



Text4baby Tuesday

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

December 20, 2011

As this week's holidays bring families together, we thank all of you for all you've done to promote health and safety through your text4baby outreach. Many, many more moms and their babies are benefiting from having access to resources because of you and the effort you have put into sharing a program made for those who really need it most.

Happy holidays from all of us to you and yours!

Sarah Ingersoll, text4baby Campaign Director
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

We are thrilled to welcome additional partners from across the country:

- Richmond University Medical Center (Staten Island, NY)
- Santa Clara Family Health Plan (California)
- University of North Carolina Center for Maternal and Infant Health (Chapel Hill, NC)

We look forward to working with you in 2012! For a complete list of partners, click [here](#).

Subscriber Update

Text4baby has now enrolled 267,495 individuals! Ninety-six percent of text4baby users who responded to a survey (n=11,663) reported that they

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INFO@TEXT4BABY.ORG

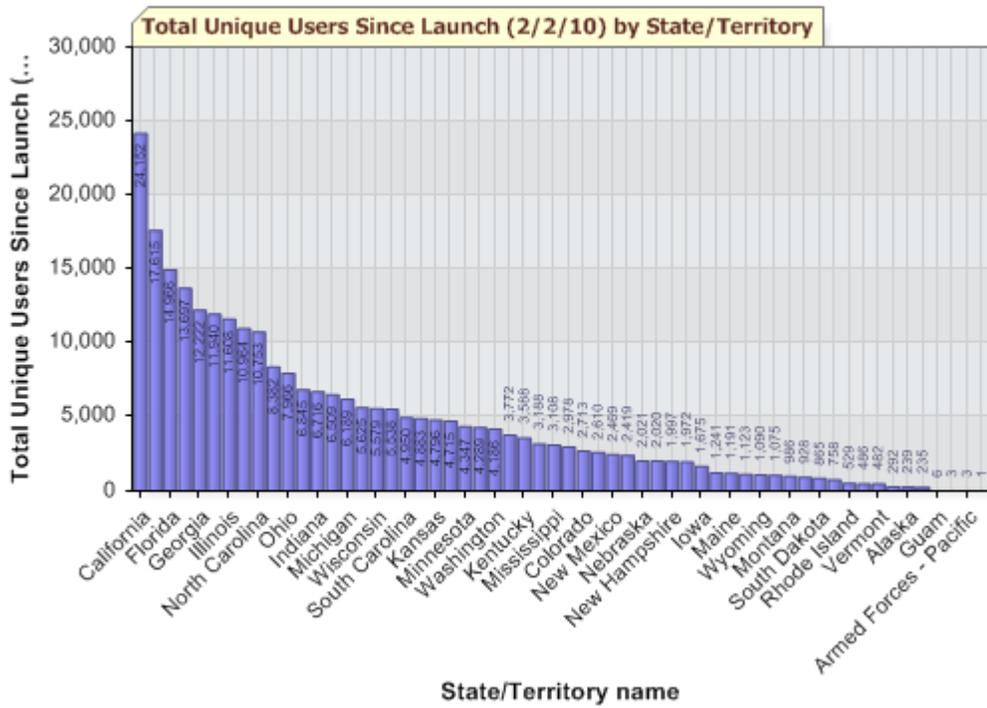
PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

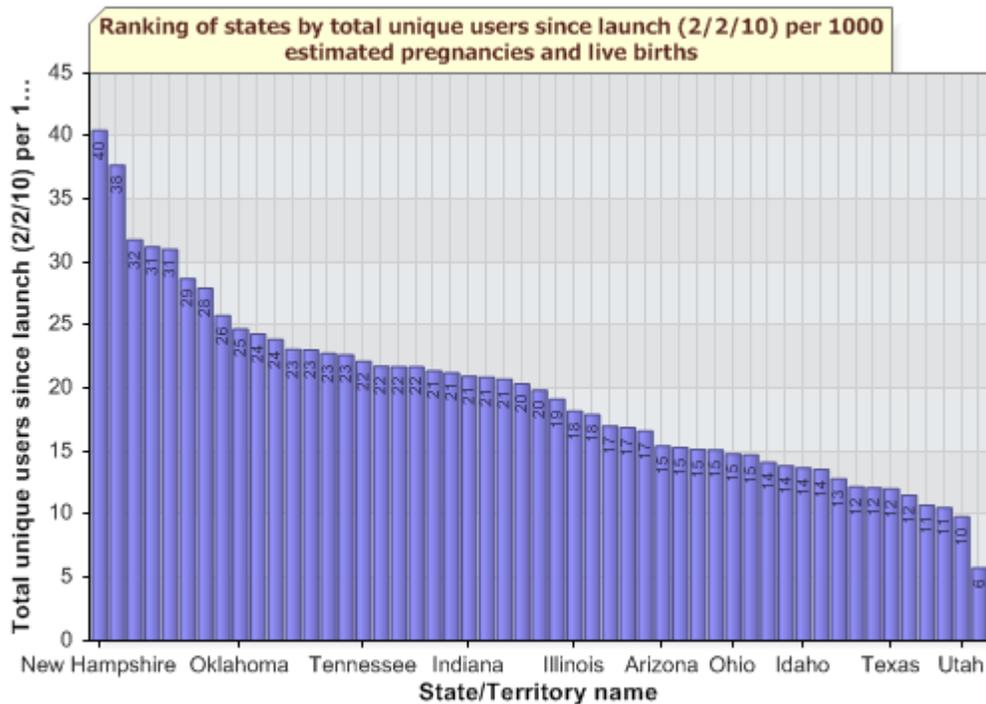
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would recommend the service to a friend.



