



text4babySM

FOUNDING SPONSOR

Johnson & Johnson

Text4baby Tuesday

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

October 2, 2012

The Congressional Black Caucus Foundation's Health Braintrust recently presented text4baby with its 2012 Leadership in Advocacy Award at the Fall Luncheon and Awards Ceremony. Representative Donna Christensen (D - VI), chair of the Health Braintrust, presented the award to Kimberly Bassett, Executive Director, CTIA – The Wireless Foundation. Bassett stated, "Text4baby combines the power of wireless communications and an innovative private-public partnership to help give babies a healthy start in life. I'm extremely proud of the wireless industry for stepping up as a founding partner of the initiative, and am thrilled to accept this award on behalf of text4baby and all of its partners around the country." Check out the [press release](#) for more information.

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

Take Action

Don't miss out on your weekly updates! Text4baby Tuesday is soon transitioning to a new format, containing the same important news and resources, but with new look and a new mailing list. To make sure you continue receiving Text4baby Tuesday, fill out this brief [form](#).

CONNECT WITH US:

Become a fan on Facebook



Follow us on Twitter

SHARE THIS EMAIL:



CONTACT US

GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

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 (60/1000)
- Group 2: Arkansas (75/1000)
- Group 3: West Virginia (91/1000)

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 (59/1000)
- Group 3: South Dakota (52/1000)

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

Contest Winner Spotlights

Michigan won again in Group 1 this week with an enrollment rate of 60/1000! The Michigan Department of Community Health continues to reach out to potential partners around the state—with a particular focus on partners in ten high-risk counties—to encourage them to share text4baby with the women they serve. We are grateful to our Michigan partners for continuing to let pregnant women and moms know about text4baby!

Arkansas jumped in the game as winner of Group 2 this week with an enrollment rate of 75/1000! The Arkansas Department of Health's Office of Minority Health & Health Disparities and Family Health Branch have joined efforts to develop a community-based initiative with African-American sororities. State representatives from Alpha Kappa Alpha Sorority, Inc., Delta Sigma Theta Sorority, Inc., Sigma Gamma Rho Sorority, Inc., and Zeta Phi Beta Sorority, Inc. have been collaborating on activities to reduce infant mortality and promote text4baby. The Arkansas Department of Health's local units have also been promoting the service. Thanks to our Arkansas partners for their hard work!

West Virginia won in Group 3 this week with an enrollment rate of 91/1000! West Virginia's Department of Health and Human Resources' Right From the Start Program has been including text4baby literature with every letter sent to pregnant clients throughout the state. They are also enrolling expecting mothers from their birthing classes in text4baby. During initial assessments, in-home visitors are also encouraging new clients to register for text4baby as part of enrollment into their program. Great work, West Virginia!

Partner Spotlight

Text4baby is proud to recognize our wonderful partners throughout the country who helped us commemorate National Infant Mortality Awareness Month. Two events led and organized by text4baby partners were held last week in Alabama and Texas. The

Alabama Department of Public Health and the Tarrant County Infant Mortality Network coordinated these events in Selma, Alabama and Tarrant County, Texas respectively. In Alabama, Congresswoman Terri A. Sewell of Alabama's 7th Congressional District; George Evans, Mayor of the City of Selma; Kimberly Bassett, Executive Director, CTIA – The Wireless Foundation; Susan Can, Director, Corporate Equity, Johnson & Johnson Global Marketing Group; and a text4baby mom spoke at the event to bring visibility to infant mortality and the value of innovative tools like text4baby. Alabama partners hosted a “Lunch and Learn” event for over 30 moms and expecting mothers (and dads!) with practical demonstrations on physical activity, safe sleep, and nutrition. WFSA 12 News also [covered text4baby](#) and the great work in Selma. Check out [this video](#) from the event.



