



Text4baby Tuesday

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

February 7, 2012

It's been a great 2nd birthday celebration so far! Last week, we announced a new partnership with Connecting Kids to Coverage, a campaign of the Centers for Medicare & Medicaid Services. This important partnership between the nation's largest children's health coverage program and the largest national mobile maternal health education program will bring new resources and allies to your outreach efforts. Together we will make it easier for moms to take charge of their family's health. For more information, see below.

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

Take Action

- Please register for our text4baby 2nd birthday webinar this Wednesday, February 8th. Sarah Ingersoll will thank you for all of your tremendous efforts on behalf of text4baby and then Donna Cohen-Ross, Senior Advisor for Centers for Medicare and Medicaid Services Office of External Affairs, will share information about our new partnership and opportunities for you to get involved. The webinar will take place from 12:00pm-1:00pm EST. We hope you can join us! To register, click [here](#).
- We are excited to report that many of our partners are already customizing, airing,

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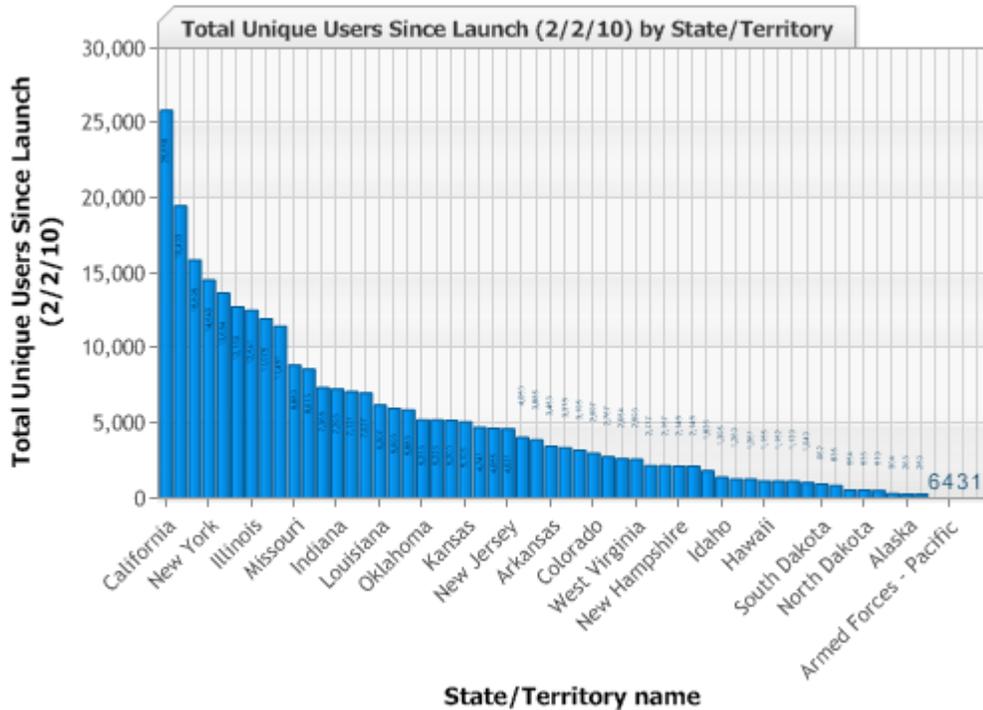
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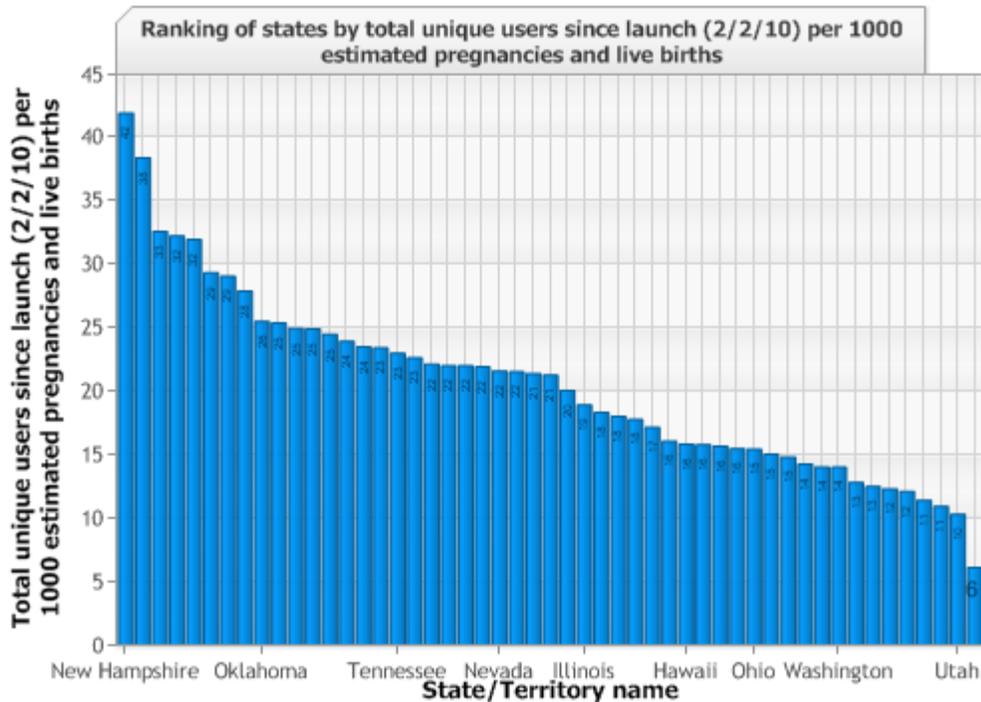
and promoting the [text4baby public service announcements](#) (PSAs)! These ads are a great way to get more moms connected to text4baby in your area and we need your help ensuring they get played. Please call or visit your local stations or click [here](#) for information on which stations have received the PSAs, when they have been aired, and how you can help. Illinois has had some great ideas for outreach, including making media lists and reaching out to stations, working with their statewide partners for outreach, and ordering DVD versions of the PSAs to share with direct service providers to play in their office waiting rooms. They are also conducting more targeting outreach within Chicago. Thanks for all of your hard work, Illinois! Stay tuned for more on how our creative partners continue to customize and promote the PSAs.

