



Text4baby Tuesday

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

February 8, 2011

We are pleased to report a marvelous article about text4baby published today in *The New York Times*. In the article, "Mothers-to-Be Are Getting the Message," writer David Bornstein describes text4baby as an initiative that exceeds expectations. He highlights the success of the program's public-private partnership model and points out the significant contributions of partners who helped build the program. Bornstein provides details about the message content sent to pregnant and new moms each week and says, "Text4baby makes it easy to learn benefits and the importance of care." [Read the story!](#)

Sarah Ingersoll
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome the Alliance of Chicago Community Health Services, Community Health Systems, Inc. (Moreno Valley, VA), and WPS Health Plan (WI). We greatly appreciate your commitment to spread the word about text4baby! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

Subscriber Update

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CONTACT US

GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,

PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

We now have **134, 337** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

View total number of subscribers in [each state](#) enrolled in text4baby. View subscriber breakdown by [pregnancy status](#) and [language](#).
(click on the image above to enlarge)

Partner Spotlight

Our federal government partners continue to promote text4baby! The Substance Abuse and Mental Health Services Administration wrote an [article](#) about text4baby for their Project Launch newsletter that is distributed to grantees. Following the article, text4baby was invited to talk about the program during one of their calls with grantees. The US Department of Health and Human Services Office on Women's Health also included an [article](#) in their newsletter about text4baby. A special thanks to SAMSHA and OWH!

Upcoming Events and Conferences

Intro to text4baby Webinar

New to text4baby? Join us for an introduction to the program and learn how your organization can become an outreach partner. Existing partners can use this opportunity to get updates and ask questions.

When: Tuesday, February 15th, 2:00-2:30 PM EST.

Register for the webinar at

<https://www1.gotomeeting.com/register/964624361>.

Association of Maternal and Child Health Programs (AMCHP) Annual Conference

AMCHP is holding their [annual conference](#) in Washington, DC from February 12-15. Text4baby Partner Relations Manager, Lauren Sogor, will be giving a presentation about text4baby during Sunday afternoon's power session.

mHealth Highlight

Join MobiHealthNews for a free [webinar](#) on 2011 trends in mHealth featuring MobiHealthNews editor Brian Dolan and industry executives. The webinar is taking place on February 10 at 2 pm Eastern Time.

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 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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