



# Text4baby Tuesday

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

**November 1, 2011**

Today, we are celebrating the collective achievements of text4baby partners during the text4baby 2011 State Enrollment Contest! Since May 2011, partners have led and organized many initiatives to promote text4baby and connect pregnant women and moms to critical health information. It was very exciting to see the creative, innovative strategies you implemented --from media and trainings to word of mouth promotion. We would like to extend a special thanks to the top 3 winners for their efforts and an honorary mention for the U.S. Virgin Islands: Third place winner North Carolina, Second place winner New Hampshire; and First place winner Delaware! Congratulations! Thank you to each and every one of our partners for your extraordinary efforts in promoting the service! The end of the 2011 State Enrollment Contest is just the beginning of redoubled efforts to connect women with the health information and resources text4baby provides. To learn more about the winners, click [here](#).

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

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## Welcome New Partners!

This week, we welcome the following new partners:

- Cumberland Pediatric Associates (Lebanon and Gordonsville, TN)
- First 5 Mendocino (Ukiah, CA)
- Haywood Pediatrics (Clyde, NC)

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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:

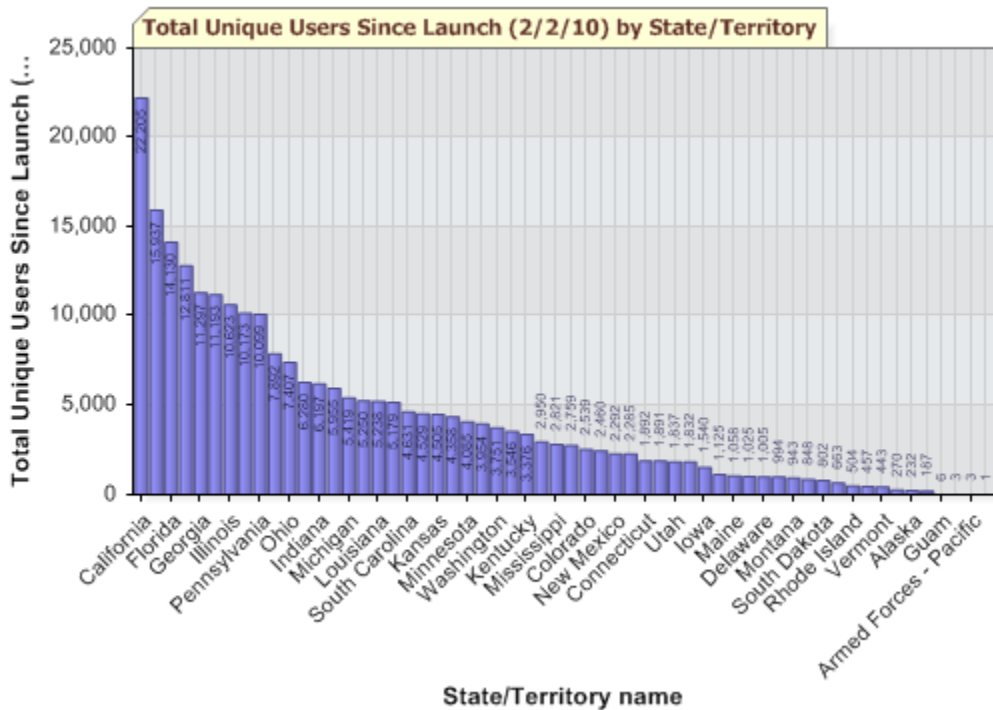
[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

- HealthNow NY
- National Association of State Mental Health Program Directors
- New Parents Network (Tucson, AZ)
- North Iowa Community Action (Mason City, IA)
- Tomball Regional Medical Center (Tomball, AZ)

We greatly appreciate your commitment to spreading the word about text4baby! For a complete list of partners, visit: <http://text4baby.org/index.php/partners>.

### Subscriber Update

Text4baby has now enrolled 247, 687 individuals! Ninety-six percent of enrollees report 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.



all state partners asking them to collaborate and share ideas on promoting text4baby. Later in August 2011, the North Carolina Healthy Start Foundation (NCHSF) launched the first-ever text4baby public service announcement (PSA) on television funded by a Pregnancy Assistance Fund grant they received from the NC DHHS. The PSA ran throughout the entire month of August on popular television channels. Additionally, NCHSF put the radio and television ads on the [Young Moms Connect website](#), a site NCHSF created to be a one-stop-shop for young moms who are looking for health and safety information and resources. The PSA had an immediate and significant impact, causing a sharp increase in enrollment in the state and propelled North Carolina from 17th place to the number one spot in the State Enrollment Contest at that point in the contest. Lastly, in late September NC DHHS participated in a webinar where they discussed their involvement in text4baby promotional activities across the state.

