



Text4baby Tuesday

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

December 27, 2011

One year ago today, I accepted the position of Campaign Director, with no real idea of what the year would hold. My experience has been beyond rewarding. It has been a pleasure to have the opportunity to interact with an amazing staff, tremendous founding partners including Johnson & Johnson, CTIA- The Wireless Foundation, Voxiva and GHG, and a dedicated army of advocates across the country working to make this world a better place for families. As we come to the end of a very productive year, I'd like to reflect on the many accomplishments of the text4baby program, all made possible because of you:

- Our 269,568 enrollees let us into their lives three times a week and look to us as a credible source of information about their health and that of their child.
- We have strong and continued support at the highest levels of government, critical to our ability to penetrate our reach into communities and households most in need.
- Your organization is part of a network that is now 709 strong, representing an unprecedented force.
- Participation in initiatives like the State Enrollment Contest, the Summer Signup, and the Legacy Camera Initiative is calling attention to

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text4baby through events, outreach, and media, and inspiring others to get involved.

- A host of new tools is being used, including customizable television public service announcements, an enrollment widget, online materials, and a dashboard for real-time examination of how promotion translates into enrollment.
- Our urgent message alerts are sharing time-sensitive health information, emerging science, and important recommendations from experts, increasing the public utility of text4baby.
- Media from the *New York Times* and Public Relations Society of America “Best of Silver Anvil Award” to tweets from Shakira, Christy Turlington, Senator Carper, and Mayor Cory Booker energize our presence and spark new engagement in the program.
- In one October afternoon, almost 30,000 individuals told us in real-time their plans for a flu shot this season and gave us insight into future text4baby interactivity.
- Data shows we’re making a difference. A study by California State University and the University of California, San Diego provided a snapshot of text4baby’s capacity to increase users’ health knowledge, facilitate interaction with their health providers, improve their adherence to appointments and immunizations, and improve their access to health services. Several additional evaluation studies from respected researchers hold the promise to tell us more in the coming months and year.
- Moms tell us they are connecting to care. Text4baby moms have said that they have received helpful information to quit smoking, breastfeed, get vaccinated, and connect to help for postpartum depression. Powerful testimony indeed!

I want to personally thank you all for your time, talents, and energy. You are reinforcing the

value of this most powerful and innovative mobile health service and providing critical support to hundreds of thousands of babies. Please know just how grateful we are for all you do.

Happy New Year!

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

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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