Subscriber Update

Text4baby has now enrolled 289,491 individuals! Ninety-six percent of text4baby users who responded to a survey (n=14,769) 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 Health System (Buffalo, NY)
- Cook Children’s Health Care System (Fort Worth, TX)
- Hennepin County Medical Center (Minneapolis, MN)
- LaGrange Housing Authority (LaGrange, GA)
- Lawrence Memorial Hospital (Lawrence, KS)
- Tufts Health Plan (Watertown, MA)

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

Partner Spotlight: Connecting Kids to Coverage

Over 100 people participated in our text4baby 2nd birthday webinar last week! Cindy Mann, Director of the Center for Medicaid and CHIP Services, said "It is a very exciting time for us as we are celebrating CHIPRA’s 3rd birthday! We continue to

work on coverage for low-income women and children. We are very excited about new partnership...our joint efforts won't end here; we are working hard to enlist our contacts and organizations in text4baby." On February 28th, we will be announcing current and future CMS and text4baby enrollment events across the country. If you couldn't join us last week, please register for our upcoming [birthday webinar](#) to learn more about [Connecting Kids to Coverage & Text4baby Enrollment Day](#).

Partner Spotlight: North Carolina

Last Thursday, our team celebrated North Carolina's 3rd place finish in the 2011 Text4baby State Enrollment Contest at an event held at the Durham County Health Department. Participants heard congratulatory remarks from North Carolina's recently appointed State Health Director, Dr. Laura Gerald, as well as the Deputy Health Director of the Durham County Health Department and North Carolina text4baby partners' state leads. Dr. Gerald stated, "I am a pediatrician by training and a mother of small children...I do appreciate both professionally and personally the importance of text4baby and know how helpful it can be to moms of young children getting resources and information." We were also fortunate to have a text4baby participant, who also starred in the [NC text4baby PSA](#), at the event to speak about her positive experience using text4baby. The event was well attended by text4baby partners across the state and led to multiple referrals and requests for text4baby materials. Almost 30 pregnant and new moms enrolled in text4baby right on the spot at the text4baby's resource table! Keep up the great work, North Carolina!

Celebrating Text4baby and HMHB Birthdays

Thank you to all of our partners who are helping to celebrate text4baby's 2nd birthday. We have accomplished a tremendous amount in two years, including sending out over 24 million messages and collaboration with over 720 partners. We're looking forward to all that lies ahead. As part of our birthday celebration and broader social media efforts, we are improving how we engage partners, starting with a new email template we'll be using to send out routine communications. This will be followed by some other changes in how you can access information and the latest news. Stay tuned for more on our improved tools.

Not only is it text4baby's birthday this month, but the National Healthy Mothers, Healthy Babies Coalition (HMHB) is celebrating 30 years in maternal and child health. This past Thursday, HMHB held a "30 years of service to maternal and child health" event in celebration and it was a great success. Thank you to all of our friends and partners who were able to attend! There's still time to join HMHB's virtual birthday party on our [Facebook page](#).

Text4baby in the Media

Text4baby Featured on Think! Website

Check out last week's debut of an interesting [text4baby feature](#) by THINK!—a non-profit think tank who provides information on how digital technologies can enable innovative, sustainable development projects. The piece explains the innovative work of the program and features text4baby's compilation video. Thanks for the cool story THINK!

Text4baby Toolkit for Employers Takes Off

[Marketwire](#) is one of several business sites promoting the new [Text4baby Toolkit for Employers](#). The free toolkit from [Benz Communications](#) and text4baby helps employers quickly and easily promote text4baby and other maternity benefits available to their employees. [Download it](#) today!

mHealth Highlight

A Virtual Coach to Promote Physical Activity Adherence in Overweight Adults: Randomized Controlled Trial

Health professionals have been hard at work developing innovative strategies to address the obesity epidemic in the U.S., such as motivational coaching, personalized feedback, and patient education. While effective, delivering these solutions through traditional means, such as face-to-face interactions, can often be costly and difficult to scale. New technologies, however, have proven to be effective, accessible, and inexpensive solutions. Tools like wearable devices that capture step counts and using the Internet to communicate information can allow population health interventions to be widely disseminated at a relatively low cost. These interventions can be enhanced by using a coach to promote accountability. Coaching does not need to be face-to-face, as e-coaching models have been beneficial in promoting activity and weight loss. A new study published in the *Journal of Medical Internet Research* found that using a virtual coach helped overweight or obese people increase activity levels. By the end of the study, those who used an application that connected them to a virtual coach showed significant improvement when compared to those without access to the coach. To learn more about this study and how e-health technologies can help address health concerns such as obesity, 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, and the premier sponsor is WellPoint. U.S. government partners include the White House Office of Science and Technology Policy, the Department of Health and Human Services, 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 sponsor.

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