



text4babySM

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Text4baby Tuesday

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

October 9, 2012

It's almost time! If you want to keep receiving Text4baby Tuesday, you'll need to sign up [here](#). Register today to continue receiving important news about text4baby, the work of partners like you, and helpful resources in using mobile technology to improve maternal and child health. We don't want to see you go, so [sign up now](#).

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

Take Action

Sign moms up for text4baby today so they can receive text4baby's strong encouragement to get a flu shot, since it is especially important for pregnant women and moms with infants to be vaccinated. Next week—to reinforce CDC recommendations—text4baby is launching an interactive feature aimed at reducing the barriers pregnant women and moms may face in getting a flu shot. Text4baby users will be offered the option to receive a general or specific reminder to get their flu shot and receive tailored educational messages that address reported concerns. We hope that this messaging will help mom take care of herself and her children, and we ask for your support in encouraging users to participate by signing up for text4baby.

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CONTACT US

GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:
MEDIA@TEXT4BABY.ORG

2012 State Enrollment Contest

Weekly 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 (52/1000)
- Group 2: Arkansas (58/1000)
- Group 3: South Dakota (74/1000)

Overall Winners

The states in each category that have enrolled the highest rate of individuals in text4baby since contest start (5/17) are:

- Group 1: Michigan (50/1000)
- Group 2: Indiana (59/1000)
- Group 3: South Dakota (53/1000)

Please visit our [website](#) for more information about how the contest math is calculated.

Contest Winner Spotlights

Michigan won again in Group 1 this week with an enrollment rate of 52/1000! The Michigan Department of Community Health continues to reach out to potential partners around the state—with a particular focus on partners in ten high-risk counties—to encourage them to share text4baby with the women they serve.

Arkansas won Group 2 again this week with an enrollment rate of 58/1000! The Arkansas Department of Health's Office of Minority Health & Health Disparities and Family Health Branch and state representatives from African-American sororities have been collaborating on activities to reduce infant mortality and promote text4baby. The Arkansas Department of Health's local units have also been promoting the service.

South Dakota came back to win Group 3 this week with an enrollment rate of 74/1000! The South Dakota Department of Health continues to include text4baby materials in packets sent to providers and encourages school nurses to promote the service.

Great job to all of our weekly winners and keep up the hard work-- the last day of the Text4baby State Enrollment Contest is October 22nd!

Text4baby in the Media

Text4baby was featured in a September issue of Bay Area Parent magazine, a California publication with a circulation of approximately 45,000. The entire magazine is available in [digital format](#) as well. See below for a sneak peak!

Things We Like

By Janine Delfino

Natural Nausea Remedy
If you're fighting morning sickness, but wary of taking anti-nausea medication, check out the Bands (pronounced "high bands.") Developed by a Pacific Grove mother who suffered from debilitating morning sickness, Pei Bands are aggressive wrist bands that are functional yet fashionable, adjustable, waterproof and reusable. They're great for motion sickness, too. Available in five designs. \$14.99-19.99. www.peibands.com.



A Blanket That Does More
These days, it seems like there's a specialized baby product for just about every purpose. But the Fast Day moms behind the Babes Cover think you should save some of your cash for the never-ending supply of diapers you'll need. Their patent-pending, no-slip, six-in-one baby blanket can be used to securely cover a car seat, shopping cart, high chair and stroller. Or use it as a nursing cover or simply a blanket. \$29.99. www.babescovers.com.



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Cute Dad Tees
Help Dad balance the load! Super long look with a cool but cute T-shirt from Oakland's 24/7 Baby Dads! Whether announcing that he's a "Serious (Duck Duck Goose) Player" or sporting a baseball-topped style, these organic cotton tees let a proud papa show that he's serious about being a dad, without taking himself too seriously. \$24.95. www.247babydaddy.com.



Easy Health Information
Get free, weekly health tips throughout your pregnancy and baby's first year with text4baby, a program of the National Healthy Mothers, Healthy Babies Coalition. Topics are timed to your due date or baby's birth date and include prenatal care, labor signs, nutrition, breastfeeding, child development and more. To sign up, text BABY to 531411 or, for texts in Spanish, BEBE to 531411. All texts are free on most mobile carriers. www.text4baby.org.



Stroller MyCarrier
Next to a stroller, it's difficult to find one baby carrier that fulfills all of your needs. Double works to deliver with a 3-in-1 carrier for kids, suitable from birth to 3 years old. In the front position, parents can wear their child facing toward them or away to satisfy the curiosity of many kids who often have to crane their heads around to see what's in front. In the back position, parents can easily carry heavier kids while keeping their hands free. While the MyCarrier is a little bulky, has multiple parts and involves a bit of a learning curve, it just might be the answer for parents who want a range of options that won't break their backs. \$349.99. www.double.com.



