



Text4baby Tuesday

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

March 13, 2012

Text4baby is at the SXSW Interactive Conference this week! Jennifer Benz [hosted a text4baby panel](#) yesterday in partnership with colleagues from Johnson & Johnson, CTIA – The Wireless Foundation, and Voxiva. Many thanks to [Benz Communications](#) for their work getting us included in this important convening of great technology minds. Remember that text4baby has digital tools available, like our [enrollment button](#) that allows moms to sign up for text4baby directly from your website. [Download](#) and use the enrollment button today.

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

Take Action

-Stations nationwide are airing our [TV PSAs](#) and [radio PSAs](#)! Please take just 20 minutes to call your local stations and ask them to play the ads. Check out which [television stations](#) and [radio stations](#) have received the PSAs. There are [talking points and other resources](#) to help you with this effort. This is a great opportunity to build a relationship with the media for your future initiatives as well.

-Have you connected with text4baby on [Facebook](#) and [Twitter](#)? Check us out! Please "like" us, comment on our page, and stay informed through our social media pages.

CONNECT WITH US:

Become a fan on Facebook



Follow us on Twitter

SHARE THIS EMAIL:



CONTACT US

GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

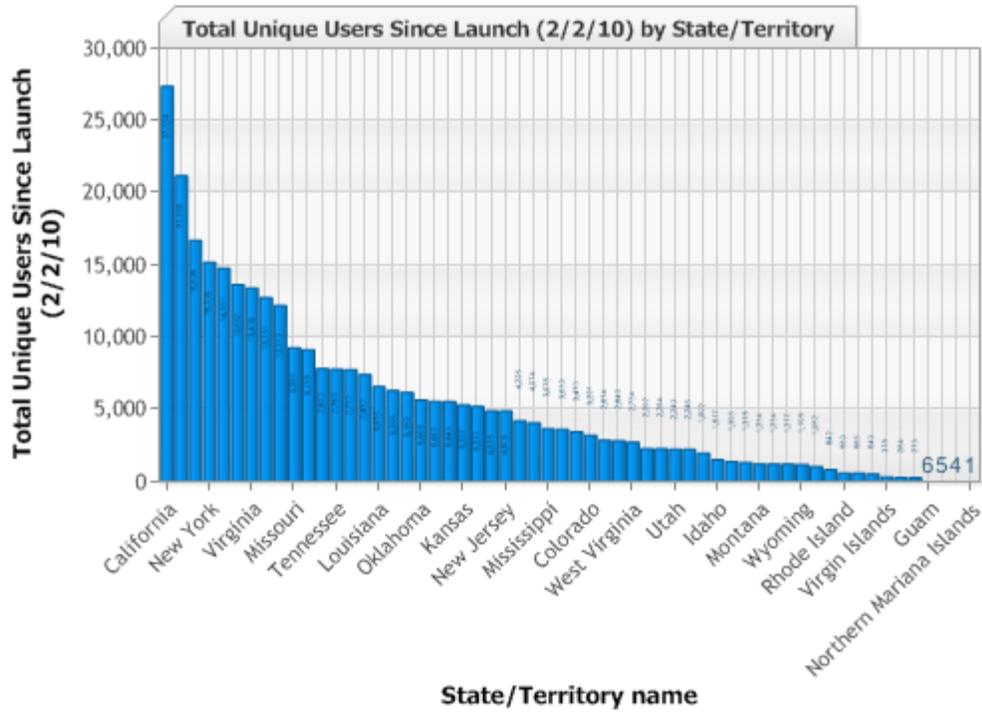
PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES, PLEASE CONTACT:

