



# Text4baby Tuesday

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

**November 30, 2010**

November is National Prematurity Awareness Month. Sadly, each year in the US, one in eight babies is born too early. Additional research is needed to better understand the causes of prematurity and ways to decrease the current rate. We thank our partners for promoting text4baby as one strategy to connect women to care, offer resources, and provide information vital to having a healthy pregnancy.

Arlene Remick  
National Healthy Mothers, Healthy Babies Coalition

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## Welcome New Partners!

This week, we welcome the 1in100, Newborn Coalition, and Mother Nurture (Austin, TX). We thank you and look forward to hearing about your efforts! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

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## Subscriber Update

We now have **109,802** text4baby enrollees! Ninety-five percent of enrollees report that they would recommend the service to a friend.

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[Facebook](#)

 [Join us on Ning](#)

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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)

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)

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### **Partner Spotlight**

[ODS](#), an Oregon-based medical and dental insurance provider, is helping to spread the word about text4baby. They have highlighted the program in several newsletters and promoted the service to various employer groups both in person and via email. ODS is telling their pregnant members about text4baby and reaching out to providers with information. In 2011, ODS will publicize text4baby in a special mailing to English- and Spanish-speaking pregnant women enrolled in the Medicaid Oregon Health Plan.

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### **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>.

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## **Text4baby Media**

*[Text4baby: Reaching Pregnant Women and New Moms Where They Are](#)*  
Judy Meehan, CEO of the [National Healthy Mothers, Healthy Babies Coalition](#), is the Healthy Newborn Network's featured blogger this week. Judy discusses the value of text4baby and need for this service. She says, "Across the U.S., millions of low-income pregnant women and new moms do not have regular access to the latest baby books or the internet’s ever-growing number of health and parenting websites. But that doesn’t mean that they can’t access valuable information...A woman’s cell phone can offer practical knowledge she needs to give her baby the best possible start in life." [Read the blog](#).

*[Organizations, Technology and PR Unite to Deliver Mobile Health Service Targeted at Moms and Moms-to-Be](#)*

Text4baby was the featured case study in the November 22 issue of *PR News*. The article discusses program goals, objectives and strategy, importance

of involving partners and the process of developing text messages. It also includes interviews with key stakeholders who have been integral to the success of the program.

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## **mHealth Highlight**

### *State of the Industry: Mobile Health Q3 2010*

MobiHealthNews released their quarterly report that summarizes products and events that impacted the mobile health industry from July through September 2010. [Purchase a copy of the report.](#)

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## **Social Media**

Partners and friends of text4baby: We invite you to connect with the National Healthy Mothers, Healthy Babies Coalition 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!

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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 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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