



Text4baby Tuesday

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

November 22, 2011

As we get together with families this week to give thanks, I want to once again express my gratitude to all of our partners. Last week, we shared the exciting news that, thanks to your support, text4baby has reached a quarter million individuals. Since launching in February 2010, text4baby has sent out over 24 million messages. Of those, approximately 4.8 million messages have been sent on baby's safety, 2.7 million messages have been sent on baby's nutrition (including breastfeeding, general nutrition, WIC), 2.4 million messages have been sent on baby's development, and 2.1 million messages have offered emotional & mental health support.

Again, we are so thankful for all of the work our partners have done to make possible this tremendous communication of critical health information. Happy Thanksgiving!

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

Welcome New Partners!

This week, we welcome the following new partners:

- Alamance Partnership for Children (Burlington, NC)
- City of Auburn, WA (Auburn, WA)
- CLEARCorps
- Smart Beginnings of Danville Pittsylvania (Danville, VA)

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES, PLEASE CONTACT:

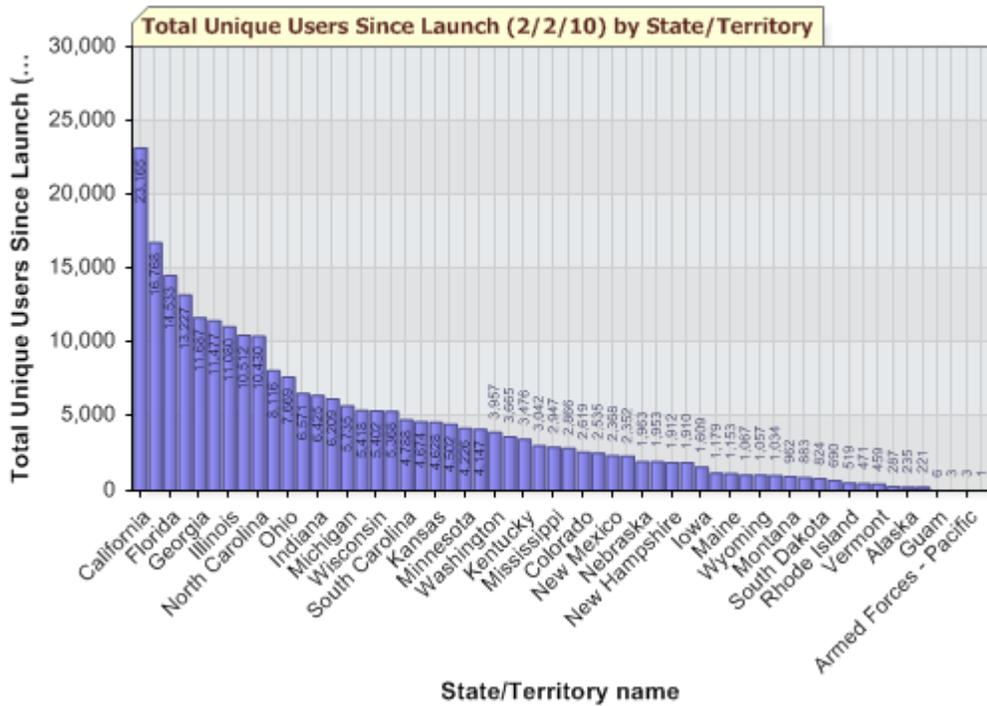
MEDIA@TEXT4BABY.ORG

- Welcome Baby (Edina. MN)

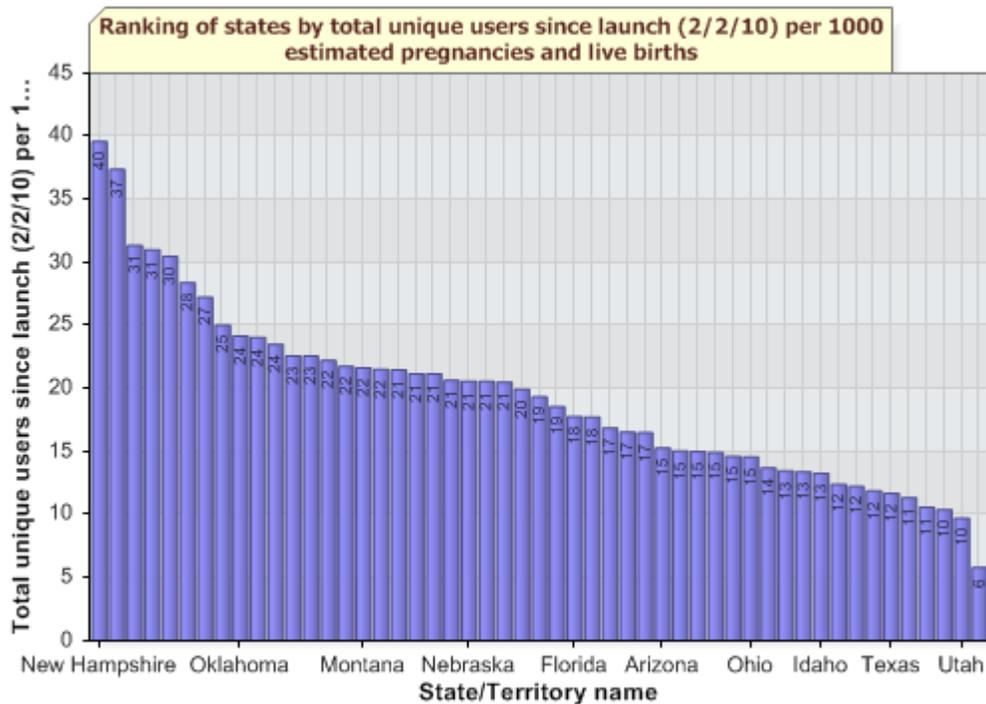
We greatly appreciate your commitment to spreading the word about text4baby! For a complete list of partners, visit: <http://text4baby.org/index.php/partner>

