



# Text4baby Tuesday

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

**December 21, 2010**

Last week, team text4baby was part of a baby shower for pregnant and new moms receiving services through the Norfolk, VA, Department of Public Health. Over 30 women braved a snow storm to learn about text4baby and share their experiences with others. A special thanks to the Norfolk Department of Public Health, the Loving Steps Resource Mothers Program and the CHIP program for organizing a successful event!

Arlene Remick  
National Healthy Mothers, Healthy Babies Coalition

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## Welcome New Partners!

This week, we welcome the Arizona Department of Health Services, Bureau of Women's and Children's Health and Health West, Inc. (Pocatello, ID). We greatly appreciate your commitment to spread the word about text4baby! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

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## Subscriber Update

We now have **117,475** text4baby enrollees! Ninety-five percent of enrollees report that they would recommend the service to a friend.

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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**

Last Friday, the American Academy of Pediatric Dentistry (AAPD) announced their partnership with text4baby. They issued a press release through PR Newswire, which received significant media pickup. “The American Academy of Pediatric Dentistry is proud to partner with text4baby on such a mission-critical program,” stated AAPD CEO Dr. John S. Rutkauskas. “As the leader in representing the oral health interests of children, our members serve as primary care providers for millions of infants, children, adolescents and patients with special health care needs, and the nature of the text4baby messages are in direct alignment with the vision of AAPD, particularly with our ‘Get it Done in Year One’ campaign.” Welcome AAPD! We are thrilled to have you on board! [Read the press release](#).

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## 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, January 12th, 2:00-2:30 PM EST.

Register for the webinar at

<https://www1.gotomeeting.com/register/560983488>.

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## Text4baby Media

### *[Text4baby Cuts Through the Clutter](#)*

Benz Communications, a company that provides benefits communication to Fortune 500 companies, posted a blog for employers about text4baby. Company founder Jennifer Benz says, "Text4baby, launched in February this year, has given pregnant women a free tool to sort through all the noise and receive information that matters to them and their baby at the time that it matters most." Their blog encourages HR departments to promote text4baby to their employees. [Read their blog](#).

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## mHealth Highlight

### *[mHealth Applications to Increase Threefold by 2012, Pyramid Finds](#)*

Pyramid Research released a report that "analyzes trends and strategies related to mHealth, which include how emerging and conventional technologies are being used to improve access to and results from healthcare in both developed and underdeveloped countries. [Learn more](#) about their findings.

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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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