



Text4baby Tuesday

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

November 29, 2011

As cold and flu season is upon us, text4baby shared information today from the service’s first-ever interactive educational module, showing how the service can quickly and efficiently gather important data on how moms make choices about taking steps to prevent the flu. As part of HMHB’s special “Update on text4baby” webinar, we described how the interactive flu module was shared with over 100,000 text4baby subscribers in October, and was able to engage subscribers within 48 hours, showing that users are reading the texts and that there are opportunities to further engage through this medium. More than 30,000 subscribers responded. Of those who responded, 12,755 (39.8%) reported that they had already received the flu shot this season; 9,470 (29.5%) responded that they were planning to get a flu shot, while 9,859 (31%) replied that they were not planning to get a flu shot. The flu module contributes to the growing body of information about how text4baby users interact with the service and their health beliefs and behaviors. To view the slides from the webinar, [click here](#).

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

Welcome New Partners!

This week, we welcome the following new partners:

- Community Care Connections
- Aetna Better Health (Pennsylvania)

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

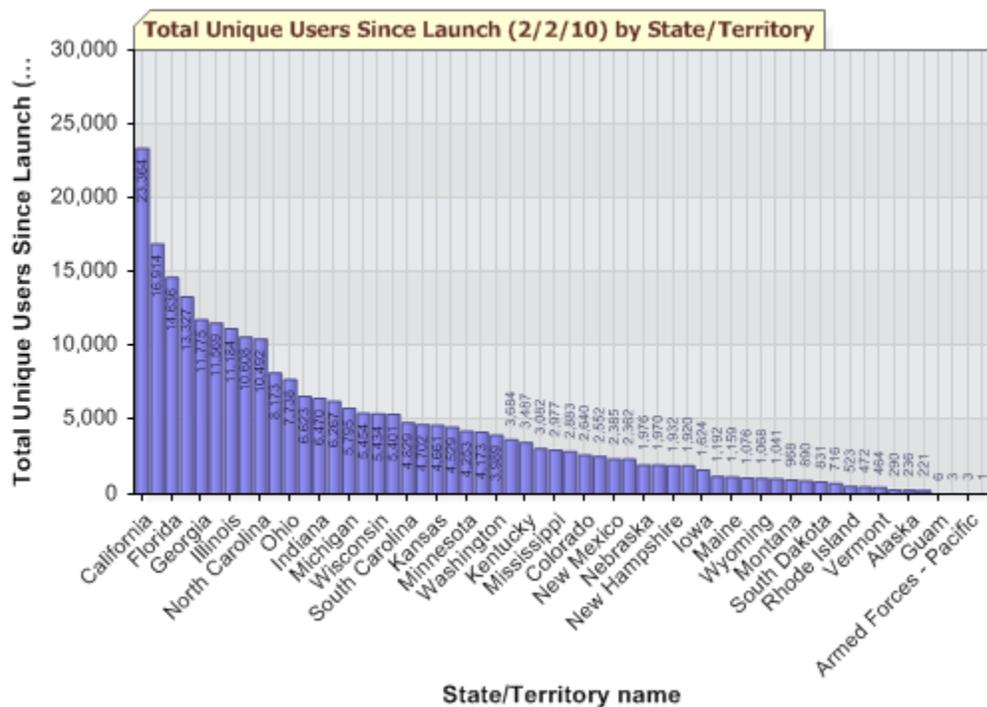
FOR MEDIA INQUIRIES, PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

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 258,993 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.

materials throughout their communities to spread the word about the service with residents of HUD assisted housing. The Department is joining other government agencies, such as the White House Office of Science and Technology Policy and the Department of Health and Human Services, in supporting and promoting text4baby.

Text4baby in the Media

Texting Service Aims at Keeping New Moms and Babies Healthy

On November 22nd, text4baby was featured in an article in San Diego State University's public service broadcasting, KPBS. The piece introduced Jeanne Watson, a mother and text4baby user, and described her receptivity to the texting service, "It's really to the point, and it just tells you what you should ask the doctor, so you can get an actual answer from a doctor, and not something on the Internet that could be true or not." The article also highlighted the recent evaluation results from UC San Diego. One of the evaluators, Yvette LaCoursiere, commented, "What we found is [text4baby] actually opens a dialog. Three-quarters of women who used the service said that they've learned a piece of information, and they brought that information to their doctor, and started a discussion with them." To read the full article, [click here](#).

mHealth Highlight

Wireless Technology Helps Improve Healthcare

A recent article on *marketwire* highlighted the benefits that mobile health products and services can have on the healthcare system in the United States. At a time when the number of Americans suffering from chronic diseases continues to rise, new technology is helping to improve patient well-being in an efficient and cost effective way. A recent CTIA and Harris survey found that 80% of doctors said that they wanted to see continued investment in mHealth as a way to improve and promote better healthcare. Wireless medical devices can be especially beneficial for people in rural and remote areas where it is often difficult to access quality healthcare. These mHealth solutions can help create consistency in healthcare by eliminating barriers to access. To read more, click [here](#).

National Influenza Vaccination Week

In observance of [National Influenza Vaccination Week](#), the Centers for Disease Control and Prevention (CDC) will host a live Twitter chat, December 8 at 1:00 pm EST. CDC professionals will address questions about the flu and the flu vaccine. Participate or follow this event on Twitter @CDCFlu, #NIVW.

MCH Topics Webinar: Effects of Foodborne Illness on Pregnant Women and Newborns

Join the National Healthy Mothers, Healthy Babies Coalition for our latest MCH Topics Webinar: Effects of Listeriosis on Pregnant Women and Newborns: An Hour with CDC's Investigative Expert. The webinar will take place on December 15, 2011 from 1:30 – 2:30 pm Eastern Time. Our speaker, Dr. Benjamin Silk, will provide an overview of Listeria and listeriosis (Listeria infection) and explain why pregnant women, fetuses, and newborn infants are at higher risk. He will discuss listeria outbreaks in the United States, including the recent multi-state listeria outbreak caused by contaminated cantaloupes. He will also review how pregnant women can take steps to reduce their risk by learning what foods to avoid and how to safely prepare and store food. Dr. Silk is a CDC subject matter expert on listeriosis, and has 16 years of experience in public health disease tracking, disease investigation, and research to prevent and control infectious disease. Register at

<https://www1.gotomeeting.com/register/678303920>.

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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