



# Text4baby Tuesday

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

**February 14, 2012**

Happy Valentine's Day! We're feeling the love at text4baby and we have lots of new things going on. This past week, thanks to our founding sponsor Johnson & Johnson, text4baby was featured on the front page of the Huffington Post [Global Motherhood forum](#) and on [AOL Impact](#), where the content was distributed to all AOL parenting sites, reaching 50% of all U.S. parents. In the Huffington Post article, Dr. J. Nwando Olayiwola described text4baby as "An innovative approach to delivering vital health information to mothers. It's easy, important, and mothers love it." We encourage all partners, your networks, and your staff to post the link to the text4baby blog on the [Global Motherhood site](#) as well!

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

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## Take Action

- On February 28th, we will be holding events across the country for [Connecting Kids to Coverage & Text4baby Enrollment Day](#). We want you to get involved in your community! Please go to our [website](#) and become a "host" – which means you are willing to coordinate a strategy session, meeting, or be involved in planning an enrollment drive. You don't have to do it alone! By signing up as a host, others who are interested can find your event and work with you.

### CONNECT WITH US:

Become a fan on Facebook



Follow us on Twitter

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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

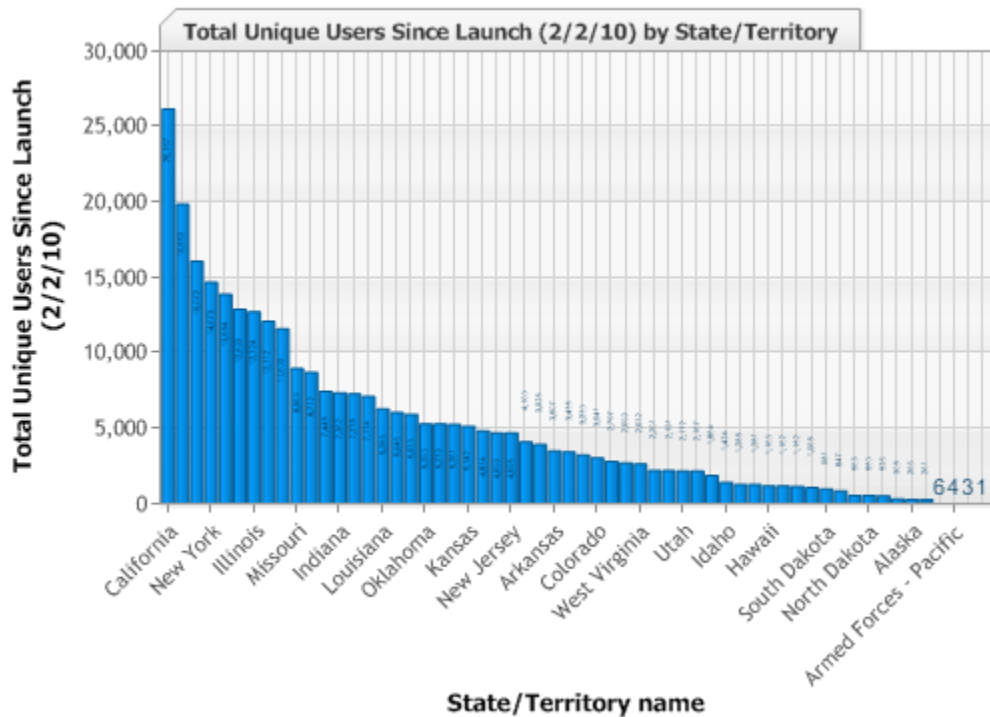
CONTACT:

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

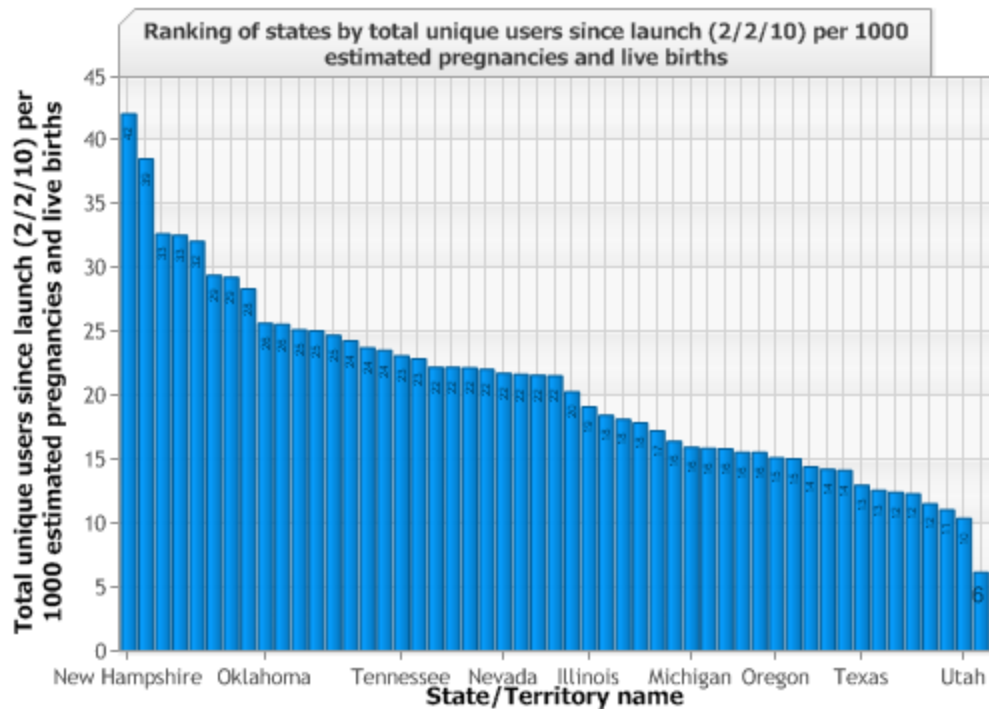
- A TV station near you has [text4baby PSAs](#). If you call them, they are sure to get played! You can find more information [here](#) about the stations who received the PSAs and their contact info. There are also [talking points and other resources](#) to help you with this effort. This is a great opportunity to build a relationship with the media for your future initiatives as well!

### Subscriber Update

Text4baby has now enrolled 293,126 individuals! Ninety-six percent of text4baby users who responded to a survey (n=17,281) 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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### Welcome New Partners!

We are thrilled to welcome additional partners from across the country:

- Allegheny County Department of Human Services (Pittsburgh, PA)
- Circle of Care Center for Families (Valley, AL)
- University of New Mexico Hospital (Albuquerque, NM)

For a complete list of partners, click [here](#).

### Connecting Kids to Coverage and Text4baby Enrollment Initiative

Today, in honor of Valentine’s Day and our partnership with the Centers for Medicare and Medicaid Services (CMS), over 186,000 text4baby users will receive a message about Medicaid and CHIP coverage and eligibility. In the past two weeks, 147 text4baby partners and over 100 CMS grantees participated in webinars and conference calls to learn about the new partnership between CMS and text4baby and to find out how they can participate in their own local launch of our joint enrollment initiative on February 28th. During this week’s discussion, Donna Cohen Ross, Director of the Office of the Center, Center for Medicaid and CHIP Services, said, “Together we can take steps to connect more eligible pregnant women and children to health coverage through Medicaid and CHIP—and at the

same time see that families get critical health information through text4baby." Some of our partners have already announced very exciting plans for the day, including:

- The New Jersey Supplemental Nutrition Assistance Program-Education and the Gateway Northwest Maternal & Child Health Network are planning for an event on February 28th in Newark. By engaging key stakeholders in the Newark community, they are planning a city-wide enrollment drive to connect families to health coverage. Thanks so much to NJ SNAP-ED and Gateway Northwest Maternal & Child Health Network for taking the lead on this event!
- The Illinois Maternal and Child Health Coalition (ILMCHC) is organizing a community enrollment drive and broader public awareness event with their partners to make sure families in Chicago have the opportunity to be connected to health coverage and health information programs. As a long-time supporter of text4baby, ILMCHC is our state-lead organization, and we are grateful for their support in initiating this Chicago-based initiative on February 28th!
- FAMIS (Family Access to Medical Insurance Security) are CHIP programs in the Commonwealth of Virginia, and they are actively promoting the text4baby enrollment button and the [Connecting Kids to Coverage widget](#) through their digital tools. FAMIS also created an online postcard (see below) to celebrate their one year anniversary of text4baby with community partners (they plan to create a similar postcard honoring text4baby's second birthday) and are encouraging community partners to include text4baby referrals in outreach activities. Information about text4baby is also included in FAMIS literature that is disseminated to moms newly enrolled to CHIP and Medicaid. Thanks for all of the great work, FAMIS!