In Texas, text4baby and CTIA- the Wireless Foundation hosted the opening panel for Tarrant County Health Department's 11th Annual Infant Mortality Awareness Summit. Congressman Michael Burgess of Texas' 26th Congressional District; Susan Can, Director, Corporate Equity, Johnson & Johnson Global Marketing Group; Steve Largent, President & CEO, CTIA – The Wireless Foundation; Adam Vital, Vice President – North Texas of AT&T Mobility; and a text4baby mom all participated as panelists. Over 200 professionals representing healthcare, non-profit, and government agencies participated in the successful summit to further the dialogue around improving pregnancy outcomes. Go to the text4baby [YouTube channel for a video](#) of the event. We are very thankful for the support of partners in Texas and Alabama, and thrilled to have reached such a diverse audience in Selma and Tarrant County!

Text4baby in the Media

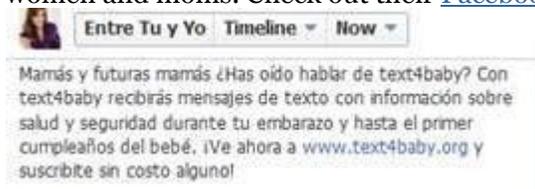
Did you see the text4baby feature advertisement in the October issue of [Ebony](#) magazine? It hit newsstands in September, just in time for National Infant Mortality Awareness Month. *Ebony* is a popular magazine geared towards the African-American market and has a large national and global circulation, with most of those readers being women. Pick up a copy today!



Text4baby is featured as one approach to help address the issue of infant mortality in a blog on the [Huffington Post's Global Motherhood Portal](#). The post details the existing problem of infant mortality, with a quote from text4baby partner Dr. Olayiwola on how text4baby can help lead to healthier outcomes for families.

Text4baby in Social Media

Entre Tu Y Yo—a joint program of Telemundo, Johnson & Johnson Group of Consumer Companies, and People en Español—posted about text4baby on their Facebook page last week. The group has over 95,000 followers and many of them are women and moms. Check out their [Facebook page](#) and the post below!



Text4baby SMS about West Nile Virus

Last week, text4baby sent out a broadcast message about West Nile virus to 256,157 users. Text4baby worked with the Centers for Disease Control and Prevention (CDC) to make sure that pregnant women and moms learn about the risk and the importance of insect repellent for pregnant women.

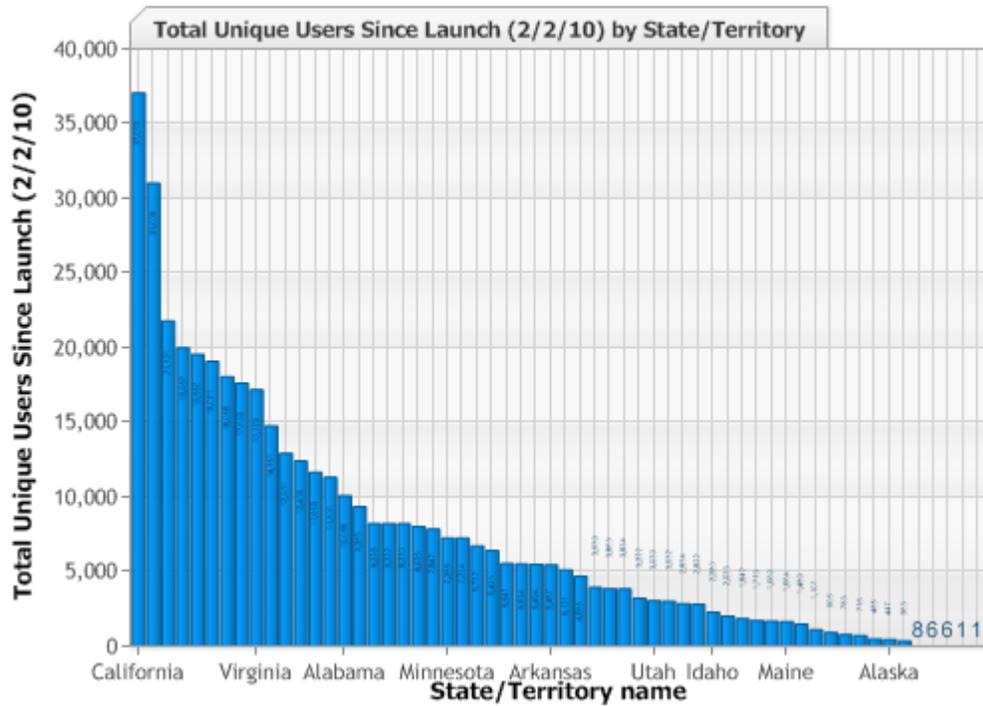
Text4baby at the Administration for Children and Families Symposium

