



Text4baby Tuesday

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

October 4, 2011

I would like to extend a warm congratulations to the 20 winners of the text4baby Summer Sign-Up Contest. The Contest winners referred and successfully enrolled the most text4baby users between July 8th and September 10th. In total, current subscribers referred over 1,000 people to the text4baby service! Read more about our winners below.

I would also like to thank everyone who participated in the Contest for helping us reach more women with critical information for their health and the health of their babies.

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

Welcome New Partners!

This week, we welcome the following new partners:

- Adoption Priorities, Inc. (San Antonio, TX)
- Associates for Women's Healthcare (Elgin, IL)
- Lake County Health Department (Leesburg, FL)
- Siouxland District Health Department (Sioux City, IA)
- Tyco Electronics, TE Connectivity (Harrisburg, PA)
- Washington County Breastfeeding Coalition (West Bend, WI)
- Washington County Health Department (West Bend, WI)

We greatly appreciate your commitment to spreading the word about text4baby! For a complete list of partners, visit:

<http://text4baby.org/index.php/partners>.

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP

INQUIRIES:

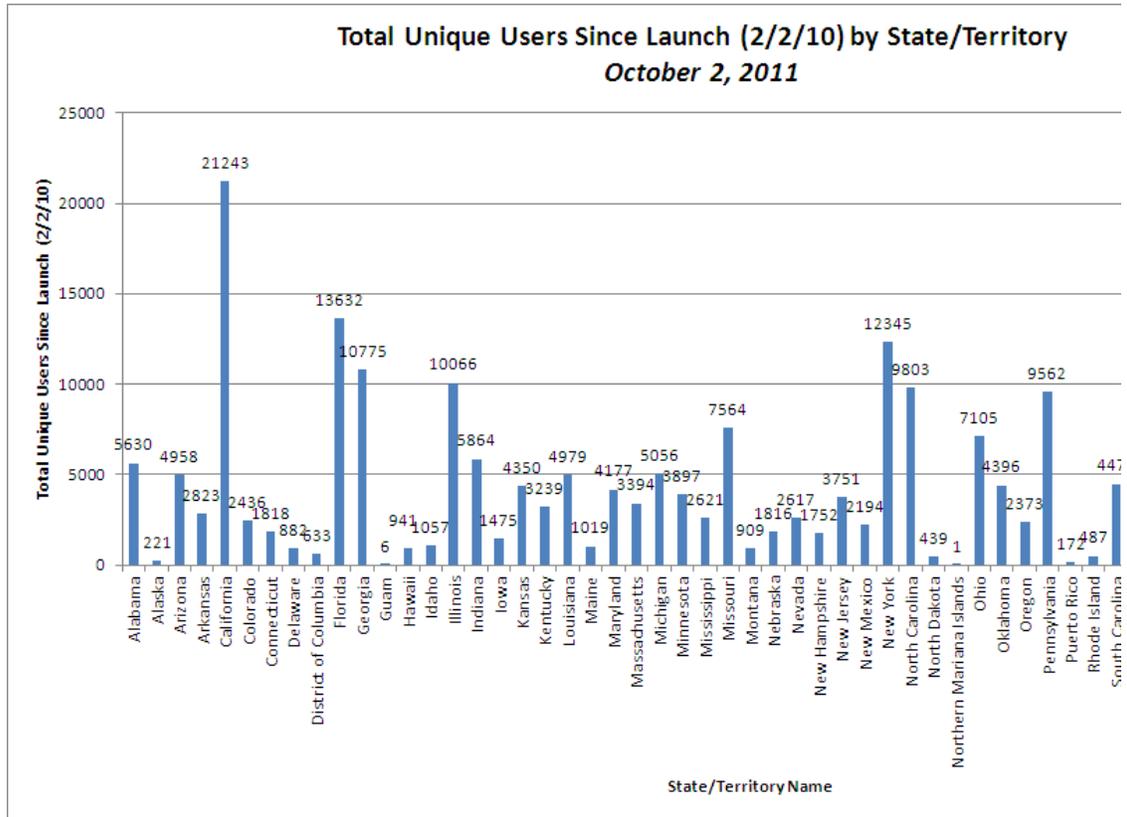
PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:

