



# Text4baby Tuesday

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

**February 28, 2012**

It's a big day for text4baby! The U.S. Surgeon General publicly announced our new partnership with [Connecting Kids to Coverage](#), a campaign of the Centers for Medicare & Medicaid Services, and today is [Connecting Kids to Coverage & Text4baby Enrollment Day](#), kicking off the union between the agency that provides health coverage for more than 43 million children and the country's largest mobile health information service. We are working together at the national and local level to make it easier for moms to take charge of their family's health. Keep reading to learn more about what communities are doing today!

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

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## Take Action

- What are you doing today for Connecting Kids to Coverage & Text4baby Enrollment Day? Check out some [activities going on](#) in your area, post on [Facebook](#), or tell us more about how you are celebrating with an [email](#). Also read today's [blog carnival](#) on the [MomsRising website](#).
- A radio station near you has the new [text4baby PSAs](#)! If you call them, they are 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.

### CONNECT WITH US:

Become a fan on Facebook



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### CONTACT US

GENERAL INQUIRIES:

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

PARTNERSHIP INQUIRIES:

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

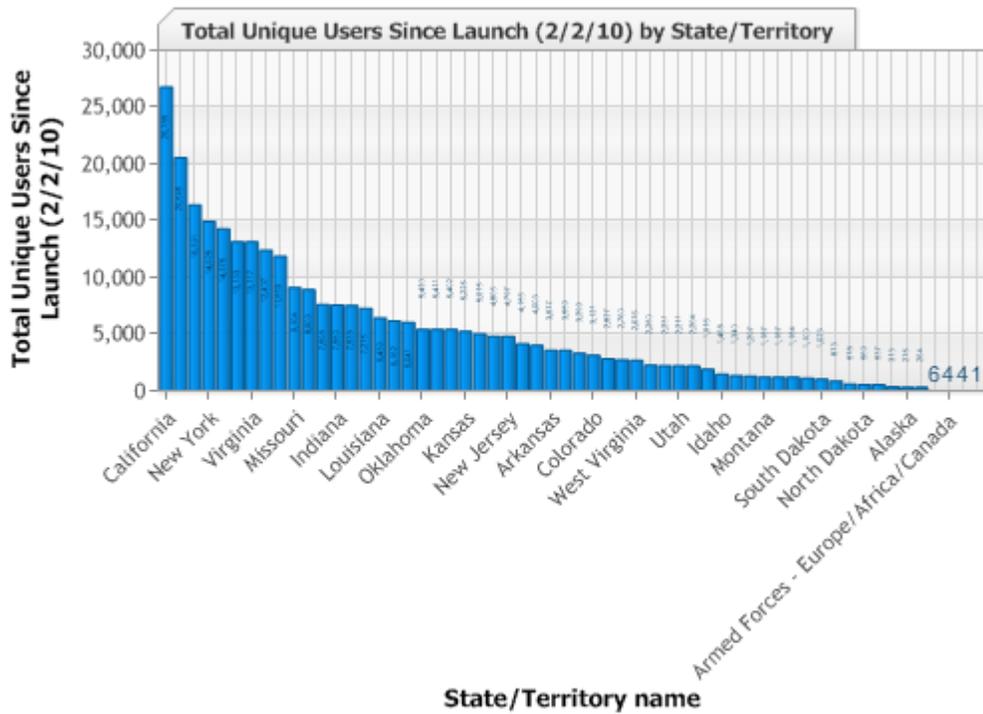
FOR MEDIA INQUIRIES, PLEASE CONTACT:

