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.
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!
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 Rodriguez, 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.

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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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