October 19, 2010

Text4baby is hiring! The National Healthy Mothers, Healthy Babies Coalition is hiring three new positions to support our team. Please see the job announcements below.

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome the National Alliance for Hispanic Health, American Academy of Pediatric Dentistry, Community Health Centers of the Central Coast, Inc. (Nipomo, CA) and Tarrant County Public Health (Fort Worth, TX). 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 92,482 text4baby enrollees, with 95% of enrollees reporting that they would recommend the service to a friend.
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)

Text4baby Job Opportunities

HMHB is hiring the following positions to support our text4baby team: Program Associate, Outreach Coordinator and Program Director. The Program Associate will serve as the first point of contact for individuals and organizations interested in the text4baby service, managing interaction with partners and the public and supporting operational aspects of outreach and promotion. The Outreach Coordinator will provide technical assistance to text4baby Outreach Partners across the country and will play a central role in reaching strategic programmatic goals. Resume and cover letter should be submitted to hr@hmhb.org. The Program Director will manage and oversee the growth of the text4baby program. Please note: All responses for the Program Director position should be sent to hr@text4baby.org. No phone calls please.
Partner Spotlight

Text4baby founding partner Grey Healthcare Group (ghg), Voxiva and the National Healthy Mothers, Healthy Babies Coalition won a Gold Award at the Medical Marketing and Media (MM&M) show for outstanding work on the text4baby program. The award was received in the category of Best Interactive Initiative for Consumers. The MM&M awards recognize exceptional creativity and marketing effectiveness in health care. "ghg is very proud to be a founding partner of the text4baby program," said Lynn O'Connor Vos, CEO of ghg. "As mobile phones become a bigger part of our lives, there’s an enormous opportunity to educate and inform consumers about health-related topics for themselves and 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.

mHealth Highlight

Four questions for mHealth analyst Jody Ranck
Global health analyst, Jody Ranck, was interviewed by GigaOM Pro on the rising trend of mobile health applications. Jody comments specifically about the need for mobile programs for non English-speaking populations. Read more.

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.

Information is reported as provided and does not necessarily represent the view of or the endorsement by the National Healthy Mothers, Healthy Babies Coalition. A complete copy of HMHB’s disclaimer is available at [http://www.hmhb.org/disclaimer.html](http://www.hmhb.org/disclaimer.html).

*Text4baby Tuesday*

Copyright (C) 2010 National Healthy Mothers, Healthy Babies Coalition All rights reserved.