



Text4baby Tuesday

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

February 21, 2012

Text4baby has new [radio PSAs](#) available! We are pleased to announce the release of two radio Public Service Announcements (PSAs) in English and Spanish. The Spanish PSA is produced in partnership with the National Council of La Raza, the largest national Hispanic civil rights and advocacy organization in the United States. These 60-second radio PSAs are a great way to get the message out to more mothers about text4baby and how to sign up. You can listen to and share the PSAs by visiting our [download center](#).

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

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.
- A radio station near you has the new [text4baby PSAs](#)! If you call them, they are

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INFO@TEXT4BABY.ORG

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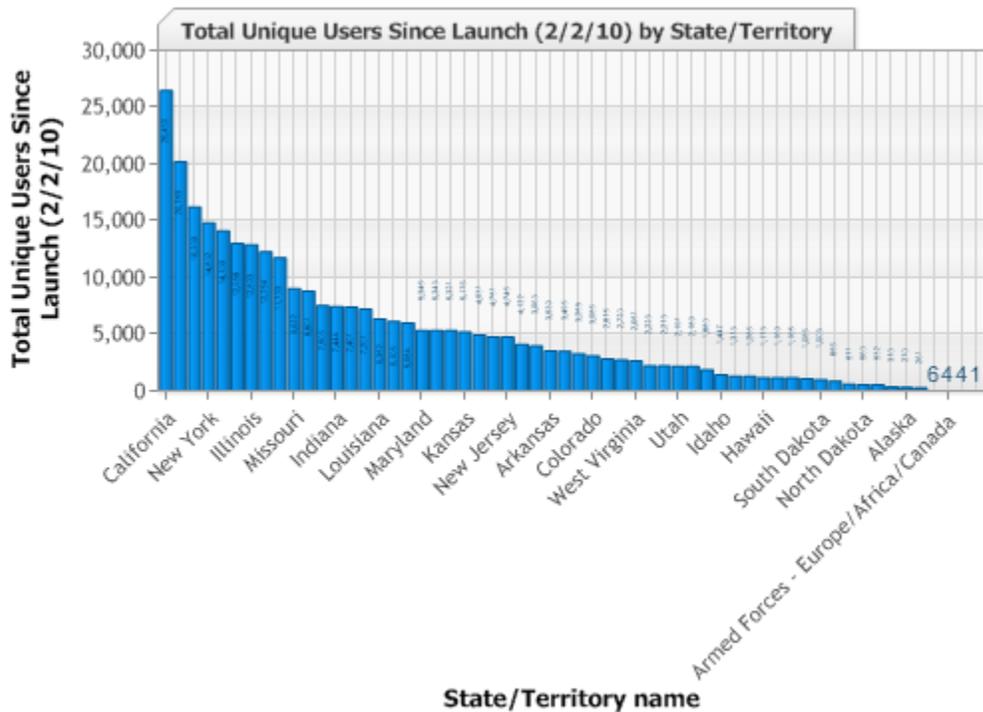
FOR MEDIA INQUIRIES, PLEASE CONTACT:

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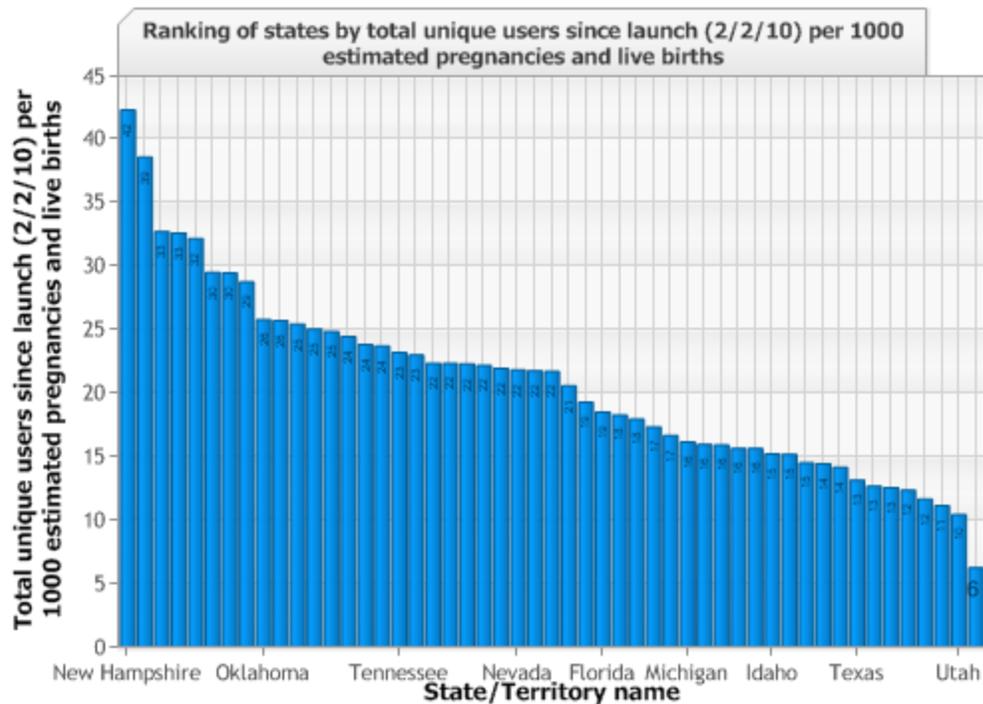
sure to get airtime. You can find more information [here](#) about the stations who received the PSAs and their contact info. There are also [talking points and other resources](#) to help you with this effort. This is a great opportunity to build a relationship with the media for your future initiatives as well!

Subscriber Update

Text4baby has now enrolled 296,414 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](#).

Welcome New Partners!

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

- Catholic Charters Diocese of Fort Worth, Inc. Healthy Start (Fort Worth, TX)
- Elkhart County Health Department (Elkhart, IN)
- Health & Nutrition Service of Racine, Inc. (Racine, WI)
- Mt. Rogers Health District (Marion, VA)
- University of Nebraska Medical Center (Omaha, NE)

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

Connecting Kids to Coverage and Text4baby Enrollment Initiative

For the past few weeks, we've been providing updates about our partnership with the Centers for Medicare and Medicaid Services (CMS) and the local enrollment initiatives on February 28th. Many of our partners are hard at work on exciting plans for the day, including:

- Text4baby partners and Connecting Kids to Coverage grantees in Michigan

held a strategic planning conference call and discussed ways that they can collaborate and incorporate both text4baby and Medicaid/CHIP enrollment into their outreach efforts across the State. Partners are planning various activities in the coming weeks, including focused enrollment events in March, social media promotion, and distribution of materials to other organizations around the State to spread the word. Thank you, Michigan partners, for starting the conversation and letting families know about these important programs!

- The San Diego text4baby Coalition is hosting a health fair on February 25th with presentations by leading physicians and pediatric authorities on caring for baby before, during, and after birth. Text4baby referrals will also be incorporated through all One-E-App applications in San Diego County, which enable mothers to enroll in multiple services at one time. Thank you to the San Diego text4baby Coalition for celebrating our 2nd birthday and incorporating text4baby into the One-E-App! This makes it easier for moms to access health information through text4baby and important resources like health coverage for their families.

Stay tuned for updates on these events! Check out our website to 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 still hard at work promoting [the text4baby TV PSAs](#) on their local networks. Our partners in Idaho have called many area radio stations and have chosen to customize the PSA! They also made contact with an interested station in an area where there is not yet a text4baby presence. Washington State has worked collaboratively with their partner, WithinReach, to customize the PSAs with their logo. WithinReach has posted the PSAs on their YouTube site and directly on their website. The PSAs have played all over Washington State! Thank you to our partners in Idaho and Washington for all of your efforts!

Text4baby in the Media

ABC News: Texting for a Healthy Baby

ABC News featured text4baby in their parenting section, acknowledging our two-year anniversary and a reach of almost 300,000 pregnant and new mothers. An accompanying video shows interviews with new and expecting mothers and their experiences receiving text4baby messages. The story reports on text4baby as an effective tool in reaching underserved populations because of a high utilization of text messaging, making it an efficient way to engage the audience. To read more and watch the video, click [here](#).

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 with “Text4baby Digital Program Manager” in the subject line. Qualified candidates will be contacted directly for interviews. No phone calls please.

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. 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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