



# Text4baby Tuesday

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

**February 15, 2011**

This month, we are excited to celebrate text4baby's first birthday! I encourage you to check out the [White House blog](#), which commemorates text4baby's first birthday by speaking to the value of the service and the strength of the partnerships. We wholeheartedly agree that text4baby certainly could not have come this far without the commitment of its sponsors and partners like you!

We look forward to working together in 2011 to reach more communities throughout the U.S. with this important service.

Sarah Ingersoll  
National Healthy Mothers, Healthy Babies Coalition

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## Welcome New Partners!

This week, we welcome the following new partners:

- OneWorld Community Health Centers, Inc (Omaha, NE)
- Monroe County Intermediate School District (Monroe, MI)
- Mille Lacs Band of Ojibwe Public Health (Onamia, MN)
- The Urban Child Institute (Memphis, TN)
- Options 360° Pregnancy Clinic (Battle Ground,

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#### GENERAL INQUIRIES:

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#### PARTNERSHIP INQUIRIES:

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FOR MEDIA INQUIRIES,

PLEASE CONTACT:

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

- WA)
- Sandpoint Women's Health, P.A. (Sandpoint, ID)
- Healthy Start, Inc. Pittsburgh/Allegheny County (Pittsburgh, PA)

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**

We now have **138,696** text4baby enrollees! We credit the [recent article in the New York Times](#) for helping to increase enrollment last week; the average daily enrollment is usually around 350 to 400 per day, but text4baby had 1,400 enrollees on the day the article came out! Ninety-six percent of enrollees report that they would recommend the service to a friend.

(click on the image above to enlarge)

View the total number of subscribers in each [state](#) enrolled in text4baby. View the subscriber breakdown by [pregnancy status](#) and [language](#).

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## **Partner Spotlight**

In text4baby's first year, over 450 Outreach Partners and their coalitions of organizations have joined us in promoting the service in their communities. Partners have dedicated their time and energy to spread the word about text4baby through their newsletters and mailings, by hosting community events, designing and printing materials, incorporating service information in patient care, posting information on websites and more! We look forward to hearing more from our partners in 2011 as we work together to reach one million moms by 2012. Don't forget to [share your outreach strategies](#) with us!

### *Spokespeople Needed!*

A big thank you goes out to the partners who helped identify text4baby spokespeople. HMHB is always in need of both experts and text4baby users who can speak to the value of the service. If you know of anyone, especially a mom from an underserved community, who loves talking about text4baby, please email us with contact information and background to [info@text4baby.org](mailto:info@text4baby.org).

## **Upcoming Events and Conferences**

### *Ongoing Partner Support*

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>.

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## **Text4baby in the Media**

### [Making the Text-To-Mom Connection](#)

Last Friday, there was a second article about text4baby in the New York Times! This article reflects on the strength of text4baby partnerships. The author remarks " What struck me as most noteworthy about this program was how hundreds of different

types of organizations — for-profit health care providers, nonprofit community groups, wireless carriers, government agencies, and many others — had collaborated to make it all work. Text4baby seemed to shed light on the question: How do you get a country — with all its diverse institutional strengths — to work as a team?" Check on the full article [here](#).

## **mHealth Highlights**

### [How Free Text Messages Can Help With Healthy Living](#)

An article on the site Learn Vest recently listed text4baby as one way people can get helpful health information delivered to their phones without having to own a smartphone. The writer points out, "iPhone apps get all the attention—and cool commercials. But even if you don't have a smartphone and expensive data plan, you can still take advantage of today's innovations in technology and health." Check out the full article [here](#).

### [Four Ways to Improve Mobile Health for Latinos](#)

According to a recent article in MobiHealthNews, there are very few Spanish language mobile apps. To help overcome this shortcoming, the article outlines key steps to help make mobile health services more accessible to Latinos. Check out the full article [here](#).

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## **Funding Opportunities**

On February 3, 2011 CMS released a solicitation for the second round of \$40 million in grants to support outreach activities and strategies to enroll eligible children in Medicaid and CHIP and keep them enrolled as long as they qualify. States, local governments, community-based and nonprofit organizations, schools, health care providers, Indian tribes and others are encouraged to apply. Grant proposals should target one of the following 5 Areas of Focus:

1. Using Technology to Facilitate Enrollment and Renewal.
2. Focusing on Retention: Keeping Eligible Children Covered for as Long as They Qualify.
3. Engaging Schools in Outreach, Enrollment and Renewal Activities.
4. Reaching Out to Minority Groups where Significant Gaps in Coverage Exist.
5. Ensuring Eligible Teens Are Enrolled and Stay Covered.

Grants will range from \$200,000 to \$1 million for Focus Areas 2-5, and up to \$2.5 million for Focus Area 1. Funding will cover activities over a two-year period from August 2011 through July 2013. Applications are due on April 18th, 2011 and must be submitted through [www.grants.gov](http://www.grants.gov). CMS plans to announce the awards by July 30, 2011.

There are two calls that will provide information about the above funding opportunities. Both calls will cover the same information. Select the call that is most convenient for you.

*Dates:* Tuesday, February 15, 2011 **OR** Wednesday, March 9, 2011

*Time:* 2-4pm EST

*Call-in #:* February 15, 2011: 1-877-267-1577 Meeting ID: 5780 **OR** March 9: 1-877-267-1577 Meeting ID: 0107

## **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.

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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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