



# Text4baby Tuesday

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

**October 5, 2010**

Last week, after the Food and Drug Administration and the Consumer Product Safety Commission warned consumers to stop using infant sleep positioners, text4baby users were sent a message about the [alert](#). During the past 13 years, the agencies have received 12 reports of infant death from suffocation caused by this type of product. We thank our partners for working with us to share this timely message about a topic of critical importance to maternal and child health.

Arlene Remick  
National Healthy Mothers, Healthy Babies Coalition

---

## Welcome New Partners!

This week, we welcome the Infant Motor Performance Scales, LLC, BlueChoice Health Plan (SC), Indiana Perinatal Network, Aetna Better Health, Inc. A Connecticut Corporation, Fountain Valley Regional Hospital and Medical Center (CA), and Chipola Healthy Start (Marianna, FL). For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

---

## Subscriber Update

We now have 86,529 text4baby enrollees, with 95% of enrollees reporting that they would recommend

### CONNECT WITH US:

[Become a fan on](#)

[Facebook](#)

 [Join us on Ning](#)

 [Follow us on Twitter](#)

### SHARE THIS EMAIL:



### CONTACT US

GENERAL INQUIRIES:

[INFO@TEXT4BABY.ORG](mailto:INFO@TEXT4BABY.ORG)

PARTNERSHIP INQUIRIES:

[PARTNERS@TEXT4BABY.O](mailto:PARTNERS@TEXT4BABY.ORG)

[RG](#)

FOR MEDIA INQUIRIES,

PLEASE CONTACT:

[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

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)

---

## **Partner Spotlight**

The San Diego Text4baby Coalition, led by the San Diego Medical Society Foundation and Alliance Healthcare Foundation and supported by more than 50 local organizations, officially launched text4baby in their community on September 14 [at a press event](#). The press conference featured key government speakers including the County Public Health Officer, as well as [Jesse Lozano](#), a local radio personality and father. Check out media coverage of the event [here](#)!

In addition to working with many health-focused organization in SD County to spread the word about text4baby, the Coalition has obtained donated billboard

and bus ad space from Clear Channel and will be running the [billboards](#) and ads through November. Thanks San Diego partners for your hard work and dedication to text4baby!

---

## **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 6th, 2:00-2:30 PM EST.

Register for the webinar at

<https://www1.gotomeeting.com/register/559926329>.

---

## **Text4baby Media**

### *Healthcare to go*

Last Friday, *PR Week* released a story about mobile health technology and describes text4baby as "...a leading example of how mobile technology can be used to achieve outcomes in healthcare." [Read more](#).

---

## **mHealth Highlight**

### *Messaging as a Tool for Behavior Change in Disease Prevention and Management*

Heather Cole-Lewis and Trace Kershaw summarize the evidence around using mobile phone text messaging as a tool to influence behavior change.

Researchers reviewed 12 randomized controlled trials and found that evidence for text messaging exists for diabetes management, weight loss and smoking.

[Read more](#).

---

**Visit [www.text4baby.org](http://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.*

*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) 2010 National Healthy Mothers, Healthy Babies Coalition All rights reserved.*