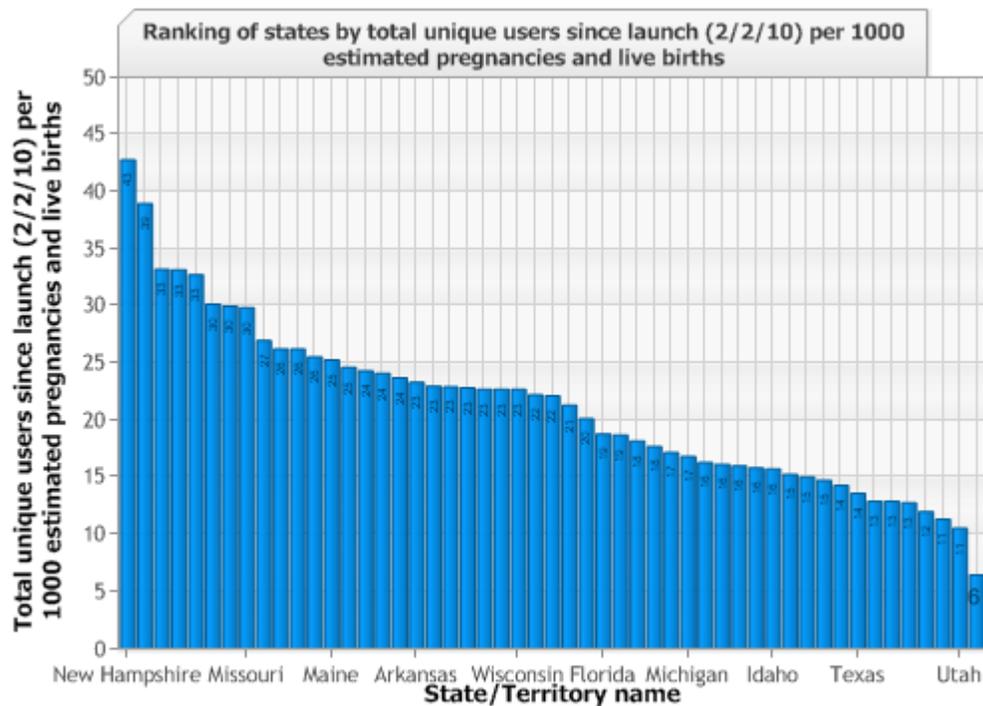
MEDIA@TEXT4BABY.ORG

Subscriber Update

Text4baby has now enrolled 308,036 individuals! Ninety-six percent of text4baby users who responded to a survey (n= 19,076) 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:

- The Group for Women (Norfolk, VA)
- ECU Adult and Pediatric Health Center (Greenville, NC)
- Women's Care Florida Outreach Family Life Center (Tampa, FL)
- Sidelines National High Risk Pregnancy Support Network (Laguna Beach, CA)
- Outreach Family Life Center (Childress, TX)

For a complete list of text4baby partners, click [here](#).

Partner Spotlight

New media partner Discovery Fit & Health has put text4baby front and center in their Baby Week activities this week! [Check out this page](#) where you'll see the TV PSAs and text4baby web button and learn more about Baby Week. Discovery Fit & Health is also airing the text4baby PSAs on television for Baby Week, so be sure to tune in. This year's theme is Multiple Madness so you'll see touching stories about parenting multiples and more. Thanks Discovery for joining us in connecting your viewers to text4baby!

Text4baby in the Media

The Centers for Disease Control and Promotion (CDC) has distributed a [text4baby video e-card](#) featuring an adorable baby for sharing with pregnant women and new moms. Very cool! Thanks CDC for your creativity in [promoting text4baby](#).

mHealth Highlight

New study: Socio-Economic Impact of mHealth

According to a recent study, mHealth technology presents great promise for countries around the world. As cited in [the article](#), benefits of using mHealth technology include improving reach and quality of care while reducing overall healthcare operating costs. The article states that through the use of mHealth technology, maternal and perinatal mortality can be reduced by 30 percent. The study looked at the impact of mHealth initiatives in twelve countries. The countries are grouped based on specific healthcare challenges they face, but one thing remains constant – mHealth can help reduce burden on healthcare systems and lead to better health outcomes. To read more, 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](#).

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. 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.

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.

Information is reported as provided and does not necessarily represent the view of or the endorsement by the National Healthy Mothers, Healthy Babies Coalition. A complete

copy of HMHB's disclaimer is available at <http://www.hmhb.org/disclaimer.html>.



[Unsubscribe <<Email Address>>](#) | [Update your profile](#) | [Forward to a friend](#)

|Text4baby Tuesday|

Copyright (C) 2012 National Healthy Mothers, Healthy Babies Coalition All rights reserved.