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

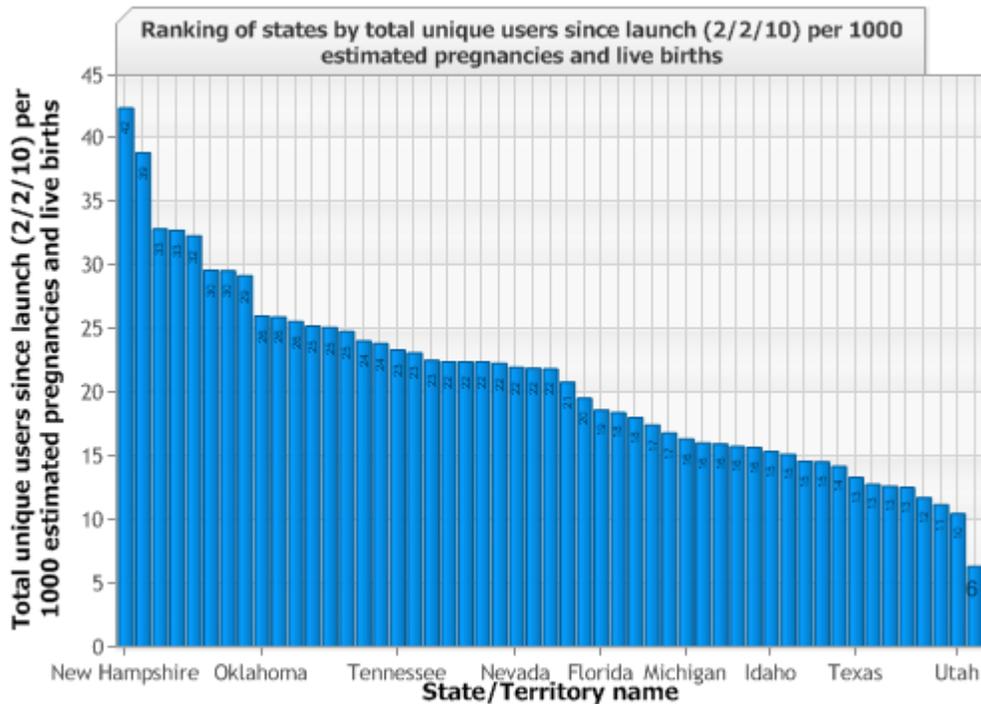
This is a great opportunity to build a relationship with the media for your future initiatives as well!

### Subscriber Update

Text4baby has now enrolled 300,148 individuals! Ninety-six percent of text4baby users who responded to a survey (n=18,313) 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:

- The National Campaign to Prevent Teen and Unplanned Pregnancy
- Public Health Solutions (New York, NY)
- Robeson County Partnership for Children, Inc. (Lumberton, NC)
- Tacoma-Pierce County Health Department (Tacoma, WA)

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

### Connecting Kids to Coverage and Text4baby Enrollment Initiative

For the past few weeks, we've been updating you on the new partnership with the Centers for Medicare and Medicaid Services (CMS) and the local initiatives for [Connecting Kids to Coverage and Text4baby Enrollment Day](#). At a national press event this morning at Mary's Center in Washington, DC to announce the partnership, Cindy Mann, CMS Deputy Administrator and Director of the Center for Medicaid and Children's Health Insurance Program (CHIP) Services, spoke about the partnership's relevance to the CHIP Reauthorization Act. "On the third anniversary of this law being enacted, we are providing an important new tool that can help connect mothers and children to affordable coverage.

This new tool is an important vehicle for reaching young mothers.” Dr. Scott Ratzan, Vice President of Global Health & Government Affairs & Policy at Johnson & Johnson and Kimberly Bassett, Executive Director of CTIA-the Wireless Foundation also spoke at the event. Mary’s Center simultaneously hosted an enrollment drive on-site for patients.



CMS Acting Administrator Marilyn Tavenner, U.S. Surgeon General Dr. Regina Benjamin, and CMS Deputy Administrator and Director of the Center for Medicaid and CHIP Services Cindy Mann also conducted a press call today to announce the partnership. “Text-messaging is a part of the culture in terms of how we communicate,” said Dr. Benjamin, “Using text-messaging to help conduct outreach to families about health coverage for their children is just one more way that the appropriate use of technology is enhancing how we make sure pregnant women and children get the health care they need.” HHS Secretary Kathleen Sebelius remarked on the partnership, “Through CHIPRA, the health care law and this partnership, we are helping more and more women across the country have the insurance and information they need to have healthy babies and keep them healthy as they grow up.” [Click here](#) to read the U.S. Department of Health & Human Services (HHS) press release.

