



# Text4baby Tuesday

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

**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

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## 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>.

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## Subscriber Update

We now have 92,482 text4baby enrollees, with 95% of enrollees reporting that they would recommend the service to a friend.

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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)

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)

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## **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](mailto: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](mailto:hr@text4baby.org). No phone calls please.

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## 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."

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## 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>.

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## 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](#).

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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 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.

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