



Text4baby Tuesday

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

October 26, 2010

Last week, New America Foundation's blog entitled, "QUALITY: WHEN 'Culture of Innovation' is Not Just Words" explored the HHSinnovates program, aimed at building a culture of innovation throughout the US Department of Health and Human Services. The feature focuses on text4baby, one of the 2010 HHSinnovates award winners. New America Foundation is a nonprofit, nonpartisan public policy institute that invests in new thinkers and new ideas to address the next generation of challenges facing the United States. [Learn more.](#)

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome the University of Maryland Medical Center (Baltimore, MD), Integral Quality Care (FL), Public Health Foundation Enterprises WIC Program (Irwindale, CA), Little Rivers Health Care, Inc. (Bradford, VT), New Jersey Expanded Food and Nutrition Education Program (NJ), New Jersey Supplemental Nutrition Assistance Program – Education (NJ), and Sonoma County Public Health Division (Santa Rosa, CA). 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

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INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

We now have 95,528 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 Campaign Director. The [Program Associate](#) serves as the first point of contact for individuals and organizations interested in the text4baby service and supports operational aspects of outreach and promotion. The [Outreach Coordinator](#) provides technical assistance to text4baby partners and plays a central role in reaching

strategic programmatic goals. Resume & cover letter should be submitted to hr@hmhb.org. The [Campaign Director](#) will manage and oversee the growth of the text4baby program. **Please note:** All responses for the Campaign Director position should be sent to hr@text4baby.org. All positions are located in Alexandria, VA. No phone calls please.

Partner Spotlight

On October 20th, text4baby partner, SEK Multi County Health Department of Anderson County and the Garnett Public Library (Garnett, KS) hosted a [Healthy Beginnings baby shower](#) at the Garnett Public Library for all local pregnant and new moms of infants up to one year old. During the shower, staff talked to moms about text4baby, WIC/breastfeeding, immunizations and other important topics. The library offered the first 30 moms a free board book, and local partners, including the Anderson County Hospital, Country Mart, Unicare and Dairy Queen, donated baby items and food for the event.

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

[2010 mHealth Summit](#)

This year's U.S. Conference and Expo on mobile health (mHealth) will explore role of research, technology, business, innovation and policy to advance mobile health. It is taking place November 8-10 in Washington, DC. The Summit is organized by the Foundation for the National Institutes of Health in partnership with the mHealth Alliance and the National Institutes of Health (NIH). [Learn 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.

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