Subscriber Update

Text4baby has now enrolled 256,985 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

Spirit of Women is a network of hospitals and healthcare providers across the United States that seek to offer the highest standards of excellence in women’s health, education, and community outreach. Participating hospitals focus on the power of women as healthcare consumers, the positive influence of having actively engaged physicians and nurses, strong community support and grassroots promotion. On a November 2 webinar, Spirit of Women launched a new initiative to promote the health of mothers and mothers-to-be. This new obstetrical platform will aid member hospitals by offering programs tailored for couples, mothers and babies. Text4baby was invited on the webinar to present to more than 60 participating hospitals from around the country. A text4baby promotional tip sheet has been designed to share with each of the hospitals in the network. If you are interested in more information about Spirit of Women’s OB Platform, please contact them directly at mneal@spiritofwomen.com

Text4baby in the Media

Bedsider Blast Off: Multimedia Public Service Campaign to Address Unplanned Pregnancy

On November 10, The National Campaign to Prevent Teen and Unplanned Pregnancy along with the Ad Council launched the first-ever advertising campaign to address

unplanned pregnancy among young women in the U.S. This three-year campaign, called [Bedsider](#), helps women ages 18-24 make educated choices to avoid unplanned pregnancy. According to newly released data by the [Guttmacher Institute](#), nearly one in ten unmarried young women ages 20-29 has an unplanned pregnancy each year. Unfortunately there has been a 13% increase in unplanned pregnancy in this age group between 2001-2006, totaling to approximately 1.3 million unplanned pregnancies annually. Bedsider is an easy-to-use and fun online and mobile program designed to help young women find the method of birth control that is best for them. The campaign includes [PSAs](#), as well as online, video and mobile components crafted to teach and explain the many forms of contraceptives. As part of their mobile outreach portion, women can sign up for free [birth control reminders](#) via text messaging. As a Campaign partner, text4baby is proud to support this innovative program for women. To learn more, click [here](#).

2011 MMA Global and Regional Mobile Awards Winners Announced

On November 17th, the Mobile Marketing Association (MMA) celebrated 56 winners across key mobile categories at the 7th Annual Global Marketing Awards – now known as The Smarties. The Smarties is a global mobile marketing awards program recognizing and celebrating outstanding achievements within the industry. Categories for recognition included Branding, Cross Media Integration, Direct Response, Product/Services Launch, Promotion, Relationship Building, Innovation, Social Impact, and Mobile Marketing Academic of the Year. Text4baby is pleased to announce that it placed First Runner-up to the Nike+ GPS App under the category of Relationship Building. To read the full press release click [here](#). To view text4baby in the Gallery of Winners, click [here](#).

mHealth Highlight

Text4baby Update Webinar for the Press, Tuesday November 29

Many of you are aware of text4baby's recent flu module. In advance of National Influenza Vaccination Week (NIVW – December 4th – 10th), a national observance sponsored by the CDC, text4baby is hosting a special "Update on text4baby" webinar for the press to share the exciting feedback we received in response to the flu module. We will also be sharing information about the impact the text4baby service is having on driving health awareness and motivating health-related behaviors. The primary audience for this webinar is members of the media and bloggers, but partners are welcome to join and hear the latest news! Please join us if you can on Tuesday, November 29, 2011 from 12-1pm EST. To register, click here: <https://www1.gotomeeting.com/register/515518248>.

Minorities More Active on Mobile Web

According to a recent eMarketer article, Hispanic mobile users are nearly 17% more likely to access the internet from their mobile phones than their white counterparts. This eMarketer forecast further found that in addition to Hispanics, Asian and African American mobile users in the U.S. also access mobile internet more often than whites. Additionally, eMarketer projects that these populations will continue to outpace whites in mobile internet adoption for the next few years through 2015. While white Americans make up nearly two-thirds of U.S. mobile users, Hispanic, Asian and African American mobile users are still more likely to access the internet from their phones. More than half of Hispanics who own a mobile phone will use it to access the internet, and by 2015, it is likely this proportion will rise to 71.1%. To learn more, 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

Marketing and Communications Manager

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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