



Text4baby Tuesday

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

November 15, 2011

We are pleased to announce that this past week, the 250,000th person signed up for text4baby! Thanks to our partners, in just over a year and a half we've reached a quarter of a million individuals with critical health and safety information. With over 24 million text messages sent, this translates into roughly 100 messages per user. We hope you share our excitement about this critical milestone!

Thank you for your partnership with text4baby and all the work you are doing to keep moms and babies safe and healthy in your community!

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

Welcome New Partners!

This week, we welcome the following new partners:

- Center for African American Health, Arizona (Phoenix, AZ)
- Plumas District Hospital (Quincy, CA)
- Safe Kids Gwinnett (Lawrenceville, GA)
- Smart Start of New Hanover County (Wilmington, NC)
- Claud H. Gilmer Memorial Library
- Vivacare (Oakland, CA)

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

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

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

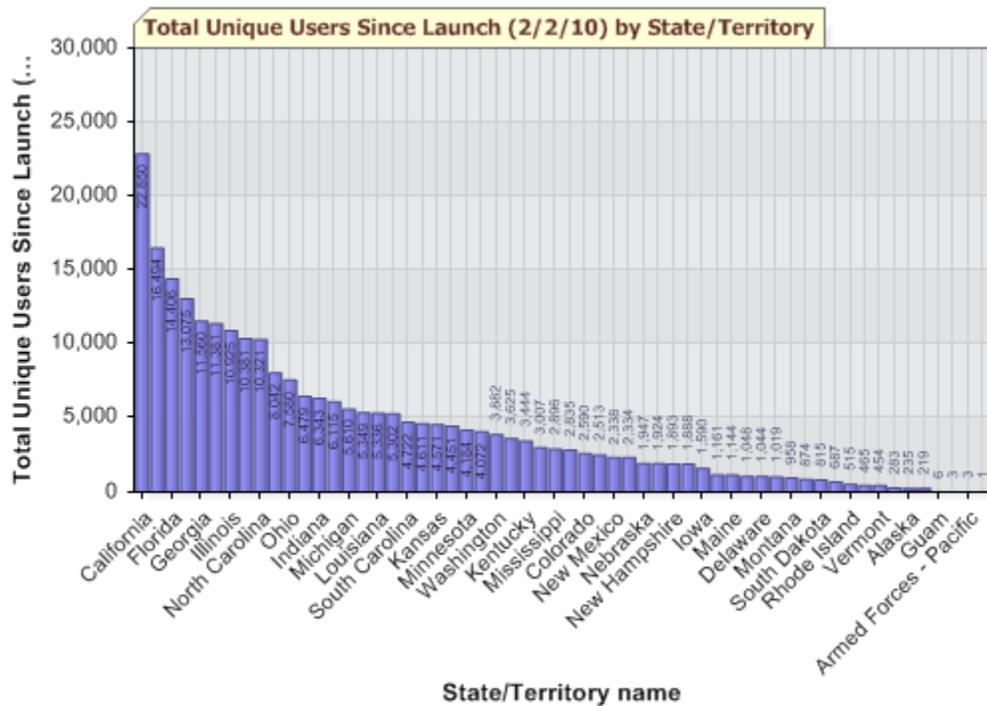
PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES, PLEASE CONTACT:

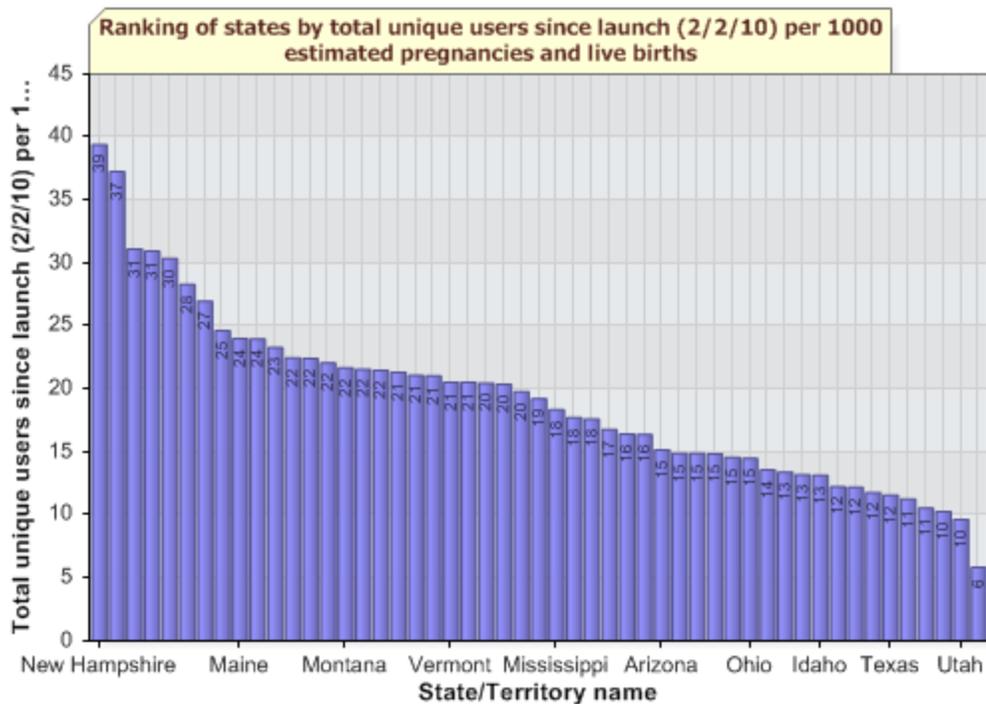
MEDIA@TEXT4BABY.ORG

Subscriber Update

Text4baby has now enrolled 253,800 individuals! Ninety-six percent of text4baby users who responded to a survey (n=11,663) 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](#).

Partner Spotlight

As part of the Health-e Moms Project, Washington State is getting the word out about text4baby as a tool to help support pregnant and parenting women. The Washington State Department of Health (WA DOH) coordinated a 30 minute radio interview in Spanish that described the service and included reflections from a text4baby mother. Additionally, WA DOH posted over 1,000 bus signs displayed inside more than 700 different buses in 20 counties across the state. The bus campaign runs through the end of 2011. WithinReach’s ParentHelp123.org website and hotline were added to the bus signs to direct people to statewide pregnancy-related resources. WithinReach is gearing up to create their first online video to direct pregnant women and parents to their services. The video will include clips and photos of infants during key milestones, submitted by families in the community. For more details about Washington State’s activities, contact Lana Hutnik at ana.hamilton-hutnik@doh.wa.gov (360) 236-3538.

Text4baby in the Media

New Hampshire Governor Promotes State’s Second Place Win in Text4baby Enrollment Contest

In a New Hampshire Department of Health and Human Services’ press release, DHHS Commissioner Nicholas Toumpas recognized the hard work of New

Hampshire text4baby state partners, “I know a great deal of effort has gone into promoting and increasing awareness of this program since New Hampshire signed on as a partner in March 2010. Our employees and the many partnering agencies around the State have joined this national program voluntarily to help improve the lives of mothers and babies in our State, and they should be commended for all their work.” To read the full press release, [click here](#).

Every Bedside, Every Birth

A post appeared on the Contra Costa First 5 blog last week that describes how hospital outreach coordinator, Yvette Escobar, promotes a number of maternal child health services, including text4baby, via Contra Costa’s home visiting program. Through this program, she reaches families at their bedside right after the birth of their baby. To date, Escobar has helped enroll 82 parents in the text4baby program. To read the full blog post, [click here](#).

mHealth Highlight

Parents' Experiences With and Preferences for Immunization Reminder/Recall Technologies

A recent study released in the American Academy of Pediatrics’ Journal, *Pediatrics*, looked at parents’ experiences with and preferences for immunization reminder technologies. An internet-based survey was sent to parents of children 0-17 years old. The findings of the survey showed that 1 in 4 parents preferred newer technologies for receiving reminder/recall notices, such as email and cell phone reminders, as opposed to more traditional modes like mail. Furthermore, more than 50% of the parents were willing to register their cell phone numbers to receive cell phone calls or text message reminders related to immunization. To learn more about the study, click [here](#).

U.S. Surgeon General Regina Benjamin to Deliver Keynote Address at 2011 mHealth Summit

The Foundation for the National Institutes of Health has announced that U.S. Surgeon General, Regina M. Benjamin, MD, MBA will deliver a keynote address at the 2011 mHealth Summit. The mHealth Summit has become a convener of the mHealth ecosystem globally, and allows leaders from the field the opportunity to engage in dialogue with one another on the use of mobile technology to improve health outcomes. The director of the mHealth Summit at the Foundation for the National Institutes of Health said, “We are privileged to have the Surgeon General at the mHealth Summit. Dr. Benjamin’s expertise in promoting public health at the national level demonstrates a unique range of experience that is highly relevant to the mHealth Summit’s audience.” For the second year, text4baby will also be presenting at the summit. It will take place December 5-7, 2011 at the Gaylord National Resort and Convention Center outside of Washington, DC. To learn more about the mHealth Summit, click [here](#).

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

The National Healthy Mothers, Healthy Babies Coalition is seeking an experienced project manager and creative marketing expert to serve as the Marketing and Communications Manager to drive the strategy behind and engagement of the diverse partner base for the text4baby service. This position is an opportunity for a motivated individual to be part of the senior management team of an innovative program where public health and mobile technology intersect. The ideal candidate will have demonstrated success managing multi-stakeholder initiatives and devising and implementing strategic marketing initiatives. Qualifications include 7-10 years of experience with proven track record of bringing together diverse partners to meet shared goals. This full-time, exempt position is based in Alexandria, Virginia. To read the full job description, visit <http://www.text4baby.org/index.php/about/2-uncategorised/184>. Interested candidates should email their resume or CV, cover letter, and salary history to hr@hmhb.org with "Marketing and Communications Manager" in the subject line. Qualified candidates will be contacted directly for interviews. 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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