# 5,000 women...and counting

**Congratulations Virginia!** That's how many pregnant women and new moms have signed up to receive FREE text messages from **Text4Baby** since the program began in February 2010.

Virginia currently has the 5th largest enrollment in the nation and while that's reason for celebrating, let's keep the momentum going. Please share this with your community partners and advocates to remind them to spread the word so that every expectant and new mom can learn what she needs to know to have a healthy pregnancy and a healthy baby.

**Text4Baby** is an initiative of the National Healthy Mothers, Healthy Babies Coalition in partnership with the Virginia Department of Health, Department of Medical Assistance Services, managed care organizations, and community and private partners.



Women sign up for the service by texting **BABY** to **511411** (or BEBE for Spanish) and receive three FREE text messages each week prior to their due date and during their baby's first year of life.

Visit [www.text4baby.org](http://www.text4baby.org) for more information.



Stay tuned for updates on these events! Check out our website become a host of your own initiative—small or large—for [Connecting Kids to Coverage & Text4baby Enrollment Day](#).

## **Partners Promoting text4baby PSAs**

Our partners are doing a lot of work to promote [the PSAs](#) on their local networks. In New York State, the Association of Perinatal Networks of New York is going to be working with an agency in their area to get the PSAs played locally. Additionally, they will be reaching out to encourage their networks to follow up with TV stations in their jurisdiction. In California, First 5 Ventura County has customized the PSAs with their logo for local distribution. They will also be sharing the PSAs electronically with partner organizations in Ventura County through their Neighborhood for Learning project. Thank you for all

your hard work!

### **Text4baby in the Media**

#### *Text4baby and Global Motherhood Portal*

Last week, text4baby was featured on the newly launched [Global Motherhood](#) portal, a partnership between Johnson & Johnson and the Huffington Post. The portal is a forum to share ideas and experiences for improving maternal and child health. Dr. J. Nwando Olayiwola, a text4baby user and Family Practice Physician and Chief Medical Officer of Community Health Center, Inc., explains the importance of the messages and how they empower women. She also spoke to the importance of partners and said, “What I find particularly unique about this program is the unprecedented network of partners supporting the program.” Thank you to Dr. Olayiwola and Johnson & Johnson for the great piece! To read more and share the article, click [here](#).

### **National Premature Infant Health Coalition Webinar**

There’s still time to register for the National Premature Infant Health Coalition webinar! The webinar will take place on Wednesday, February 15th from 1:00pm-2:00pm ET and will feature Dr. Alan Spitzer, who will provide an overview of the Pediatrix BabySteps Clinical Data Warehouse (CDW). This novel tool allows for an unbiased extraction of information from an entire neonatal population care by physicians and advanced practice nurses in Pediatrix Medical Group. The CDW offers a tremendous amount of information on trends and implications for neonatal care. Register [here](#).

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### **Text4baby Initiatives for Partners**

#### *Legacy Camera Program*

Don’t forget! HMHB has easy-to-use, handheld camcorders available for partners to borrow free of charge. Get creative in telling your story or that of the moms you work with so others may see your successful text4baby promotional activities. To learn more about this program and how to borrow a camera, click [here](#).

### **Voxiva Job Opening**

#### *Text4baby Digital Program Manager*

Voxiva, Inc., a leading provider of mobile health information solutions, seeks a highly driven product marketing manager with expertise in driving consumer engagement and recruitment through digital tools (web, social media, e-mail, search, and advertising). Based in Washington DC, the successful candidate will have responsibility in driving consumer engagement and enrollment in the award-winning “text4baby” service, which is jointly offered by Voxiva and its partner, the National Healthy Mothers, Healthy Babies Coalition (HMHB). The ideal candidate will have proven experience in developing and implementing digital tools that have resulted in the engagement of hundreds of thousands of consumers. Qualifications include a minimum of 5 years of experience in digital product marketing with hands-on experience implementing web, social media, and internet-based tools, and a BA/BS degree; MPH or similar health-related qualifications preferred. To read the full job description, click [here](#). Interested candidates should email their resume or CV, cover letter, and salary history to [careers@voxiva.org](mailto:careers@voxiva.org) with “Text4baby Digital Program 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. U.S. government partners include the White House Office of Science and Technology Policy, the Department of Health and Human Services, the U.S. Social Security Administration, 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 partner.

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