



Text4baby Tuesday

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

March 15, 2011

Text4baby is expanding- and not just in the United States! Last week, the Second Lady Dr. Jill Biden announced text4baby Russia. Thanks to a grant from Johnson & Johnson, the Health and Development Foundation, one of Russia's leading health sector civil society organizations, will implement the program for pregnant women and new Russian mothers. (Read more below in Mhealth Highlights). This is an exciting development, as we will be able to learn a lot from implementing the program in a new context and help more women get access to the critical healthcare information they need.

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

Welcome New Partners!

This week, we welcome the following new partners:

- Save the Babies Through Screening Foundation
- Healthy Start Coalition of Sarasota County, Inc. (Sarasota, FL)
- Martin County Healthy Start Coalition (Stuart, FL)
- Durham Early Head Start (Durham, NC)
- Bangor Department of Health and Community Services (Bangor, ME)
- Harbor Health Services, Inc. (Dorchester, MA)

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

We now have **146,583** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the

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service to a friend.

(click on the image above to enlarge)

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

Text4baby in the Media

Expecting? Text 'BABY' for Advice About Healthy Pregnancy

Last week an article appeared in Time that discussed the value of the program. The article also profiled how one woman, Megan Johnson, benefits from the service. Johnson learned about text4baby from a nurse early in her pregnancy. She credits the program for helping her take better care of herself and her baby and has recommended the service to her friends. Johnson's experience is a great example of how text4baby is impacting women across to the U.S. To read the full article, click [here](#).

Healthcare Campaign of the Year 2011

PRWeek recently gave text4baby an honorable mention in their Healthcare Campaign of the Year 2011 awards. This award focuses on celebrating campaigns that raise awareness about products, services, or organizations related to health. A big thank you goes to Hill & Knowlton for their public relations work on behalf of text4baby and for getting the

service considered for this award. This is a highly competitive award and we are honored to get second place.

Text4baby Campaign Promotes Good Health for Moms, Babies

An article appeared on the Healthmagination blog that discussed how text4baby is a means for promoting health and good habits. Judy Meehan, HMHB's CEO, was quoted in the article saying, "Women have such motivation to make healthy choices during pregnancy that have the potential for lifelong changes." To read the full blog post, click [here](#).

mHealth Highlights

Russian Mothers-to-Be and New Moms Soon to get the Message, Delivered Directly to their Mobile

Text4baby Russia was announced during Vice President Biden and the Second Lady's recent trip to Russia. The new partnership includes Johnson & Johnson, Voxiva, experts at the Kulakov Center of the Ministry of Health and Social Development, and the National Healthy Mothers, Healthy Babies Coalition. Text4baby Russia is the result of the U.S.-Russia Bilateral Presidential Commission. The Second Lady of the United States, Dr. Jill Biden, made the partnership announcement during her visit to Russia's Federal Institute on Obstetrics and Gynecology. She writes in her [blog](#): "It was heartening to see this example of American partners – private sector and non-profit – working with Russian colleagues to learn from each other to tackle common problems. We must use every tool we have to keep our mothers and newborns healthy – and this is a promising step." Pictures of the announcement can be seen [here](#) and [here](#). Vice President Biden also mentioned text4baby in his speech at Moscow State University, describing the program as "a great example of how civil society, government, and the private sector can work together to find innovative solutions to shared challenges -- real challenges to real people, ordinary people." For the Johnson & Johnson blog, click [here](#).

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.

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>

Upcoming HMHB MCH Topics Webinar

It's Never Too Early to Prevent Diabetes: The Lasting Impact of Gestational Diabetes on Mothers and Children

Gestational diabetes--diabetes diagnosed during pregnancy--affects at least 7 percent and possibly as many as 18 percent of U.S. pregnancies. Join Robert Ratner, M.D., F.A.C.P., Vice President for Scientific Affairs at Medstar Research Institute and Joanne Gallivan, M.S., R.D., director of the National Diabetes Education Program, to learn about the lifelong health risks for women with a history of gestational diabetes, the risks to a child of a pregnancy complicated by gestational diabetes, and steps mothers can take to help

lower these risks for both themselves and their children. Dr. Ratner is a principal investigator for the Diabetes Prevention Program (DPP) and DPP Outcomes Study of the National Institutes of Health (NIH) and serves on the planning and steering committees for the project nationwide. This webinar will take place on Tuesday, March 22nd from 12pm-1pm EST. Register by visiting:

<https://www1.gotomeeting.com/register/312470089>.

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. This webinar will take place on March 15th from 2:00-2:30pm EST. Register by visiting: <https://www1.gotomeeting.com/register/426055609>.

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.

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.

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