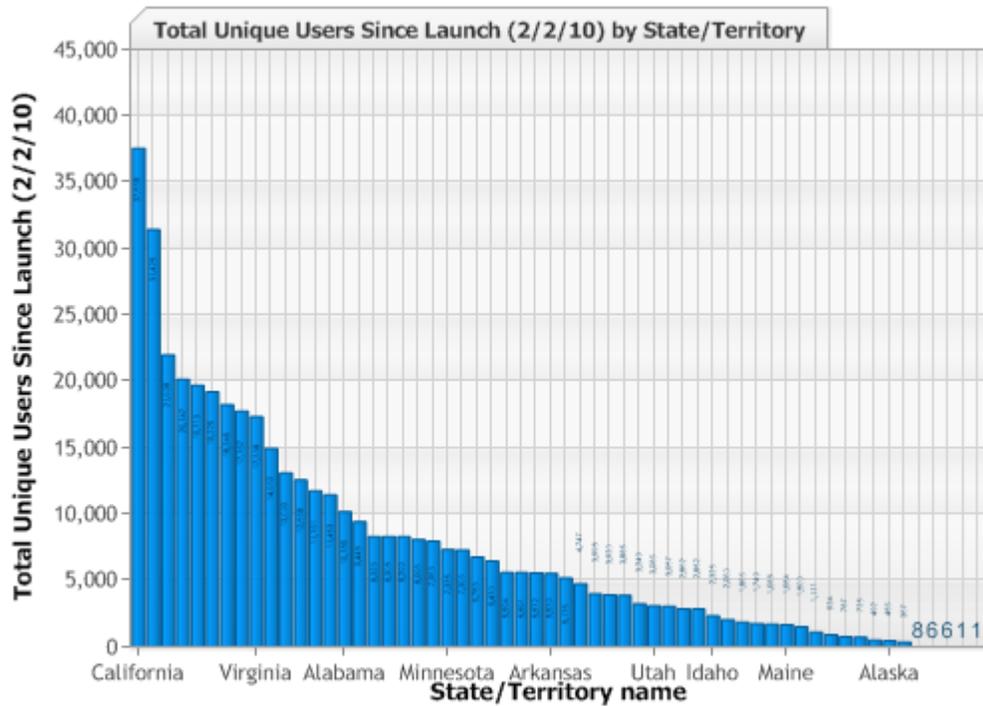
Janine Delfino is an associate editor at Bay Area Parent. Former Associate Editor Melissa Stokes contributed to this report. BayAreaParent.com 15

Tomorrow: Text4Baby Webinar in Spanish for Faith and Community Leaders

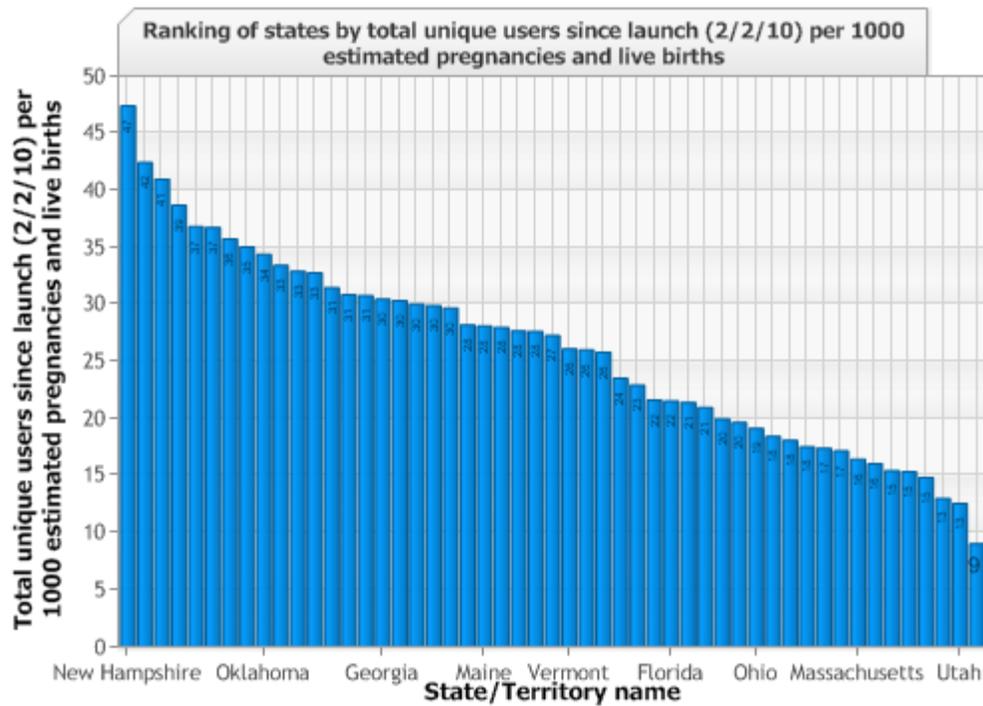
Community and faith leaders nationwide are invited to join us for a webinar, taking place in Spanish, hosted by the U.S. Department of Health and Human Services (HHS), USDA Centers for Faith-Based and Neighborhood Partnerships, and text4baby, on **Wednesday October 10, 2012 @2:00 pm EDT**. Speakers include: Roxana Barillas, USDA Center for Faith-Based and Neighborhood Partnerships; Betsy Rodríguez, National Diabetes Education Program, Centers for Disease Control and Prevention; and, Morella Dominguez Capriles, Indiana Minority Health Coalition. [Register](#) today and help us spread the word!

Subscriber Update

Text4baby has now enrolled 434,341 individuals! Ninety-five percent of text4baby users who responded to a survey (n=29,522) 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:

- Fallbrook Pregnancy Resource Center (Fallbrook, CA)
- Lloyd Center Dental Care (Portland, OR)
- McPherson Family Life Center, Inc. (McPherson, KS)
- Natural Pediatrics (Plano, TX)
- Positive Images (Detroit, MI)
- State of Michigan-Urban Indian Affairs (Detroit, MI)
- Zeta Phi Beta Sorority, Inc. Kappa Theta Chapter (Big Rapids, MI)

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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