



Text4baby Tuesday

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

November 2, 2010

We're compiling a video to tell the story of how our partners are promoting text4baby to moms. We would love photos with pregnant women and/or new moms you know hearing about or using text4baby. A photo release is required for any images involving you or your clients (or friends or family!) and can be found [here](#). For those photos we select, we'll offer a \$25 gift card to you for submitting, as well as a \$25 gift card to the individuals in the photo. Please send photos in jpeg format to partners@text4baby.org.

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome the American Association of Poison Control Centers, West Virginia Office of Maternal, Child and Family Health, Regency Center for Women and Infants (Winter Haven, FL), and Blue Cross and Blue Shield of Kansas City (MO). We thank you and look forward to hearing more about your efforts! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

Subscriber Update

We now have 98,420 text4baby enrollees, with 95%

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

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

RG

FOR MEDIA INQUIRIES,

PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

of enrollees reporting 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)

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..

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 Media

Text4baby exemplifies public-private partnership project

Federal news radio interviewed Todd Park, HHS Chief Technology Officer and Yvonne Green, Director of CDC's Office of Women's Health about HHS *Innovates* award winner text4baby and highlights the program's unprecedented public-private partnership model. [Listen to the clip](#).

mHealth Highlight

Haiti's high-tech town crier: Text messages against cholera

In Haiti, the Red Cross and International Organization for Migration are using text messaging to prevent and treat cholera, a disease easily treated if caught in time. Working with the country's biggest cell phone carrier, the migration organization is tracking cell phone owners who live in the northern epidemic area. The organization sends them a text message to call a number, where they'll hear about cholera prevention. They'll also get text messages about how to treat the disease, should they become infected. [Read more](#).

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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