



# Text4baby Tuesday

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

**November 16, 2010**

Text4baby thanks all those who highlighted the program during the mHealth Summit presentations last week in Washington, DC. Additionally, we greatly appreciate the sponsorship of the text4baby booth by CTIA-The Wireless Foundation. It provided a wonderful opportunity to promote the program to colleagues around the world.

Arlene Remick  
National Healthy Mothers, Healthy Babies Coalition

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## Welcome New Partners!

This week, we welcome the March of Dimes Connecticut Chapter, Advis Goodwin Community Health Center (Dover, New Hampshire), Reach Out and Read of Greater New York, Moreland OB-GYN Associates, SC (Waukesha, SC), CalOptima (CA), Health Plus (NY), and FirstSolutions (MN). We thank you and look forward to hearing about your efforts! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

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## Subscriber Update

We now have **104,247** text4baby enrollees! Ninety-five percent of enrollees report that they would recommend the service to a friend.

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### CONTACT US

GENERAL INQUIRIES:

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

PARTNERSHIP INQUIRIES:

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

FOR MEDIA INQUIRIES,  
PLEASE CONTACT:

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

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)

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## **Partner Spotlight**

### [Text4baby Growing Up, Sets Million Mom Goal](#)

The White House Office of Science and Technology Policy posted a blog last week about the federal government's commitment to strengthen its text4baby outreach and promotion efforts and help us reach one million moms by 2012! The blog also discusses plans for evaluation studies by government agencies . [Learn more](#).

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## **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, November 17th, 2:00-2:30 PM EST.

Register for the webinar at

<https://www1.gotomeeting.com/register/866614161>.

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## **Text4baby Job Opportunities**

HMHB is hiring the following positions to support our text4baby team:

Program Associate, Outreach Coordinator and Campaign Director.

The [Program Associate](#) serves as the first point of contact for individuals and organizations interested in the text4baby service and supports operational aspects of outreach and promotion. The [Outreach Coordinator](#) provides technical assistance to text4baby partners and plays a central role in reaching strategic programmatic goals. Resume & cover letter should be submitted to [hr@hmhb.org](mailto:hr@hmhb.org). The [Campaign Director](#) will manage and oversee the growth of the text4baby program. **Please note:** All responses for the Campaign Director position should be sent to [hr@text4baby.org](mailto:hr@text4baby.org). All positions are located in Alexandria, VA. No phone calls please.

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## **Text4baby Media**

### [Mobile Phones Become Tools of Health Promotion](#)

Monday's Washington Post featured a story about using cell phones and other portable devices to monitor patients and promote healthy behaviors. The text4baby program is highlighted as a successful example of how mobile health technology is being utilized in the United States to provide health information to pregnant and new moms. In fact, the US Department of Health and Human Services has created a task force to develop mobile applications around other health issues, using text4baby as a model. [Read the story](#).

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**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](#).**

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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, 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.

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