



Text4baby Tuesday

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

November 23, 2010

This Thanksgiving, we would like to thank all of our partners for your support of text4baby and dedication to improving the health and well-being of mothers, babies and families nationwide. You have all been integral to the success of the program. Have a wonderful holiday!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome the Virginia Early Childhood Foundation, Macomb County Health Department (Mt. Clemens, MI), Healthy Mothers, Healthy Babies of Alamance County (Burlington, NC) and Health New England (MA, CT). 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 **107,448** text4baby enrollees! Ninety-five percent of enrollees report that they would recommend the service to a friend.

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PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

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PLEASE CONTACT:

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)

Partner Spotlight

Text4baby partner, [Omnia Education](#), has been promoting text4baby to their provider audience. The organization conducts Continuing Medical Education (CME) conferences with an exclusive focus on women's healthcare issues. Omnia included text4baby promotion in their emails blasts to healthcare professionals and tracked 3,813 opens on emails! They added text4baby flyers in English and Spanish to the registration desks of all of their live meetings, viewed by 5,276 providers nationwide. In addition, during one of their live meetings, the Southwest Fertility Forum (SFF) program, they placed a [special advertisement](#) inside the program, viewed by reproductive endocrinology/fertility specialists.

Upcoming Events and Conferences

Webinar: Stopping the Spread of Whooping Cough

Cases of pertussis (whooping cough) continue to rise. In fact, more than a quarter of pertussis cases in Los Angeles County this year occurred in the last month. Join the National Healthy Mothers, Healthy Babies Coalition and pediatrician Dr. Ari Brown for a webinar discussion of cocooning as a strategy for preventing the spread of this highly contagious disease. Ari Brown, MD, FAAP, is a pediatrician, author, child health advocate, and a mom. Her passion to educate families led her to co-author the best-selling “411” parenting book series including *Expecting 411: Clear Answers and Smart Advice for your Pregnancy*, *Baby 411*, and *Toddler 411*. Dr. Brown is a medical advisor for *Parents Magazine* and *ABC News*, a spokeswoman for the American Academy of Pediatrics, and a trusted voice for children’s health. She has appeared on numerous national news and talk shows including NBC’s *Today Show*, *CNN* and *Rachael Ray*.

When: Thursday, December 9th, 1:30-2:30 PM ET

Register for the webinar at

<https://www1.gotomeeting.com/register/754445889>.

Webinar: Intro to Text4baby

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, December 1st, 2:00-2:30 PM ET

Register for the webinar at

<https://www1.gotomeeting.com/register/437878336>.

Text4baby Media

Last week, Yahoo's website, Shine, featured a blog about text4baby, entitled "[Baby info goes 2.0: Is texting the next best way to get medical advice?](#)" The blogger describes text4baby as an easy, free and no-nonsense way to get information delivered to your cell phone. She talks about the benefits of the service to all pregnant and new moms and poses the question to readers, "I'd sign up to get pinged with immunization and nutrition reminders. Would you?"

Social Media

Partners and friends of text4baby: We invite you to connect with the National Healthy Mothers, Healthy Babies Coalition online by "liking" our [new Facebook page](#) and following us on Twitter @HMHBCoalition. We're excited about this opportunity to share the latest news, events, research and advocacy in maternal, child and family health - and look forward to networking with you in social media!

mHealth Highlight

[Cell phone science](#)

Bill Gates wrote a blog post about the use of cell phones to improve health in developing countries. He described a program in development by World Vision to improve the health of pregnant women and newborns in Mozambique. He said, "Cell phones are amazing tools. For some of us, they're about staying in touch. For millions of people, it could be about staying alive." [Read his blog](#).

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.

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