



Text4baby Tuesday

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

November 9, 2010

Today at the 2010 mHealth Summit in Washington, DC, text4baby founding sponsor Johnson & Johnson announced a multi-million dollar, multi-year commitment to expand text4baby, representing a major milestone for the program. Through their generous support, the program is now poised to engage thousands of additional partners in communities at risk and aims to serve one million mothers by 2012! The National Healthy Mothers, Healthy Babies Coalition would like to thank Johnson & Johnson for their strong commitment and dedication to the text4baby program. [Read more](#) about today's announcement.

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome the Milestones Pediatric Therapy, LLC (Northbrook, IL) and Valley Medical Center (Renton, WA). 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

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,

PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

We now have over **100,000** text4baby enrollees! Ninety-five percent of enrollees report that they would recommend the service to a friend.

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

HHS announces text4health task force

Text4baby has been in the spotlight during this year's mHealth Summit! HHS Chief Technology Officer, Todd Park, discussed text4baby during his opening keynote. "We at the US Department of Health and Human Services are super enthusiastic about the power of mHealth to improve health and healthcare. One effort we are particularly excited about is text4baby." [Read more.](#)

Upcoming Events and Conferences

Intro to text4baby Webinar

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, November 17th, 2:00-2:30 PM EST.

Register for the webinar at

<https://www1.gotomeeting.com/register/866614161>.

Text4baby Job Opportunities

HMHB is hiring the following positions to support our text4baby team:

Program Associate, Outreach Coordinator and Campaign Director.

The [Program Associate](#) serves as the first point of contact for individuals and organizations interested in the text4baby service and supports operational aspects of outreach and promotion. The [Outreach Coordinator](#) provides technical assistance to text4baby partners and plays a central role in reaching strategic programmatic goals. Resume & cover letter should be submitted to hr@hmhb.org. The [Campaign Director](#) will manage and oversee the growth of the text4baby program. **Please note:** All responses for the Campaign Director position should be sent to hr@text4baby.org. All positions are located in Alexandria, VA. No phone calls please.

Text4baby Media

Text4baby announces plans to reach one million moms: Commitment from Johnson & Johnson enables growth of nation's largest mobile health initiative

The National Healthy Mothers, Healthy Babies Coalition today announced a major expansion of the text4baby program. The expansion of the platform and community reach, made possible by a generous commitment from Johnson & Johnson, will help more pregnant and new mothers get access to information they need to take care of their health and give their babies the best possible start in life. "Text4baby is making great strides in seeing that every woman has the information she needs to have a healthy pregnancy and get her baby off to a great start," said Brian Perkins, Corporate Vice President Corporate Affairs, Johnson & Johnson. "Johnson & Johnson is proud to be text4baby's founding sponsor. We hope this expanded level of support will help many more partners bring text4baby to hundreds more communities." [Read the news release.](#)

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.

You are receiving this communication because you previously expressed interest in the National Healthy Mothers, Healthy Babies Coalition and our text4baby program. If you wish to unsubscribe, please click on the link below.

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