



Text4baby Tuesday

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

December 14, 2010

Text4baby is a finalist for the 2011 *PR Week* Healthcare Campaign of the Year Award! The awards ceremony will take place in New York City next March. This is a great honor for text4baby, and we appreciate the efforts of text4baby partner, Hill & Knowlton, for getting the word out about the program!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome Northshore Health Centers (Portage, IN), Healthy Family Initiatives (Houston, TX), and University of Pittsburgh Medical Center Health Plan. We greatly appreciate your commitment to spread the word about text4baby! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

Subscriber Update

We now have **115,054** text4baby enrollees! Ninety-five percent of enrollees report that they would recommend the service to a friend.

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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

The Cleveland Department of Public Health's (CDPH) MomsFirst program held a [community event](#) for pregnant and new moms and invited text4baby to participate! The event featured free giveaways and informational sessions by professionals on topics like safe sleep and breastfeeding. Over 200 women attended the event and many signed up for text4baby on the spot. In addition, Lauren Sogor, text4baby Partner Relations Manager, joined CDPH in a meeting with Cleveland mayor, Frank Jackson, to discuss the value of text4baby for women in northeast Ohio. [Check out the photos!](#)

Text4baby Media

['Text4baby' Delivers Advice to New Moms](#)

ADVANCE for Nurses, a biweekly nursing publication, ran a story about text4baby and highlighted promotional efforts in Baltimore, MD. Dr. Betty Jordan and Ellen Ray at Johns Hopkins University are working with the Baltimore City Health Department and The Family League of Baltimore City to sign up pregnant and new moms for text4baby. In discussing the service, Ellen Ray said, "This information is going directly on a person's cell phone. So it's a more personal approach than giving someone a book to read or pamphlet." [Read the article.](#)

mHealth Highlight

[Interview: Kellogg on New myPlan Diet App](#)

Kellogg launched their first smartphone app, myPlan. Based on the Special K Challenge, this free app is a weight loss program that gives the user the ability to create a diet plan, menus and shopping lists. Kellogg has timed the release of their product to market to folks who are making New Year's resolutions to lose weight - a peak time for weight loss plans! [Read more.](#)

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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