



Text4baby Tuesday

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

December 28, 2010

2010 has been an exciting year for text4baby! We end the year with almost 120,000 subscribers and [over 400 partners](#). A special thanks to all of our partners who have helped us reach this incredible milestone. We look forward to working with you in 2011 and bringing text4baby to new communities and families nationwide. Happy New Year!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome HealthPoint, Michigan Department of Community Health Early Hearing Detection and Intervention Program, Fitzgibbon Hospital, and Baltimore Medical System, Inc. 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 **119,623** text4baby enrollees! Ninety-five percent of enrollees report that they would recommend the service to a friend.

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PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:

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 Four Corners Health Department in York, Nebraska was featured in a front page story in their local paper, the *York News-Times*. The article highlighted the Health Department's text4baby promotional efforts including providing materials to their local hospitals and distributing program information to their clients. Four Corners Community Health Educator Chris Blanke said, "Since a high percentage of women of childbearing age have cell phones, this is a great outreach program. It's a great, great concept. It's very creative." [Learn more about their efforts](#).

Upcoming Events and Conferences

HMHB MCH Topics Webinar: Obesity and the Built Environment

Join Healthy Mothers, Healthy Babies for our latest MCH Topics Webinar: Obesity and the Built Environment on **January 14, 2011 from noon to 1:15pm EST**. The featured speaker is Dr. Goutham Rao, Clinical Director, Weight Management & Wellness Center at the Children's Hospital of Pittsburgh and Associate Professor of Pediatrics and Assistant Dean for Faculty Development at University of Pittsburgh School of Medicine. Childhood obesity is a growing and complex problem that requires complex solutions. This discussion will focus on the idea that one effective way to prevent and reduce obesity is by changing the man-made aspects of a person's environment, called the built environment. Dr. Rao will also address other commonly proposed causes and treatments of childhood obesity, including environmental obesogens and surgery. Participants are welcome to ask Dr. Rao questions during the second half of the webinar.

To participate in the webinar, register at <https://www1.gotomeeting.com/register/315313017>.

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>.

Text4baby Media

MTV's 16 & Pregnant: Text4baby Informational

Have you seen the latest [MTV clip about text4baby](#)? Moms from MTV's 16 & Pregnant series (Season 2) share their thoughts about text4baby.

mHealth Highlight

[Mood 24/7](#)

Mood 24/7, developed by Neuropsychiatrist Dr. Adam Kaplin and online health network, HealthCentral, is a text messaging service that allows a user to track his or her daily mood. Users register at mood247.com and then receive a message each day asking what their mood is. That information is then depicted on a chart that the user can access and follow over time. It is also possible for a user to send the mood rating to his or her doctor. [Learn more](#) about this product!

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.

You are receiving this communication because you previously expressed interest in the National Healthy Mothers, Healthy Babies Coalition and our text4baby program. If you wish to unsubscribe, please click on the link below.

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