



# Text4baby Tuesday

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

**December 6, 2010**

This week, we announce a partnership with the US Consumer Product Safety Commission! Chairman Inez Tenenbaum said recently at a launch of a [crib safety campaign](#), "CPSC is proud to be a partner with text4baby, as they have already sent out millions of text messages promoting safety to pregnant women." We look forward to working together!

Arlene Remick  
National Healthy Mothers, Healthy Babies Coalition

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## Welcome New Partners!

This week, we welcome Lamprey Health Care (Newmarket, NH), Regional Perinatal Consortium of Monmouth and Ocean Counties (Lakewood, NJ), West Virginia University Child Development and Support Services (Morgantown, WV), Wisconsin Association for Prenatal Care, Inherited Health, University of Alabama at Birmingham Department of Obstetrics and Gynecology, and Physician's Plus Insurance Corporation (Madison, WI). 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

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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)

We now have **112,238** text4baby enrollees! Ninety-five percent of enrollees report that they would recommend the service to a friend.

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**

The National Council of La Raza (NCLR), the largest national Hispanic civil rights and advocacy organization in the US, is a text4baby outreach partner. NCLR has disseminated text4baby information to their affiliated community-based organizations by region through their Affiliate Member Services publication, *E-Digest*. NCLR also included a piece in their November 2010 e-newsletter, [Entre Nosotros](#), distributed to all NCLR Affiliates. Thank you for your efforts!

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## Upcoming Events and Conferences

### *Webinar: Stopping the Spread of Whooping Cough*

Cases of pertussis (whooping cough) continue to rise. In fact, more than a quarter of pertussis cases in Los Angeles County this year occurred in the last month. Join the National Healthy Mothers, Healthy Babies Coalition and pediatrician Dr. Ari Brown for a webinar discussion of cocooning as a strategy for preventing the spread of this highly contagious disease. Ari Brown, MD, FAAP, is a pediatrician, author, child health advocate, and a mom. Her passion to educate families led her to co-author the best-selling “411” parenting book series including *Expecting 411: Clear Answers and Smart Advice for your Pregnancy, Baby 411, and Toddler 411*. Dr. Brown is a medical advisor for *Parents Magazine* and *ABC News*, a spokeswoman for the American Academy of Pediatrics, and a trusted voice for children’s health. She has appeared on numerous national news and talk shows including *NBC’s Today Show*, *CNN* and *Rachael Ray*.

**When:** Thursday, December 9th, 1:30-2:30 PM ET

**Register** for the webinar at

<https://www1.gotomeeting.com/register/754445889>.

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## Text4baby Media

### [Mobile Health In Your Palm](#)

This *Baltimore Sun* article examines the diversity of mhealth applications developed to help people manage their health. Text4baby is cited as a "popular text-messaging program that sends weekly texts to mothers that helps them through pregnancy and a child's first year." [Read the article](#).

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## mHealth Highlight

### [Mobile Phones to Improve HIV Treatment Adherence](#)

*The Lancet* published an article in their November 27, 2010 issue examining the effects of mobile health technology on patient outcomes. In this study, adults with HIV were assigned to SMS intervention or standard care. Participants who received SMS messages had improved treatment adherence rates and rates of viral suppression, compared to participants who did not receive the messages.

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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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