On September 10th, text4baby participated in the Administration for Children and Families' Technology and Human Services Symposium, an event to explore the benefits, challenges, and applications of technology in the human services realm. Symposium participants provided input and observations on where technology can meet service needs. Attendees included representatives from the White House Office of Science and Technology; New York Times; Pew Internet and American Life Project; Washington State Department of Social and Health Services; The Ford Foundation; ThinkShout, Inc.; and more.

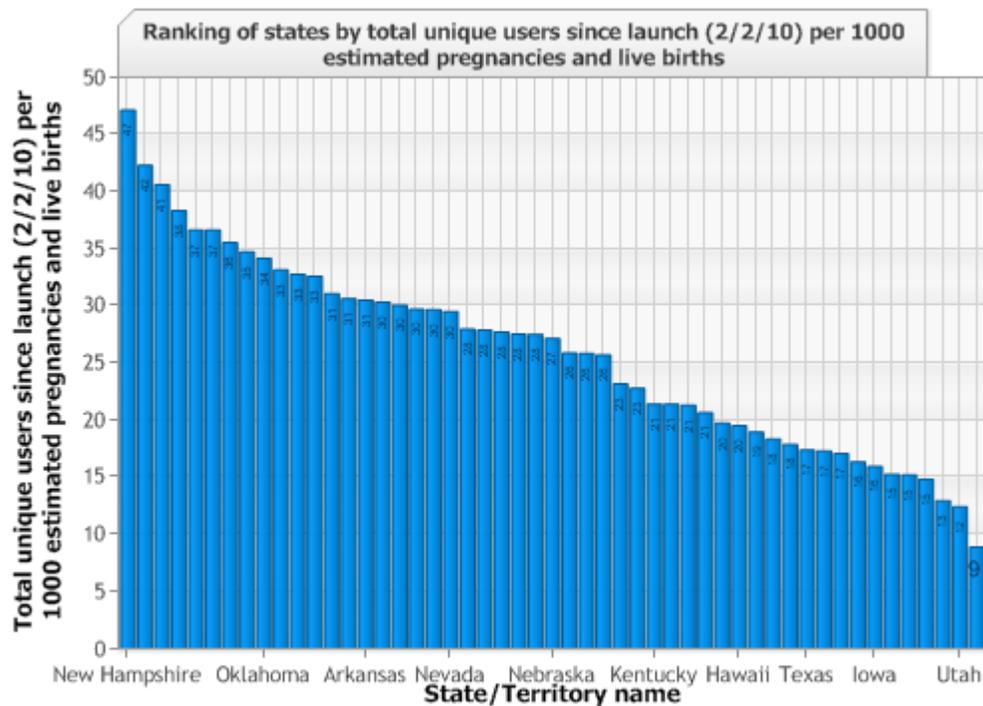
Subscriber Update

Text4baby has now enrolled 429,570 individuals! Ninety-five percent of text4baby

users who responded to a survey (n=29,522) 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:

- American Indian Center of Indiana, Inc. (Indianapolis, IN)
- Cancer Services (Midland, MI)
- Cassopolis Family Clinic-MIHP (Niles, MI)
- Latino Health Organization (Indianapolis, IN)

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

Text4baby Job Opening

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 Seeking Interns

National Healthy Mothers, Healthy Babies Coalition (HMHB) is seeking three text4baby interns for the fall semester. Hours are flexible, but we are looking for candidates who can commit to 20 or more hours per week. This position is unpaid but HMHB is happy to work with students to obtain necessary credit for college or graduate requirements. Check out full descriptions for the [Partner Outreach Intern](#) position, [Media Outreach Intern](#) position, and the [Data and Evaluation Intern](#) position for more information.

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.

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>.



[Unsubscribe <<Email Address>>](#) | [Update your profile](#) | [Forward to a friend](#)

|Text4baby Tuesday|

Copyright (C) 2012 National Healthy Mothers, Healthy Babies Coalition All rights reserved.