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

Thanks to the support of Founding Partner CTIA– The Wireless Foundation, outreach partners will now have text4baby television public service announcements (PSAs) aired in your state. To increase the amount of air time these PSAs get and help drive enrollment, access our tool kit [here](#). The toolkit includes steps for promoting the PSAs to get them aired, information on downloading the PSAs for your web site or waiting rooms, a way to affordably customize the PSAs with your organization’s logo, and a letter of support from the U.S. Department of Health and Human Services (HHS). Join us on Thursday January 5th, 2012 from 1:00 to 1:30 pm (EST) to learn more about these new tools and their effectiveness. Please register for the webinar [here](#).

Partner Spotlights

Last week, our team celebrated New Hampshire’s 2nd place finish in the 2011 State Enrollment Contest at an event at the Manchester Community Health Center. Stakeholders heard congratulatory remarks from New Hampshire Department of Health and Human Services’ Commissioner, the state’s Public Health Director and the regional WIC program. Manchester’s very own, Mayor Gatsas, greeted partners at a congratulatory luncheon following the event. A very special moment was shared when a text4baby mom relayed that she successfully quit smoking because of support offered through text4baby. Keep up the good work, New Hampshire!

Recently the Centers for Disease Control and Prevention (CDC) sent out a tweet to their more than 60,000 followers, as well as posted on their Facebook wall which reaches more than 170,000 Facebook users, encouraging moms and moms-to-be to sign up for text4baby. In addition, a text message was sent out to their platform of subscribers totaling approximately 14,000 with a similar message about enrolling in text4baby. We want to thank the CDC for sharing the gift of text4baby with so many people around the country who can greatly benefit from this service.

Take Action

Did you know? Our new digital strategy includes a [web enrollment button](#)! Five versions available in English and Spanish may be easily added to your web site, Facebook page, or blog to direct views to an online registration form (in a new window) to sign up for text4baby. Should you have any questions, please feel free to contact info@text4baby.org.

Text4baby in The New York Times

Once again, NYTimes writer David Bornstein featured text4baby as an innovation in the recent [article](#), "News Flash: Progress Happens." A follow-up to a similar story shared at the time of text4baby's 1st birthday, the piece relayed the innovative spirit of the program and how text4baby, along with other unique programs, has taken root and taken off in a tough economy while showing real progress and doubling enrollment since the original [article](#) was published. What an honor for the program to receive such a prominent, reinforcing spotlight.

mHealth Highlight

Text-Messaging to Emergency Patients Might Reduce Their Alcohol Consumption

A small study funded by the Emergency Medicine Foundation supports that text messages may help reduce heavy drinking habits. This research examined the effects of a 12-week text messaging based program with 45 adults age 18-24 who had been discharged from three emergency departments after incidents of hazardous drinking behavior. Participants in the study who received the intervention of text messaging had two fewer drinks per drinking day when compared to the study's baseline group. The complete findings of the study will be published in the March 2012 issue of "Alcoholism: Clinical and Experimental Research." To read the full article about this study, click [here](#).

Text4baby Initiatives for Partners

Legacy Camera Program

Don't forget! HMHB has easy-to-use, handheld camcorders available for partners to borrow free of charge. Get creative in telling your story or that of the moms you work with, so others may see your successful text4baby promotional activities. 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. The job entails working with our real-time data and formal evaluation partners. The research manager will inform the enrollment strategy and partner efforts, and will establish a new model for mobile health. 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, please visit [here](#). 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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