



Text4baby Tuesday

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

December 13, 2011

Through our valuable affiliations with over 690 partners, we have successfully reached many moms. In collaboration with Blue State Digital and Grey Healthcare Group, we are now supplementing our efforts with a digital direct to consumer strategy with the new tag line *Tips 4 Mom and Mom 2B*. This new strategy will maximize text4baby reach and scale. Our web button launch last week was just the beginning—we are now also inviting greater input from consumers. This week look for changes in our Facebook and Twitter content!

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

Welcome New Partners!

This week, we welcome the following new partners:

- Graham County Health Department (Hill City, KS)
- Saint Agnes Medical Center (Fresno, CA)
- Women's Health Care OBGYN (Green Bay, WI)

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 264,683 individuals!

CONNECT WITH US:

Become a fan on Facebook



Follow us on Twitter

SHARE THIS EMAIL:



CONTACT US

GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

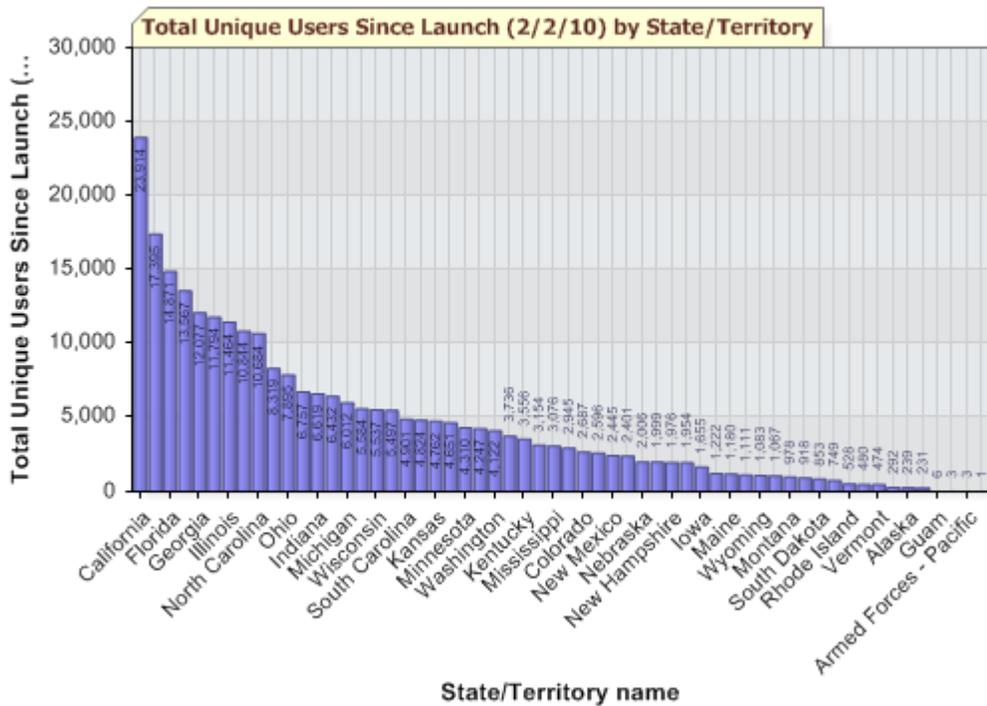
PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

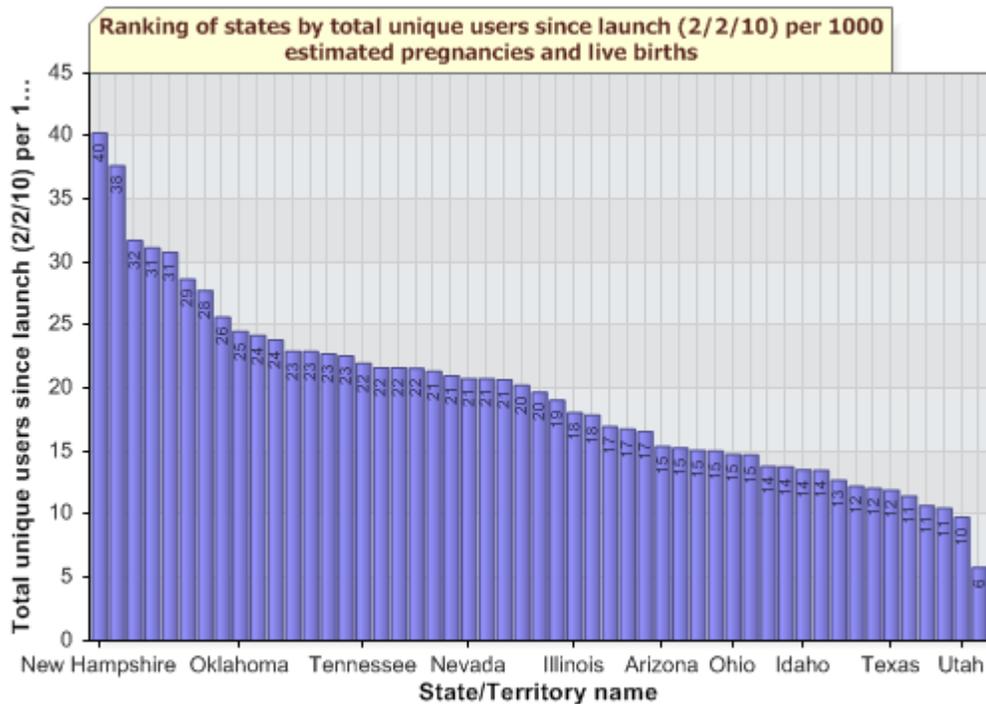
FOR MEDIA INQUIRIES, PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

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](#).

