



# Text4baby Tuesday

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

**February 22, 2011**

Congratulations to Voxiva, text4baby's founding partner, for being named one of "The World's 50 Most Innovative Companies" by Fast Company Magazine! It was the vision of the Voxiva team that inspired the text4baby concept and helped to make the program what it is today. Their leadership in mobile health and high quality technological platform is delivering critical health information to thousands of women across the country. To read more about Voxiva's exciting achievement, see the mHealth Highlights section below.

Sarah Ingersoll  
National Healthy Mothers, Health Babies Coalition

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## Welcome New Partners!

This week, we welcome **Thundermist Health Center** from Woonsocket, RI as a new partner.

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 **142,042** text4baby enrollees! Ninety-six

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GENERAL INQUIRIES:

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

PARTNERSHIP INQUIRIES:

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

[G](#)

FOR MEDIA INQUIRIES,

PLEASE CONTACT:

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

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 Corner**

### *National Update Webinar for Partners*

With the help and dedication of our partners, we have enrolled over 142,000 women and delivered over eight million messages since the launch of text4baby a year ago! Although we have come far, there is still a long way to go to enroll one million moms by the end of 2012. To reach this goal, we have developed some exciting initiatives to reinvigorate promotional activities and exponentially increase enrollment in 2011. Please join us for a webinar today as we begin to roll-out our plans for the next year.

Date: Tuesday, February 22, 2011

Time: 3-4pm EST

To register for this webinar, please click here:

<https://www1.gotomeeting.com/register/845180865>

### *Text4baby Survey*

Text4baby is looking to increase our outreach efforts around the Spanish-language version of text4baby (“text4BEBE”) and we need your help! Please fill out the survey using the link below to assist us in learning more about your organization’s outreach efforts for Spanish-speaking text4baby users. The first 25 respondents will receive free promotional materials!

Click here: <http://www.surveymonkey.com/s/t4bhispanicoutreachsurvey>

### *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).

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## **Text4bebe News**

### *Providing Health Messages to Hispanics/Latinos: Understanding the Importance of Language, Trust in Health Information Sources, and Media Use*

Populations differ in terms of their trust in and use of health information sources, including mass media, the Internet, and interpersonal channels. According to [a study in the Journal of Health Communication](#), Hispanics who are comfortable speaking English have higher trust for health information in newspapers, magazines, and the internet than their counterparts who are not comfortable speaking English. Furthermore, Hispanics who are comfortable speaking English have higher levels of media exposure. As a result, Hispanics who are not comfortable speaking English may be hard to reach. This study is important because it suggests that Hispanics who are not comfortable speaking English might be more receptive to messages given by word-of-mouth and visual channels. It is also important because it acknowledges the heterogeneity within the Hispanic population.

Source: Clayman ML, Manganello JA, Viswanth K, Hesse BW, Arora NK. Providing Health Messages to Hispanics/Latinos: Understanding the Importance of Language, Trust in Health Information Sources, and Media Use. *J Health Commun.* 2010; 15 Suppl 3: 252-563.

## **Text4baby in the Media**

### *Text4baby Uses Texts To Promote Healthy Babies*

Recently, an article was published on the website Blackvoicesnews.com that discusses the value of text4baby to underserved populations. The author notes, “by reaching out through national partnerships to statewide teams and community-based organizations and leaders, “text4baby” is putting important health information in the hands of those who need it most. For instance, African American mothers are more likely to begin prenatal care late or not receive it at all, resulting in high infant mortality rates and low birth weights.” Check out the article [here](#).

## **mHealth Highlights**

*Fast Company* magazine recently named Voxiva, text4baby's founding partner, as one of “The World’s 50 Most Innovative Companies.” On their list of innovators, Voxiva came in at number 40, just behind Microsoft and just ahead of Cisco. Voxiva also took the third spot on their list of the Most Innovative Companies in the mobile industry– sandwiched between EBay and Skype. *Fast Company* honored Voxiva for “encouraging good health via mobile apps” focusing on maternal health (Text4baby) and other interactive services like smoking cessation and diabetes. Congratulations to Voxiva! Check out the article [here](#) and read Voxiva’s press release [here](#).

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## **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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