



text4babySM

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Text4baby Tuesday

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

October 23, 2012

This week concluded our 2012 State Enrollment Contest! On Monday, October 29, 2012, text4baby will announce the overall contest winners at the Martha May Eliot Luncheon/Ceremony at the annual APHA conference in San Francisco, CA. The luncheon takes place at 12:30-2:00pm in Gateway Ballroom 104 of the Mascone Convention Center. Tickets can be purchased at the meals booth near registration. We hope you will join us. The three states that have enrolled the most participants in text4baby will be showcased with their successful outreach strategies. Stay tuned for next week's big announcement!

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

Take Action

The [new Text4baby Tuesday](#) is launching next Tuesday, October 30th! Thank you to those of you who have already signed up. You'll need to sign up today if you want to keep receiving this newsletter and continue getting key information about text4baby and mobile maternal and child health.

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INFO@TEXT4BABY.ORG

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Weekly State Enrollment Contest 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 (40/1000)
- Group 2: Tennessee (55/1000)
- Group 3: West Virginia (71/1000)

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 40/1000! Forty text4baby partners throughout the state have been promoting the service statewide, leading to more pregnant women and moms enrolled in the service!

Tennessee swept in this week as the Group 2 winner with an enrollment rate of 55/1000! During the last week of the contest, all of our Tennessee partners did a wonderful job making sure that moms and pregnant women enrolled in text4baby!

West Virginia is the weekly winner for group 3 again this week with an enrollment rate of 71/1000! By sharing the value in the text4baby service and disseminating materials in everyday interactions, West Virginia ended with a bang!

Great job to all of our weekly winners. Check out our newsletter next week for contest winners!

Partner Spotlight

Between May and October, the Washington Department of Health (WA DOH) has been promoting text4baby through exterior bus signs in two rural and two urban counties: Grays Harbor, Yakima, Pierce and Spokane. One hundred thirty-five signs are being displayed within the four counties and estimated circulation numbers are almost 12 million daily. To reach tribes, WA DOH partnered with the Washington State American Indian Health Commission, who spread the word by including text4baby in their bimonthly workgroup teleconferences on maternal-infant health for tribes. This bus campaign builds on a prior campaign (October 2011 to January 2012) that doubled and in some cases tripled the number of text4baby enrollees in the target counties. We look forward to sharing more about campaign results.



Text4baby in the Media

HHS' Office of Minority Health (OMH) wrote in their newsletter about how "The National Healthy Mothers, Healthy Babies Coalition's text4baby campaign traversed the nation during September to raise awareness. From showcasing the innovation of maternity-related texts in Alabama, to hosting an infant mortality summit in Texas for more than 200 professionals, to joining Baltimore Healthy Start and the Office of

Minority Health in supporting mothers and families, the text4baby campaign's reach continues to grow.” Thanks to OMH for this write up!

National Premature Infant Health Coalition (NPIHC) Webinar

Join the NPIHC on Thursday, November 15th at 2:00pm ET for a webinar on The Oklahoma Infant Alliance Late Preterm Infant Toolkit. Oklahoma has a rate of preterm deliveries at 13.8%, with over three-fourths of those born late preterm. This webinar will describe the problem, the development of a clinical practice guideline, and a Late Preterm Toolkit for physicians, allied health, and families with a goal of reducing morbidity associated with late preterm birth. [Register](#) today!