Text4baby TV PSA Webinar Training for Partners

As you might have heard, we have produced two TV PSAs in 30-second lengths that emphasize the helpful information pregnant and new moms receive to support them through pregnancy and baby’s first year. “Belly-to-belly,” shows two pregnant friends talking about text4baby. One pregnant mom is a text4baby subscriber and shows her friend how to sign up. “Baby photos,” shows pictures of text4baby babies. Text4baby subscribers who have used the service during pregnancy and/or baby’s first year sent photos for inclusion in the PSA. Please join us this Thursday December 15, 2011 for the Text4baby PSA Webinar from 11:00 am – 11:30 am EST. Your organization can use these PSAs as part of your enrollment efforts by encouraging your local TV stations to air the PSAs, customizing them with your logo and/or planning a PSA launch event. Register at <https://www1.gotomeeting.com/register/621955392>.

Partner Spotlight

Virginia’s Health Insurance Program, FAMIS (Family Access to Medical Insurance Security) has already started to employ one of our new digital tools in creative ways! After unveiling their new Facebook page in November, this past Friday FAMIS posted the recently launched [text4baby web enrollment button](#). Concurrently, they included text4baby within the rolling banner highlights on their [website](#). FAMIS has also showcased and included links to the new text4baby TV PSAs [Belly to Belly](#) and [Baby](#)

[Pictures](#) on their site. We applaud their efforts and strongly encourage partners to similarly take advantage of our digital and media tools to promote text4baby through your social media community!

Take Action

As part of our new digital strategy, we have launched our first-ever [text4baby web enrollment button](#). There are five versions of the button available in both English and Spanish. Simply add the new text4baby enrollment button to your own web site, Facebook page, or blog. The text4baby enrollment button directs the user to an online registration form (in a new window) to sign up for the service. The new button is an easy way to connect mothers to text4baby. We are here to help, so let us know if you have any questions about the new text4baby web enrollment button!

Text4baby in the Media

On December 9th, text4baby was featured in an article in the Virginia local ABC news station, WLVA-TV. The segment discussed text4baby as tool that helps pregnant women and new moms in need get important health tips and hints that for the most part only health professionals know. The director of the Virginia Department of Health for Pittsylvania and Daville Counties said, "You want somebody to tell you what's normal, what's supposed to be happening at this point." Also, a mother who highly recommends and depends on the service highlighted, "'Pregnancy is scary. The whole pregnancy, even after you have the baby. I think it would help calm the nerves, give you a lot of helpful information," said Heather Carter, a mother. To read the full article, [click here](#).

mHealth Highlight

HIMSS Releases First-Ever mHIMSS Mobile Technology Survey

The Healthcare Information and Management Systems Society (HIMSS) released the first-ever mHIMSS Mobile Technology Survey at the mHealth Summit last week. The study examined a wide range of topics related to mobile and wireless technologies in health care organizations including the general use of mobile technology, access to patient data, means for securing data, and both the benefits and barriers faced. The study found that 38% of healthcare organizations surveyed already have a formal strategy or policy in place regarding the use of mobile devices, with another 51% saying that they were in the process of developing one. Furthermore, four in five participants in the survey said that many clinicians were interested in mobile technology, and almost all respondents said that laptops or computers on wheels are provided to clinicians at their organization. In addition to computers, newer technologies are on the rise, with 55% of participants responding that they give their clinicians smartphones and 57% reporting that they issue tablets. Clinicians seem to be using these mobile technologies most often as reference tools, however 75% view patient information on mobiles. To learn more about the results of mHIMSS' mobile technology survey, 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

Research Manager

The National Healthy Mothers, Healthy Babies Coalition is seeking a Research Manager to support text4baby's efforts to grow the evidence base around the service and its impact on users. The job entails working with a program that generates rich data in real-time and has six evaluations underway. The goal of the position is to use that data to inform the enrollment strategy and efforts of over 700 partners; examine text4baby's efficacy; and establish a new model for mobile health. This position is an opportunity for a motivated individual to be part of the management team of an innovative program where public health and mobile technology intersect.

Qualifications include a Master's Degree (Doctorate preferred) and proven expertise in public health evaluation, including devising evaluation plans and coordinating resources to complete evaluation. 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 "Research 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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