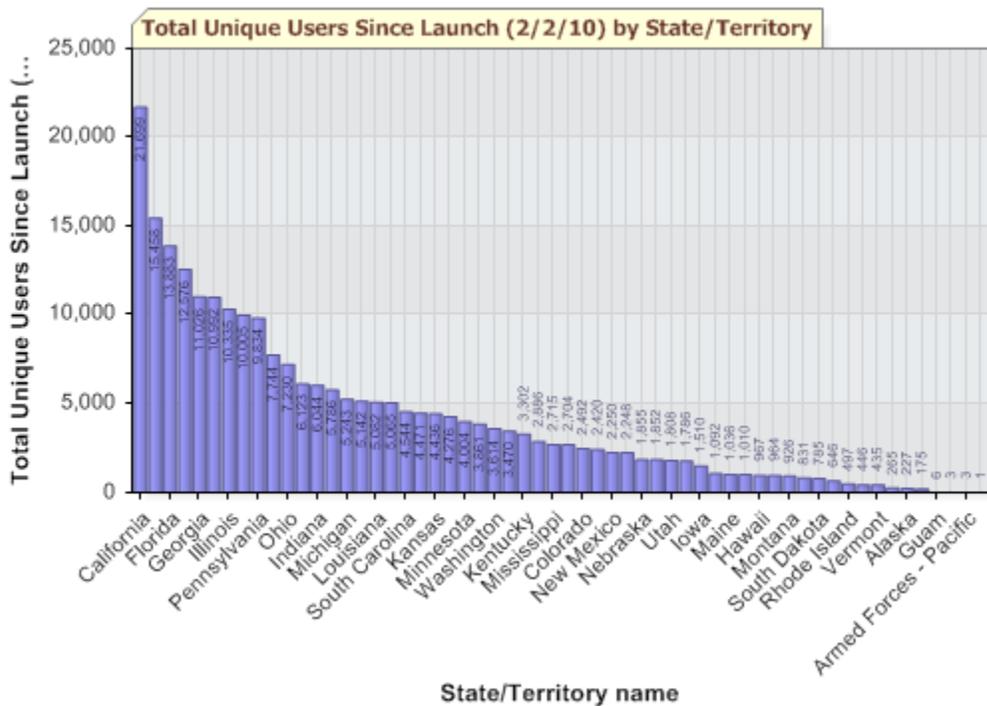
[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

- Presa Community Center (San Antonio, TX)
- United Way Capital Area (Austin, TX)
- Zeta Phi Beta Sorority, Inc.

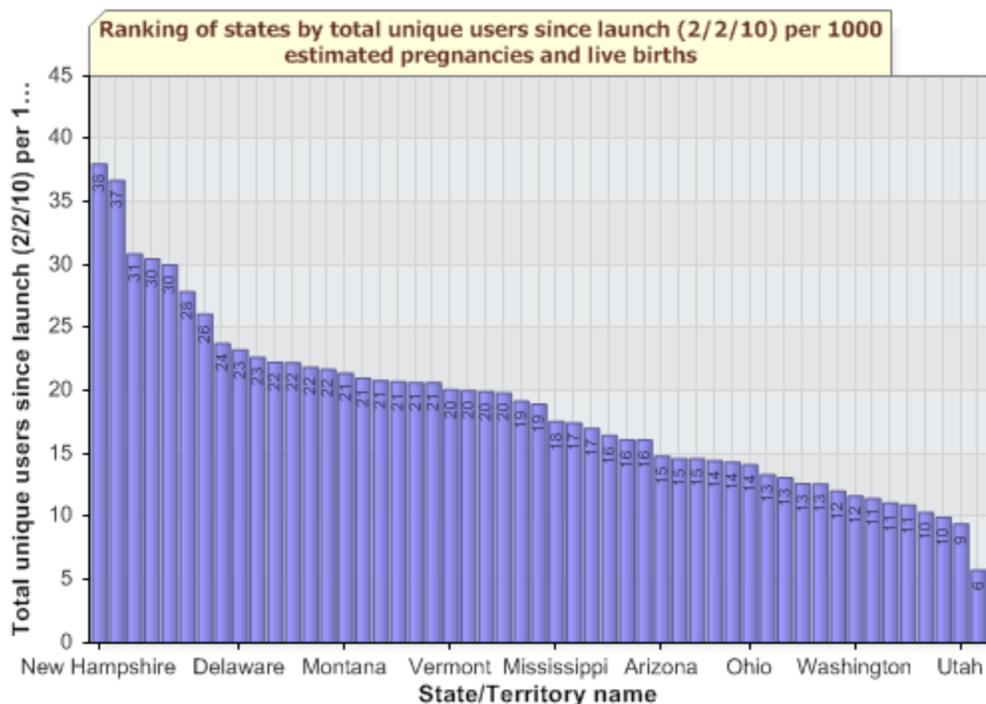
We greatly appreciate your commitment to spreading the word about text4baby! For a complete list of partners, visit: <http://text4baby.org/index.php/partners>.

### Subscriber Update

Text4baby has now enrolled 242, 086 individuals! Ninety-six percent of enrollees report 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](#).

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### Partner Spotlight

Memorial Hospital in South Bend, Indiana is a proud text4baby partner and eagerly spreads the word about the service to its patients. Memorial's Childbirth Unit gives text4baby information to families in triage. Additionally, the Family Practice Residency program helps new families sign up for text4baby during a woman's first prenatal appointment. Lastly, their family education rooms have text4baby posters on the wall to help bring greater awareness to the program. Leaders at Memorial see text4baby as a vital tool in helping women receive information for a healthier pregnancy and beyond. Thank you to Memorial Hospital for promoting text4baby!

### Text4baby in the Media

*Social Media Buzz: Exciting new tweets about text4baby!*

Last week, Shakira tweeted (in English and Spanish) about text4baby to her over 9 million followers! "Great idea! <http://t.co/N2qDEaKG>! Educating future mother's and father's through technology! Shak"

Newark Mayor Cory Booker joined in his State's effort to win the text4baby State Enrollment Contest by tweeting to over 1 million followers about the program and encouraging Mayors to sign on to on to ABC TV [Million Moms Mayors' Challenge](#), a campaign to engage a million Americans with mothers in the U.S. and developing

world around issues that impact pregnancy, childbirth and children's health.

### **mHealth Highlight**

*Americans love wireless: CTIA reports wireless penetration at all time high*  
CTIA-The Wireless Foundation released the results of its semi-annual survey, which revealed a historical wireless trend. For the first time in history, the number of wireless subscriber connections has surpassed the population in the United States and its territories. The study discovered that there were 327.6 million wireless subscriber connections and only 315.5 million people in the U.S., and wireless penetration is at an all time high of 103.9%. Additionally, over 1.138 trillion SMS messages were sent and received, representing a 16% increase from last year. Steve Largent, President and CEO of CTIA said of the report, "CTIA's semi-annual survey proves that Americans love wireless and continue to rely on the most cutting-edge and innovative devices and services in the world." To learn more about the survey results, click [here](#).

### **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](mailto:Partnerships@hhs.gov).

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### **Text4baby Event: Announcement of State Contest Winners**

On Tuesday, November 1, 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 6:00 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](mailto:info@text4baby.org) for more details.

### **Text4baby Initiatives 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](mailto:hr@text4baby.org) with "Partner Relations Manager" in the subject line. *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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