In addition to the national event, community and public health organizations across the country are celebrating [Connecting Kids to Coverage & Text4baby Enrollment Day](#) with a

series of local events featuring public officials, healthcare workers, and families who have benefited from these services, including:

- The Illinois Maternal and Child Health Coalition is hosting events at Access Community Health's Kedezie Clinic, a Federally Qualified Health Center in Chicago, with an enrollment drive and press event featuring speakers from Johnson & Johnson, U.S. Cellular, the Chicago Department of Public Health, Illinois Maternal and Child Health Coalition, and two individuals who have benefited from text4baby and Medicaid/CHIP. The Chicago Department of Public Health is also launching a citywide bus and rail text4baby ad campaign.
- A New Jersey event hosted by Leaguers, Inc.—an African-American social agency in Newark that provides various programs for children, families, and community residents—brings together key stakeholders from both the public and private sectors. The activities include a press and enrollment/health fair as well as enrollment activities at various sites across the state. Sarah Colamarino, Vice President of Corporate Equity at Johnson & Johnson, will be speaking at the event.
- In Oklahoma City, a SoonerCare/text4baby promotional kick-off event is taking place at the Capitol today, and includes the “text someone you love” theme. In addition, a text4baby link will soon be added to online SoonerCare applications and electronic newborn enrollment forms. Text4baby is being promoted on Facebook pages and a fax blast is going to SoonerCare providers.
- Our partners in Florida developed a new flyer about enrolling in both Florida Healthy Kids (Medicaid/CHIP) and text4baby. A video PSA in Spanish and English is also being produced for distribution, and the Florida Department of Health will print information about enrolling in children's health coverage and text4baby on envelopes used by the Office of Vital Statistics to mail out birth certificates.
- The Michigan Primary Care Association will launch their enrollment efforts at the West Michigan's Women's Expo in Grand Rapids, MI, March 9-11th, and state-wide collaboration will include focused enrollment events, social media promotion, and materials distribution.
- In Louisiana, partners are hosting a public awareness event and key stakeholders will convene at the State Capitol in March.
- The San Diego Text4baby Coalition hosted an event on February 25th that included a press event and community health fair. Additionally, text4baby referrals will be incorporated in all One-E-App applications in San Diego County, enabling mothers to enroll in multiple services at once.
- In Virginia, FAMIS (Family Access to Medical Insurance Security) and CHIP programs are actively promoting the text4baby [enrollment button](#) and the [Connecting Kids to Coverage widget](#). FAMIS also created an online postcard about text4baby and they include text4baby information in FAMIS literature for moms.

[MomsRising](#), a national advocacy organization, is also hosting a [blog carnival](#) today to jointly promote enrollment in children's health coverage and enrollment in text4baby.

### **New Text4baby Program in Russia**

Russian moms will now have access to a text messaging program similar to text4baby, called SMSmame in Russian, thanks to a new initiative announced at Russia's Kulakov Center in Moscow. Text4baby Russia is the result of partnership under the U.S.-Russia Bilateral Presidential Commission and is being led by Health and Development Foundation, together with the Ministry of Health and Social Development and experts

from the Kulakov Center, Voxiva, and founding sponsor Johnson & Johnson. Susan Can, Director of Corporate Equity at Johnson & Johnson, said, “We know that text4baby in the U.S. is working and this expansion allows us to take what we’ve learned stateside to extend this important service to mothers in Russia. This is an exciting opportunity to see how the model works internationally and absorb new lessons to inform the U.S. program further.” It was publicly launched during a ceremony at the Kulakov Center.

### **Vote for Text4baby!**

Women Deliver is sponsoring a contest for the top 50 inspiring ideas and solutions that deliver for girls and women. The programs and activities are chosen as the most innovative, impactful, and promising advancements in overcoming gender inequality. Please [vote for text4baby!](#) The winners will be announced on International Women’s Day. The top 10 from each category will be featured prominently on Women Deliver’s website, through the selection committee’s social media portals, and at the Women Deliver 2013 conference in Kuala Lumpur.

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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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