



# Text4baby Tuesday

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

**March 1, 2011**

One of our goals for text4baby in 2011 is to have the service 'go viral.' To accomplish this, we need your help! If you haven't already, please "like" text4baby on [Facebook](#), follow mytext4baby on [Twitter](#), and tweet about the service. We want to harness the power of social media to raise awareness about text4baby, boost interest in the program, and increase enrollment.

Thank you for your help!

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

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## Welcome New Partners!

This week, we welcome the following new partners:

- WithinReach (Seattle, WA)
- Washtenaw Area Council for Children (Ypsilanti, MI)
- Healthy Start Coalition of Hardee, Highlands, & Polk Counties, Inc. (Winter Haven, FL)
- Harris, Rothenberg International, Inc.
- Myrtue Medical Center (Harlan, IA)

We greatly appreciate your commitment to spread the word about text4baby! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

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## Subscriber Update

### CONNECT WITH US:

[Become a fan on](#)

[Facebook](#)

[Ng](#) [Join us on Ning](#)

[t](#) [Follow us on Twitter](#)

### SHARE THIS EMAIL:



### 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)

We now have **140,944** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

(click on the image above to enlarge)

We are in the process of making some updates to the weekly enrollment report. This week, you'll notice a small decrease in total enrollment as compared to last week due to the identification of a small number of duplicate records. The data above reflects the most up-to-date and accurate status of enrollment in text4baby. Look for more improvements in upcoming weeks.

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

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### **Partner Spotlight**

The University of Delaware Center for Disabilities Studies (CDS) promotes text4baby in a variety of ways. CDS has a grant that allows for a staff member who is dedicated to promoting text4baby and another campaign called "Learn

the Signs. Act Early" (LSAE). Below are a few highlights of how they get the word out about text4baby:

- Worked with Delaware's Birth to Three program to have bi-lingual text4baby flyers included in packets that are provided to over 14,000 new moms in the state.
- Worked with the Christiana Care Health System, Parent Education and Lactation Services to have educators discuss text4baby with new parents and include information about the service in packets.
- Thanked text4baby supporters by mailing heart shaped boxes of chocolate with a note that said: "You are the heart of our campaign! Thank you for helping parents 'Learn the Signs. Act Early' and register for text4baby!"
- Will begin a webinar series in March on text4baby and LSAE for Federally Qualified Health Centers in Delaware.

Thank you to CDS for all the hard work that you do to support text4baby!

### **Spokespeople Needed!**

A big thank you goes out to the partners who helped identify text4baby spokespeople. HMHB is always in need of both experts and text4baby users who can speak to the value of the service. If you know of anyone, especially a mom from an underserved community, who loves talking about text4baby, please email us with contact information and background to [info@text4baby.org](mailto:info@text4baby.org).

### **Text4baby Survey**

Text4baby is looking to increase enrollment in the Spanish-language version ("text4BEBE") and we need your help! Please fill out the survey using the link below to assist us in learning more about your organization's outreach efforts for Spanish-speaking text4baby users. Click here:

<http://www.surveymonkey.com/s/t4bhispanicoutreachsurvey>

### **Ongoing Partner Support**

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, March 15th, 2:00-2:30 PM EST.

Register for the webinar at:

<https://www1.gotomeeting.com/register/426055609>

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### **Text4baby in the Media**

*How 2 Keep Ur Baby Safe*

Last week, an article appeared on Tonic.com about text4baby that described

the service as "a public health breakthrough, a triumphant merging of digital technology with increased awareness about maternal mortality and infant medical care." The article went on to say that "this simple, direct service has the power to revolutionize parenting." Check out the full article [here](#).

### **mHealth Highlights**

*HIMSS Interview: Humana's Chief Strategy Officer Talks Mobile Health*  
HIMSS (Healthcare Information and Management Systems Society) held their annual conference and exhibition last week in Orlando, Florida. At the conference, there were over 300 education sessions that focused on the industry's hottest topics and provided a forum for discussion of key issues, such as the role mobile health can play in driving engagement for employer wellness programs. Check out the HIMSS interview with Humana Venture Capital's Chief Strategy Officer, Paul Kusserow, which provides further insight into his views on mobile health [here](#).

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### **Job Opportunities**

Text4baby's founding partner, Voxiva, has new open positions to support text4baby and new mobile services. Please visit the Voxiva [website](#) for more information.

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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, 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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