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## Text4baby Tuesday

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

**February 9, 2010**

It is with pleasure that we introduce this e-newsletter focused on our newest program, text4baby! This resource will share news from the national campaign and highlight partners' innovative promotion across the country. [Don't miss this week's webinar to hear more about how you can become involved!](#)

*Judy Meehan*

National Healthy Mothers, Healthy Babies Coalition

### Special Thanks to Our Corporate Sponsors

The successful launch of text4baby last week would not have been possible without a host of individuals and organizations who worked closely with us to develop the program over the past year. We extend a special thanks to Johnson & Johnson, our Founding Sponsor, whose corporate contribution and commitment of many team members has been invaluable. Additionally, we greatly appreciate the support of our Premier Sponsors, WellPoint, Pfizer, and CareFirst

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FOR MEDIA INQUIRIES, PLEASE CONTACT:  
[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG) OR CALL  
202-944-1968

BlueCross Blue Shield. Together, we have already made a difference for mothers, babies and families.

**Upcoming Event: Text4baby Webinar**  
**“How You Can Promote Text4baby to Your Constituents”**

This session will provide innovative examples of how our partners are promoting text4baby, and discuss ways you can creatively promote this service to your own constituents.

**When:** Friday, February 12th, 2010, 2:30-3:30pm EST

[Click here for more information and webinar invite](#)

**Subscriber Update**

The text4baby service has over 10,000 subscribers! States leading the way include:

- California, with 1270 subscribers
- Texas with 1078 subscribers
- Ohio with 489 subscribers
- Illinois with 451 subscribers

See the full breakdown by state [here](#)

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**Reaching Moms, One Text at a Time**

In conjunction with the text4baby launch, Johnson & Johnson, text4baby's founding sponsor, is featuring a story on their website about Lorielle James, a text4baby user. Three times a week, text4baby sends messages to Lorielle with age-appropriate information for her son on topics such as immunization, breastfeeding, flu, safe sleep and oral health. “I wish I could've used text4baby while I was pregnant,” says Lorielle. “It is helpful for me as a new mom and I think it would be great for pregnant women, too.” The texts remind you how important it is to think about what is best for your baby.”



[Read the full story here](#)

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## Partner Spotlight

We'll be featuring partners weekly in this section of the newsletter. Send us your activities so we can highlight you at [partners@text4baby.org](mailto:partners@text4baby.org).

Text4baby Outreach Partners have been creatively promoting the service. For example, the NYC Department of Health is including a text4baby informational insert with all birth certificates mailed to new mothers. That is approximately 150,000 a year! The Virginia Department of Health has formed a strong state-wide coalition that includes government agencies, healthcare providers, health plans, professional associations, hospital systems, faith based organizations, Healthy Start programs, WIC programs, and community-based organizations. This coalition is working together to promote text4baby to women all across Virginia through member outreach, inclusion of text4baby call-to-action in Medicaid eligibility letters, and distribution of text4baby posters and materials in clinics. Planned Parenthood Federation of America (PPFA) has agreed to offer the text4baby posters and promotional materials in all 850 of their community centers and is adding banner ads on their web site.

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## Text4baby in the Media

Text4baby has received considerable attention in the press in just a few short days, starting with a [press release](#) distributed by the White House Office on Science Technology Policy. The program was featured in a posting on the [White House Blog](#) by Aneesh Chopra, the U.S. Chief Technology Officer. You can also find [our PSA's](#) from Sherri Shepherd, star of The View and the movie "Precious" on the CDC website. For more on media, check out [www.text4baby.org](http://www.text4baby.org).



[Listen to the PSA by Sherri Shepherd](#)

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## Are You Using Ning?

Check out the new, and frequently updated partner materials available at <http://text4baby.ning.com>. Ning allows you to create a group within the

text4baby site for local coalition members and partners. Email [partners@text4baby.org](mailto:partners@text4baby.org) for tips on how to take advantage of all Ning has to offer.



[Join us on Ning](#)

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## This Week on text4baby.org

We hope you've all had a chance to visit the new text4baby website at [www.text4baby.org](http://www.text4baby.org). This website serves as the public face of the campaign and will include updated information, news, media, and more about the campaign. Please visit and encourage your colleagues, family, and friends to check it out!

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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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