



Text4baby Tuesday

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

October 25, 2011

Last Wednesday, text4baby, along with the White House Office for Faith-based and Neighborhood Partnerships, HHS and USDA Centers for Faith-based and Neighborhood Partnerships, had an engaging conference call with over 160 faith and community leaders about how text4baby can benefit their work to their communities and congregations. Dr. Nwando Olayiwola of Community Health Center, Inc. shared how the service helps physicians and health care providers in busy practices by serving as the perfect way to give safe and accurate health advice to underserved patients. Sandra McCoy of the faith-based center, Convoy of Hope, talked about the positive feedback they have received providing resources to the impoverished pregnant moms at the numerous outreach sites they help service. We are encouraged by the interest faith leaders showed in learning about text4baby and look forward to having more faith leaders join as outreach partners!

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

Welcome New Partners!

This week, we welcome the following new partners:

- Birth to Three Family Center (Ipswich, MA)
- Clayton County Board of Health-Making our Mother's Successful (Jonesboro, GA)
- Community Health Group (San Diego, CA)
- Hillcare Foundation (Oakland, CA)

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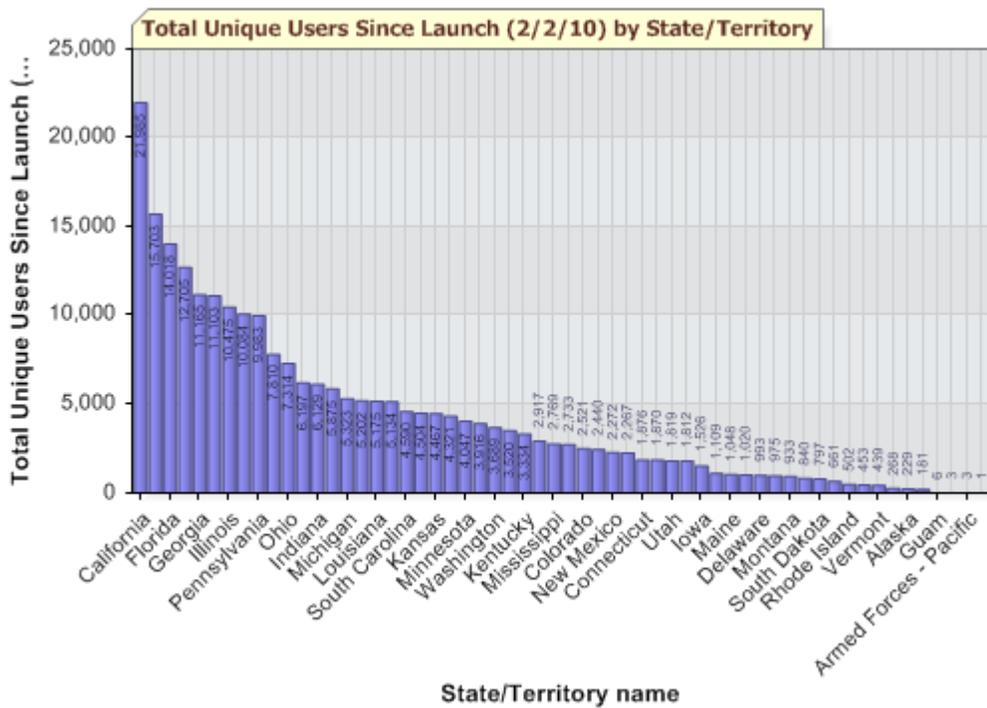
GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG
PARTNERSHIP INQUIRIES:
PARTNERS@TEXT4BABY.ORG
FOR MEDIA INQUIRIES, PLEASE CONTACT:
MEDIA@TEXT4BABY.ORG

- Mary's Center (Washington, DC)
- Pulaski County Health Department (Winamac, IN)
- University of Virginia Medical Center OB/GYN (Charlottesville, VA)
- Fitness Fleet, LLC (Birmingham, AL)

