



Text4baby Tuesday

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

February 23, 2010

Text4baby has over 16,000 text4baby subscribers in less than three weeks! We'd like to take this opportunity to thank our partners, especially the many federal government agencies involved in promoting text4baby, including the U.S. Department of Health and Human Services, the Department of Defense Military Health System, and the White House Office of Science and Technology Policy. Interested in learning more about becoming a text4baby partner? Email partners@text4baby.org.

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Upcoming Event: Intro to Text4baby Webinar

New to text4baby? Join us for an introduction to the program and learn how your organization can get involved as an outreach partner.

When: Wednesday, February 24, 2:00-3:00 PM EST
Conference Number(s): 1-866-894-2320
Participant Code: 8374792#

To join the meeting click:

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PLEASE CONTACT:
MEDIA@TEXT4BABY.ORG

<http://connectpro94924579.acrobat.com/r42969578/>

Missed the February 12 webinar? Click [here](#) to watch a video of the webinar presentation, “How to Promote Text4baby to Your Constituents.”

Subscriber Update

We are excited to report that we have 16,034 text4baby registrants! About 69% of those users are pregnant, and the remaining 31% are new mothers.



[View](#) subscriber breakdown by state. Please note that state user data is not weighted by population.

Partner Spotlight

The March of Dimes is promoting text4baby through Twitter to their 6,594 followers. [Read](#) their posts.

We would also like to highlight the efforts of the National Association of County and City Health Officials (NACCHO). Following the national launch of text4baby on February 4, NACCHO issued a press release, which they disseminated to members of their maternal and child health listserv. They featured text4baby in the [February issue of Public Health Dispatch](#), NACCHO’s monthly newsletter, and customized text4baby resources for their members.

Media Coverage

Text4baby is expanding its outreach to Spanish media outlets. Thanks to BabyCenter, one of our implementation partners, text4baby has received media coverage with Telemundo and Telefutera (part of Univision). In addition, El Mensajero (San Francisco) and El Observador (San Jose) are featuring stories about text4baby.

Partner Toolkit

The main feature of the Text4baby Partner Portal is a Partner Toolkit, which supports the outreach efforts of text4baby partners. The Toolkits page provides partners with materials they need to plan and implement their outreach plan, including [promotional and media materials](#), webinar presentations, user registration updates, [Graphics Standards Guide](#) and other partner support documents. To access the Toolkits page, click [here](#).

mHealth Highlight

Cell-Phone Medicine Brings Care To Patients In Developing Nations

The February 2010 issue of Health Affairs highlights the use of mobile technologies, such as cellular phones, in public health campaigns and clinical care services. One of the innovative m-health projects featured is CardioNet, a phone-based health texting system designed to head off obesity-related illnesses. In the summer of 2008, CardioNet was launched in Mexico by Carso Health Institute. Voxiva was one of the collaborating partners involved in developing a prototype for the project. [Read the article](#).



Check out full listing of articles in [Feb. 2010 issue of Health Affairs, Vol. 29, no. 2](#)

Visit www.text4baby.org for more information about the campaign.

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.

You are receiving this communication because you previously expressed interest in the National Healthy Mothers, Healthy Babies Coalition and our text4baby program. If you wish to unsubscribe, please click on the link below.

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