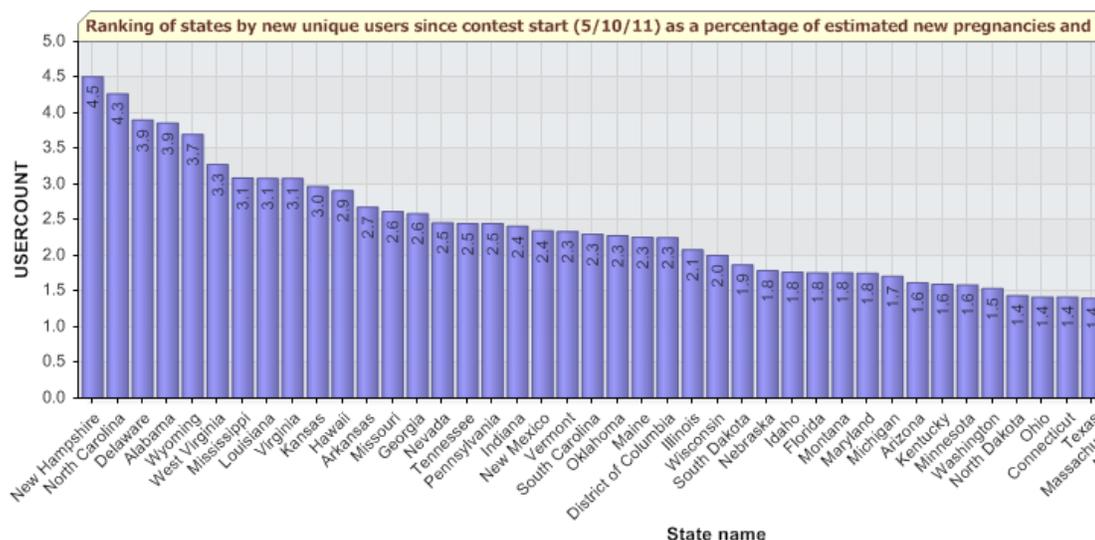
MEDIA@TEXT4BABY.ORG

Subscriber Update

Text4baby has now enrolled 236,294 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](#) for more information on how this chart is calculated.



The chart above shows an estimate for population-adjusted text4baby enrollment during the Contest period. Click [here](#) for more information on how the chart is calculated.

The top five states currently winning the State Enrollment Contest are: 1) New Hampshire, 2) North Carolina, 3) Delaware, 4) Alabama, and 5) Wyoming.

To view the total number of subscribers in each state and the subscriber breakdown by pregnancy status and language, click [here](#).

Summer Sign-Up Contest Winners

The Summer Sign-up Contest generated lots of good will and helped reach more mothers with critical health information. I would like to thank Johnson & Johnson for providing a year's supply of baby products to each of our Contest winners. The first-place winner of the Summer Sign-Up Contest is a medical provider from Irving, TX who helped to enroll 60 moms. He plans to distribute the prize to his patients. Another Contest winner (and healthcare provider) promotes text4baby to moms in her maternity program in Washington State and plans to hold a drawing with her patients to give away the Contest prize. Other winners of the Contest include several pregnant and new moms, who heard about text4baby in a variety of ways, including from a hospital, doctor, family member, WIC clinic, text4baby website, or on the radio. One Contest winner and new mom in Baton Rouge, LA said, “[Text4baby information] was posted at the nearest WIC office....so I joined. Little did I know I would receive messages helping me as a first time mother. Everything was insightful, and I had to share the information with other woman who were pregnant as well.”

Partner Spotlight

Jefferson County Public Health, located in the western suburbs of Denver, Colorado, has been promoting text4baby since July 2010. Nursing students on their public health rotation at the health department have made text4baby a special outreach project and distributed hundreds of flyers and posters to locations around the county including community centers, OB-GYN clinics, churches, food banks, laundromats, libraries, grocery and thrift stores, and at health fairs and community gatherings. Nurses report

that the service is well-received, and clients will often interject, “I got a text about that” during a health education visit. Additionally, posters are on display in county clinics and WIC offices, flyers are distributed to clients who participate in the Prenatal Plus or Nurse Family Partnership programs, and the service is promoted on the county's website and through social media. Thank you to Jefferson County Public Health for helping to get the word out about text4baby!

Text4baby in the Media

Text4baby reaches 225,000 U.S. users; attracts foreign interest

Justin Sims, CEO of Voxiva, one of text4baby's founding partners and technology provider, was interviewed by Mobile Health Live about text4baby's growth in users and the interest by foreign countries in this innovative text-messaging service. Sims highlights text4baby's success in reaching 225,000 users and its growth rate of 15,000 new subscribers each month. The [article](#) cites the increasing popularity of SMS-based service overseas, particularly in Russia.

mHealth Highlight

PAHO/WHO to Support Governments of the Americas in the Development of eHealth Public Policies

The Pan American Health Organization/World Health Organization approved a strategy to support countries in developing public policies around health information and communication technologies, also known as eHealth. This strategy aims to improve access to and quality of health services. The new eHealth strategy uses mobile devices, like cell phones and wireless patient-monitoring devices. The Director of PAHO, Dr. Mirta Roses, says he believes the new strategy would help consolidate regional eHealth initiatives, prevent duplication of efforts, and ensure that resources are being used most efficiently. [Learn more](#) about PAHO's eHealth strategy.

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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