



## Text4baby Tuesday

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

**December 6, 2011**

Text4baby is making it even easier for you to help pregnant women and new mothers in your community get free health advice. We are excited to announce the release of our new [text4baby web enrollment button](#). Please read below about how you can post a web button and enroll women on your own web site, Facebook page, or through your blog.

As always, thank you for your partnership with text4baby and all the work you are doing to keep moms and babies safe and healthy in your community!

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

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### Welcome New Partners!

This week, we welcome the following new partners:

- Northern Virginia Lactation Consultants (Fairfax, VA)
- Paradise Family Health Center (National City, CA)
- VoiceHIT

We greatly appreciate your commitment to spreading the word about text4baby! For a complete list of partners, visit:

<http://text4baby.org/index.php/partner>

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#### CONNECT WITH US:

Become a fan on Facebook



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#### CONTACT US

GENERAL INQUIRIES:

[INFO@TEXT4BABY.ORG](mailto:INFO@TEXT4BABY.ORG)

PARTNERSHIP INQUIRIES:

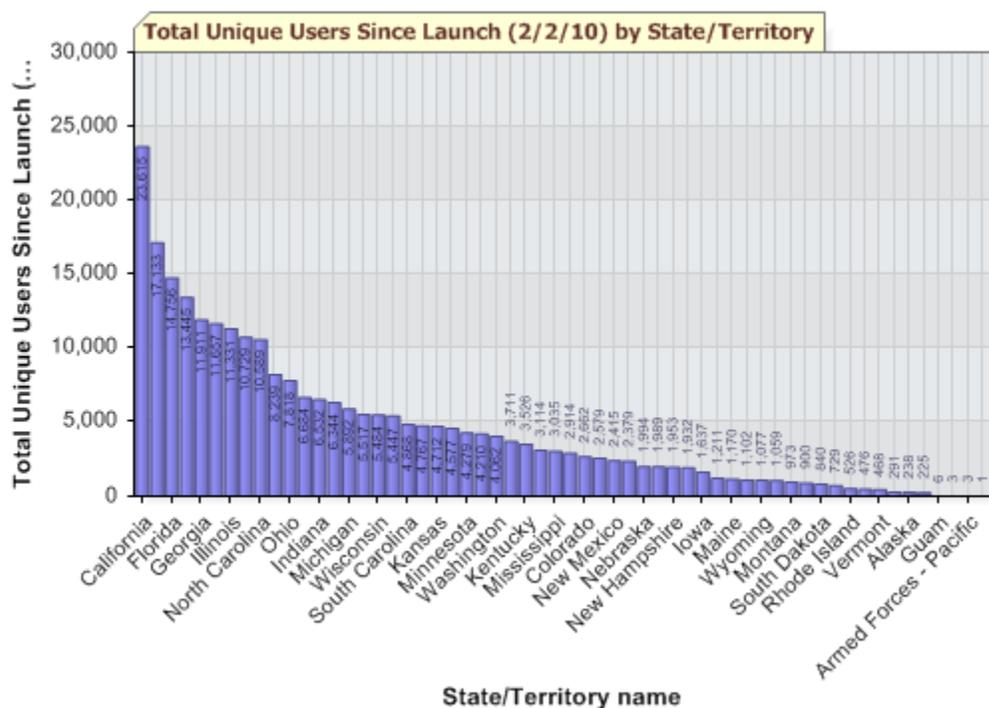
[PARTNERS@TEXT4BABY.ORG](mailto:PARTNERS@TEXT4BABY.ORG)

FOR MEDIA INQUIRIES, PLEASE CONTACT:

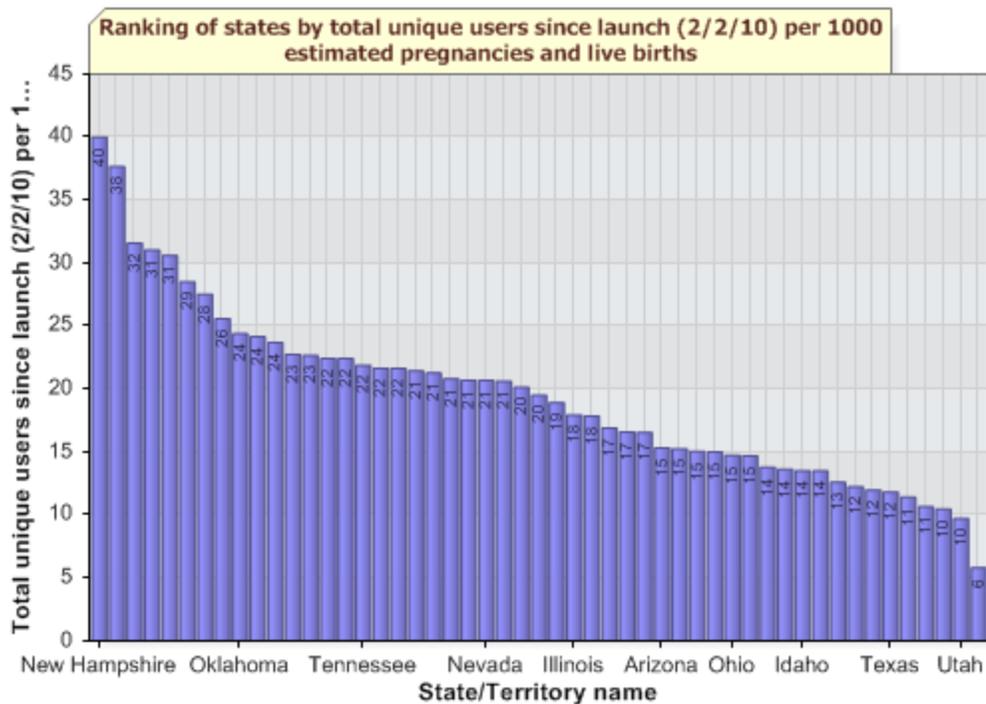
[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

## Subscriber Update

Text4baby has now enrolled 261,736 individuals! Ninety-six percent of text4baby users who responded to a survey (n=11,663) reported that they 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](#).

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### Partner Spotlight

The Preeclampsia Foundation has been a committed text4baby partner since early 2010. Last month, the Foundation co-hosted a Continuing Medical Education course at Weill Cornell Medical College for over 60 physicians and nurses. At the event, the executive director, Eleni Tsigas, delivered a presentation on the role of patient education in helping to ensure optimal pregnancy outcomes. She discussed the many aspects of low medical literacy and ways to improve provider communication to patients. Text4baby was one of the initiatives featured as a tool providers can use to deliver critical health and safety information to their patients. Text4baby promotional materials, such as tear-off pads were given out to attendees to encourage them to share the program with their patients. The Foundation is also currently working to secure national designation for Preeclampsia Awareness month through an [online petition](#), to bring greater attention to the need for prenatal education to help save maternal and infant lives. Thank you to the Preeclampsia Foundation for sharing in our commitment to deliver health information to pregnant women and new mothers!

### Take Action

As part of our new digital strategy, we are launching our first-ever [text4baby web enrollment button](#). There are five versions of the button available in both English and Spanish. Simply add the new text4baby enrollment button to your own web site,

Facebook page, or blog. The text4baby enrollment button directs the user to an online registration form (in a new window) to sign up for the service. The new button is an easy way to connect mothers to text4baby. We are here to help, so let us know if you have any questions about the new text4baby web enrollment button!

### **Text4baby in the Media**

#### *Texting Service Aims at Keeping New Moms and Babies Healthy*

On November 22nd, text4baby was featured in an article in San Diego State University's public service broadcasting, KPBS. The piece introduced Jeanne Watson, a mother and text4baby user, and described her receptivity to the texting service, "I always have my phone with me, and I'm always going through my text messages," Watson said. "So even if I forget to read it or something, I can go back and it's there. And it's always with me on my phone. Or if I'm at a doctor's appointment and I don't remember what it reminded me for, I can just go back." The article also highlighted the recent evaluation results from UC San Diego. One of the evaluators, Yvette LaCoursiere, commented, "What we found is [text4baby] actually opens a dialogue. Three-quarters of women who used the service said that they've learned a piece of information, and they brought that information to their doctor and started a discussion with them." To read the full article, [click here](#).

