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

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.

Subscriber Update

We now have 104,247 text4baby enrollees! Ninety-five percent of enrollees report that they would recommend 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

*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.

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.

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. 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. All positions are located in Alexandria, VA. No phone calls please.

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.

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 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.

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