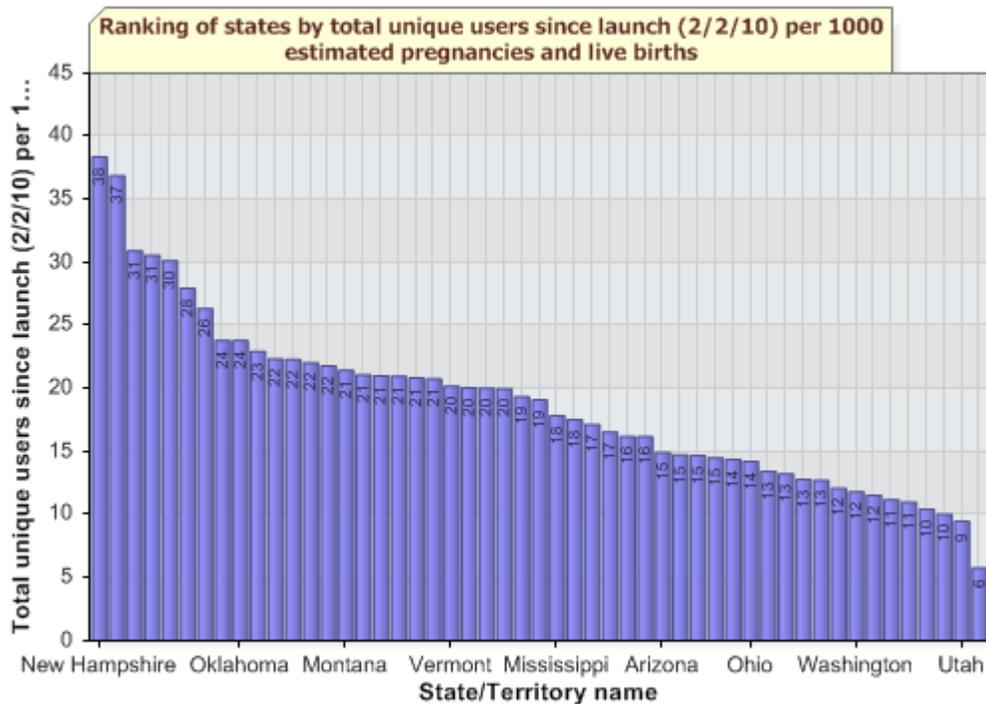
We greatly appreciate your commitment to spreading the word about text4baby! For a complete list of partners, visit: <http://text4baby.org/index.php/partners>.

Subscriber Update

Text4baby has now enrolled 245, 051 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](#).

Partner Spotlight

This past weekend, the text4baby team participated in the 2011 Blogalicious Conference held in Washington D.C. Bloggers from all over the country got together to celebrate diversity in social media. With the support of a local community partner, [Mary's Center](#), text4baby connected with participants about the service. Mary's Center was founded in 1988 as a clinic to provide prenatal and postpartum care to Latino women living in Ward 1 in Washington, DC. The Center is now a federally qualified health center that provides health care, family literacy, and social services to 24,000 individuals whose needs often go unmet by the public and private systems. The Center offers high-quality, professional care in a safe and trusting environment to DC residents. Ms. Laura Charles-Horne, the Director of the Home Visiting program and the Medical-Legal Partnership Project Manager for Mary's Center, participated in the event as a local community advocate for text4baby.

Text4baby is also engaging local partners through a new initiative launched by George Washington University. On October 18th, GWU had a kick-off event for their "[GW Phones for Hope](#)" initiative. Through this initiative GWU aims to collect 20,000 used cell phones by March 2012. GWU will work with Hope Phones to recycle the collected cell phones. The proceeds from this initiative will be used to fund mobile health technology projects in the Democratic Republic of Congo and Nepal. During this event

GWU's School of Public Health and Health Services (SPHHS) announced its partnership with text4baby. The goal of this partnership is to support enrollment in the text4baby service and to provide students with real world public health experiences in their community. The students will work under the guidance of Dr. Amita Vyas and will design and implement an outreach strategy to promote the service.

Text4baby in the Media

EHR data to be used in HHS text4baby evaluation

The Department of Health and Human Services (HHS) is planning to conduct a program evaluation of text4baby using electronic health records (EHR) data through surveys, focus groups, stakeholder interviews, and key informant interviews. The study will aim "to examine the characteristics of women who utilize the Text4Baby mobile phone-based program, to assess their experience with the program, and to determine whether enrollment in Text4Baby is associated with healthy behaviors and timely access to health care during pregnancy and an infant's first year of life." Responses from a mobile phone survey will be linked to each person's EHR data.

mHealth Highlight

Most popular mobile health activity: Accessing health information

According to the *Cybercitizen Health U.S. 2011* study released by Manhattan Research, a pharmaceutical and healthcare market research company, approximately 26% of adults in the U.S. have used their mobile phones to access health information in the past year. That number has more than doubled since 2010, when 12% of adults conducted health activities from their phones. The study further found that the most popular mobile health activity was looking up health information or reading health-related news. To learn more about the findings of this report and how U.S. adults are using their mobile phones to gather health information, click [here](#).

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 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 with "Partner Relations Manager" in the subject line. *No phone calls please.*

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 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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