



Text4baby Tuesday

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

February 1, 2011

I am so pleased to join the text4baby team and share some great news with you this week. Text4baby is now in all 50 states and in Washington, DC! A special thanks to staff and partners for working tirelessly to reach families nationwide with text4baby. We have a great network!

Sarah Ingersoll
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome the Idaho Department of Health and Welfare (Boise, ID), Riverside County Department of Public Health (Riverside, CA), Willamette Dental (Hillsboro, OR), LA Care Health Plan (CA), and WPS Health Plan, Inc. (Green Bay, 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>.

Subscriber Update

We now have **131,719** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

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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

In Kansas, information about text4baby is hard to miss! The Kansas WIC program placed [several billboards](#) on major highways, including the Kansas Turnpike and I-35. Drivers will see the billboards through August of this year. This is a great way to reach lots of people with information about text4baby!

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: Tuesday, February 15th, 2:00-2:30 PM EST.

Register for the webinar at
<https://www1.gotomeeting.com/register/964624361>.

Text4baby Media

[Winning the Future, Losing the Point](#)

In a recent article, *The Huffington Post* describes text4baby as "America's first milestone" in public health and technology. The writer points out that while text4baby is the first nationwide mobile health service in the US, mHealth programs have been used successfully in other countries. For the last decade, text4baby founding partner, Voxiva, has worked with international organizations to provide mobile health applications in countries like Peru, Rwanda and Mexico. Lessons learned from Voxiva's programs overseas have been invaluable to the success of text4baby!

mHealth Highlight

[Mobile Services in Poor Countries: Not Just Talk](#)

This article in *The Economist* examines the use of mobile services in low-income countries. The article cites several examples of mhealth, including a service in Ghana and Nigeria that helps people detect fake medicines. In this program, pharmaceutical companies put a code on their medicines. Program subscribers text the code to a computer system and receive a reply that tells them if the medicine is real. [Read more](#).

Job Opportunities

Text4baby's founding partner, Voxiva, has new open positions to support text4baby and new mobile services. Please visit the Voxiva [website](#) for more information.

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.

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