New HMHB Website

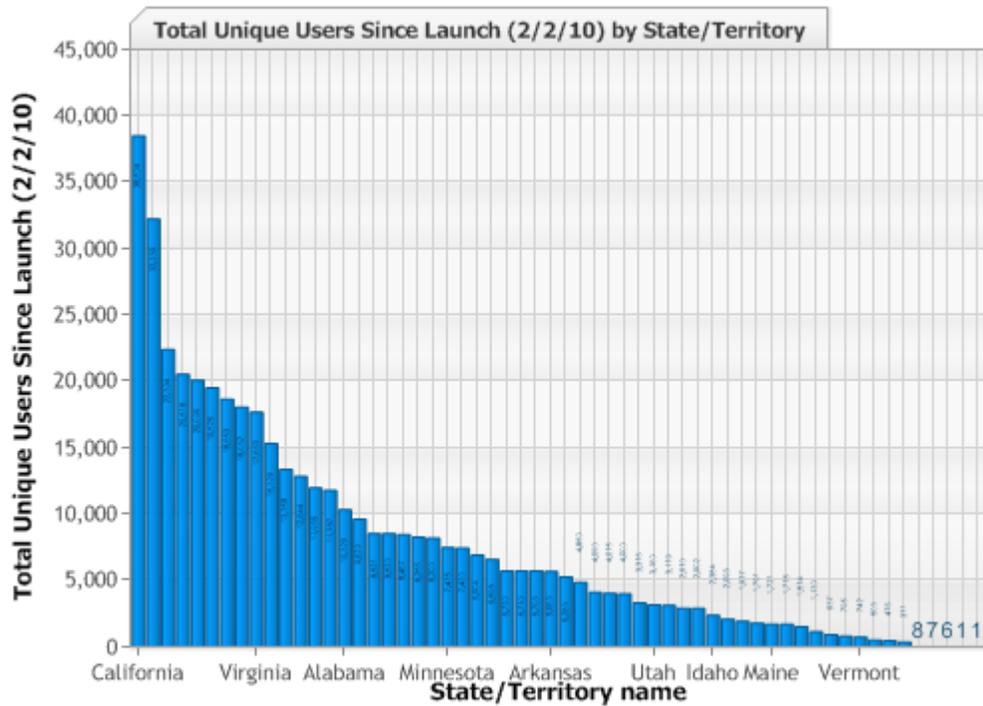
The National Healthy Mothers, Healthy Babies Coalition (HMHB) has a new [website](#)! This online resource for the maternal and child health (MCH) field is a dynamic promotional vehicle spotlighting text4baby alongside other [HMHB](#) programs. The site strongly integrates social media, making it easier than ever to share the latest MCH news and information-rich content with professionals, parents, and policymakers. Be sure to check out the [new blog](#), which will feature monthly posts on timely topics from the field, written by HMHB staff and partners in public health. Post a comment to join the conversation!

CDC Grand Rounds on Infant Mortality

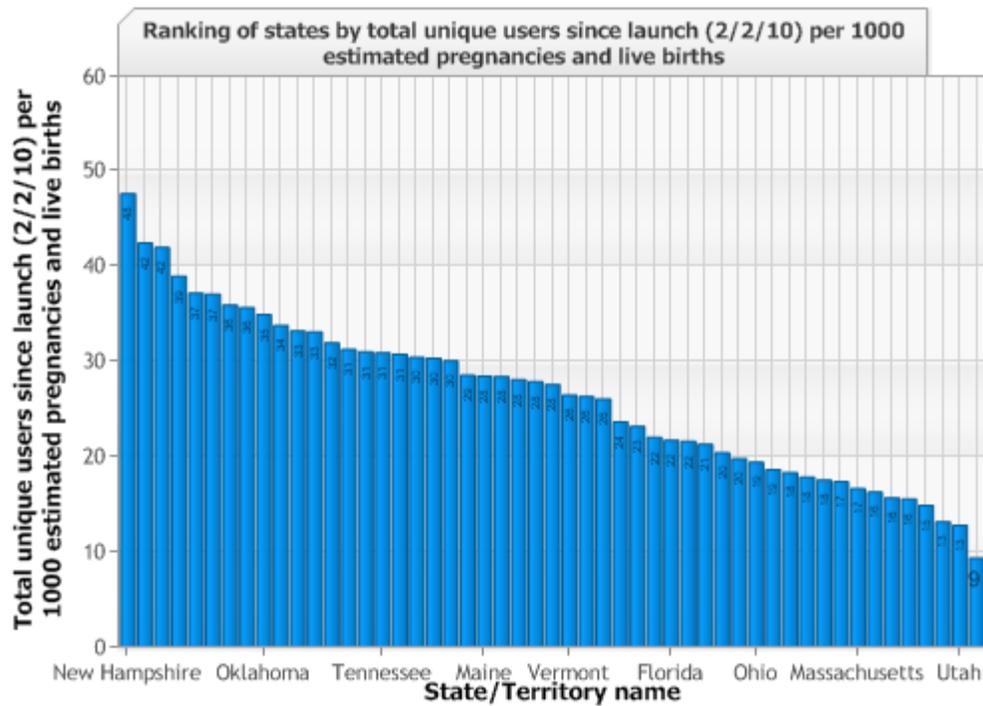
Missed last week's Grand Rounds on Public Health Approaches to Reducing Infant Mortality? Check out the [CDC website](#) for the archived presentation highlighting accomplishments, public health approaches, and clinical strategies to improve birth outcomes, with special consideration of high risk individuals, families, and communities.

Subscriber Update

Text4baby has now enrolled 443,540 individuals! Ninety-five percent of text4baby users who responded to a survey (n=30,760) 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:

- Amin’s Babies Supplemental Care (Redford, MI)
- Berrien County Health Department (Benton Harbor, MI)
- Developmental Pathways (Littleton, CO)
- Diabetes Community Action Coalition of Fulton County (Decatur, GA)
- Minority Health Coalition of Madison County (Anderson, IN)
- Oakland County Health Division (Pontiac, MI)
- University of North Texas Pediatrics (Fort Worth, TX)

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.

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.

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