In second place is New Hampshire! New Hampshire has done an exceptional job at involving multiple state partners in combined promotional initiatives. The New Hampshire text4baby Coalition (NH Coalition), led by the New Hampshire Department of Health and Human Services (NHDHHS) WIC and Maternal and Child Health Divisions, has had great success due to building on existing contacts and networks, focusing on low-cost promotional activities, and having the sustained regular engagement of a champion from each partner organization. First the team reached out to all their colleagues to get as many agencies and organizations as possible involved in promoting text4baby. Each program worked within their own networks to promote the service to target groups through, retail and private sector partners, public association websites, publications, local radio, and more. They then reached out to community partners and stakeholders to get buy-in and raise awareness of text4baby. The New Hampshire Division of Public Health also recently worked with the Office of Early Childhood Education at the Department of Education and public schools to increase awareness of the service. The NH DHHS's WIC and MCH Program have been active in printing customized text4baby posters and flyers, mailing materials, conducting outreach events, and facilitating conversations with district offices and local doctors around the state to increase awareness and promote text4baby. Through strategic networking and collaboration they have built a strong state coalition to leverage text4baby promotion. New Hampshire plans on continuing networking and outreach to current audiences, as well as targeting some new groups such as major insurance providers.

With a 97% increase, Delaware is our 2011 State Enrollment Contest winner! Through a mix of extremely engaged partners, Delaware has done a fantastic job helping to promote text4baby. During the state enrollment contest, The University of Delaware Center for Disabilities Studies (CDS), the state partner lead, has promoted the service through their programs by disseminating text4baby materials and working with other agencies to share information about text4baby within the community. Westside Family Healthcare, another active Delaware partner, issued a press release in June featuring a quote from Delaware's Senator Tom Carper. It sparked media interest in text4baby, including a [4-page article](#) that appeared in Delaware Online. The Senator also tweeted and put information about text4baby on his Facebook page. A local organization in Delaware, Quality Insights, interviewed Westside Family Healthcare's Chief Medical Officer and Prenatal Nurse Manger about the service to create a [YouTube video](#) highlighting the overwhelming positive feedback they have received. To keep the momentum going, one month before the end of the contest, CDS sponsored their own contest that entered new users who signed up for text4baby

through the Westside Family Healthcare's website into a raffle for a Babies "R" Us gift certificate. CDS also sent packets of text4baby materials to every obstetrician in the state. They are planning on following-up with each of the obstetricians regarding patient feedback and interest, and will be reaching out to every pediatrician in the state as well. Additionally, Christiana Care Health System together with Delaware's Birth to Three program insured that a text4baby flyer went home with every new mom in the state.

Congratulations and a big thank you to all the 2011 State Enrollment Contest winners and to all of our partner's efforts in helping to promote text4baby!

### **Text4baby in the Media**

*New ASTHO President's Challenge: Focus on Infant Mortality and Healthy Babies*  
Text4baby is featured in the recent New Public Health's blog about ASTHO's (Association of State and Territorial Health Officers) healthy babies initiative. This year, the annual [ASTHO President's Challenge](#) will focus on infant mortality and healthy babies. [ASTHO's Healthy Babies Project](#) is a collaborative effort with several organizations and government agencies, including the Maternal and Child Health Bureau of the Health Resources and Services Administration (HRSA), state divisions of Maternal and Child Health, the [American Academy of Pediatrics](#) and the March of Dimes, to address infant mortality by supporting state health officials and their staff working to improve infant health outcomes. HRSA's Administrator, Mary Wakefield, was interviewed about the initiative and states, "We support and participate in [text4baby](#). That's another strategy that's done in partnership with different organizations. Text4baby allows expectant mothers and new mothers that have an infant under the age of one to sign up and then receive free text messages." To read the full article, click [here](#).

### **mHealth Highlight**

*A New Study: The New Role of Technology in Consumer Health and Wellness*  
The Consumer Electronics Association (CEA) recently released a new study entitled, The New Role of Technology in Consumer Health and Wellness. The study aimed to identify and examine consumer perceptions and attitudes towards using technology products to maintain their health and wellness. The survey revealed that consumers are interested in communicating with their doctors via wireless devices, as 36% of consumers said that they would be interested in sending health data to their doctor through a wireless device. Additionally, 33% would be interested in managing their health records online, and 32% would be willing to consult with their doctor via online video. To learn more about the CEA study, click [here](#).

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### **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**

#### *Partner Relations Manager*

The National Healthy Mothers, Healthy Babies Coalition is seeking a Partner

Relations Manager to oversee outreach to the participating nonprofit and governmental organizations that are core to the text4baby program. The text4baby team seeks an experienced maternal and child health leader to manage our network of over 500 existing partners while establishing strategic new partnerships to advance the program. Responsibilities include serving as the primary contact with senior staff at key national nonprofit, major medical, and federal partners and supervising the outreach staff. The ideal candidate will have demonstrated success managing collaboratives, campaigns or multi--stakeholder initiatives and have a passion for leveraging new technology to improve the health of mothers, babies, and families. Qualifications include 5 - 10 years experience in maternal child health field. This full-time, exempt position is based in Alexandria, Virginia. To read the full job description go to <http://www.idealists.org/view/job/32bCxN8BCFPbD/>. Interested candidates should email their resume or CV, cover letter, and salary history to [hr@text4baby.org](mailto:hr@text4baby.org) with "Partner Relations Manager" in the subject line. No phone calls please.

### **Erratum**

In the October 25, 2011 text4baby Tuesday newsletter, a story from the October 19, 2011 MobileHealthNews was reprinted that contained misinformation (See <http://mobihealthnews.com/13940/hhs-ehr-data-to-be-used-in-text4baby-study/>) The HHS national evaluation of text4baby will not include a mobile phone survey. HHS is planning to link data from a telephone survey to selected electronic health records (EHRs) for respondents who consent to the release of this information. We regret any misunderstanding.

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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 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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