### **mHealth Highlight**

#### *2011 mHealth Summit focuses this year on 'Where Technology, Business, Research and Policy Connect'*

Yesterday marked the beginning of the 3-day 2011 mHealth Summit, taking place at the National Harbor in Washington, DC. From dynamic keynotes to action-provoking discussions, the mHealth Summit is bringing together knowledgeable experts from all around the world to discuss the future of mobile health. Building on last year's success, the Summit is continuing the conversation about the policy perspectives, business and end-user of mHealth. In her keynote yesterday morning at the Summit, HHS Secretary Kathleen Sebelius praised text4baby as an innovator saying, "[Mobile technology] is bringing health information from computers to pockets and purses - And the advantage of mobile health is that it is always with us." Comprehensive information about the Summit, speakers, and more can be found [here](#).

#### *Smartphone Apps, Monitoring & mHealth Strategies 2011-2016: A Juniper Research Report*

Juniper Research has recently released a report that projects that, globally, mobile healthcare and medical app downloads will reach 44 million by the end of next year. Furthermore, the report findings suggest that mHealth app downloads are predicted to reach 142 million worldwide by the end of 2016. Currently, these health apps cover a wide range of uses, including medical calculators and monitoring, but will likely expand with the addition of "app peripherals" that can be attached to smartphones to assist with diagnosis and relaying medical data to healthcare staff. Juniper also acknowledges that because of the consumer focus of many health apps, it will likely become more mainstream. To learn more about the Juniper report, click [here](#).

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### **National Influenza Vaccination Week**

In observance of [National Influenza Vaccination Week](#), the Centers for Disease Control and Prevention (CDC) will host a live Twitter chat, December 8 at 1:00 pm EST. CDC professionals will address questions about the flu and the flu vaccine. Participate or follow this event on Twitter @CDCFlu, #NIVW.

## **MCH Topics Webinar: Effects of Foodborne Illness on Pregnant Women and Newborns**

Join the National Healthy Mothers, Healthy Babies Coalition for our latest MCH Topics Webinar: Effects of Listeriosis on Pregnant Women and Newborns: An Hour with CDC's Investigative Expert. The webinar will take place on December 15, 2011 from 1:30 – 2:30 pm Eastern Time. Our speaker, Dr. Benjamin Silk, will provide an overview of Listeria and listeriosis (Listeria infection) and explain why pregnant women, fetuses, and newborn infants are at higher risk. He will discuss listeria outbreaks in the United States, including the recent multi-state listeria outbreak caused by contaminated cantaloupes. He will also review how pregnant women can take steps to reduce their risk by learning what foods to avoid and how to safely prepare and store food. Dr. Silk is a CDC subject matter expert on listeriosis, and has 16 years of experience in public health disease tracking, disease investigation, and research to prevent and control infectious disease. Register at <https://www1.gotomeeting.com/register/678303920>.

## **Text4baby Initiatives for Partners**

### *Legacy Camera Program*

To help Outreach Partners document their text4baby promotional activities, lessons learned, and feedback from moms, HMHB has 10 Flip brand video cameras (very easy-to-use handheld camcorders) available for partners to borrow free of charge. We hope that this program will make it easier for our Outreach Partners to share their success with others around the country. To learn more about this program and how to borrow a camera, click [here](#).

## **Text4baby Job Openings**

### *Marketing and Communications Manager*

The National Healthy Mothers, Healthy Babies Coalition is seeking an experienced project manager and creative marketing expert to serve as the Marketing and Communications Manager to drive the strategy behind and engagement of the diverse partner base for the text4baby service. This position is an opportunity for a motivated individual to be part of the senior management team of an innovative program where public health and mobile technology intersect. The ideal candidate will have demonstrated success managing multi-stakeholder initiatives and devising and implementing strategic marketing initiatives. Qualifications include 7-10 years of experience with proven track record of bringing together diverse partners to meet shared goals. This full-time, exempt position is based in Alexandria, Virginia. To read the full job description, visit <http://www.text4baby.org/index.php/about/2-uncategorised/184>. Interested candidates should email their resume or CV, cover letter, and salary history to [hr@hmhb.org](mailto:hr@hmhb.org) with "Marketing and Communications Manager" in the subject line. Qualified candidates will be contacted directly for interviews. No phone calls please.

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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 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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