



Text4baby Tuesday

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

March 16, 2010

This week, text4baby was featured on the front page of the [Baltimore Sun](#)! The article quotes a text4baby user who highlights the important reminders and helpful information she receives through the service.

Have you heard feedback from women using text4baby who might be willing to share their comments with us? Please email me at aremick@hmhb.org.

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, five new outreach partners joined the text4baby community, including the West Virginia Perinatal Partnership, Health Department of Northwest Michigan, San Diego Coalition (co-chaired by San Diego Medical Society Foundation and Alliance Healthcare Foundation), Blue Cross Blue Shield of Minnesota and Vanguard Health Systems. Welcome! For a complete list of partners, visit <http://www.text4baby.org/partner.html>.

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MEDIA@TEXT4BABY.ORG

Upcoming Event: Intro to Text4baby Webinar

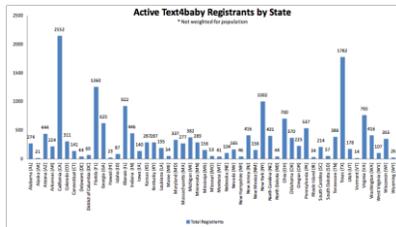
New to text4baby? Join us for an introduction to the program and learn how your organization can become an outreach partner. Partners will find this webinar helpful to learn more about the program and ask questions.

When: Wednesday, March 24, 2:00-3:00 PM EST

Register for the webinar at <https://www2.gotomeeting.com/register/253550963>. Once registered, you will receive the webinar login and dial-in information.

Subscriber Update

We are excited to report that we now have 22,327 text4baby registrants, and a total of 537,087 messages have been sent to text4baby users!



[View](#) subscriber breakdown by state. Please note that state user data is not weighted by population.

Partner Spotlight

The Florida Department of Health (FL DOH), a text4baby State Lead Agency, has been busy promoting text4baby! They have added text4baby information to their [website](#), sent out a press release announcing the launch, promoted the service in their Health Advisor newsletter and announced the launch of text4baby through a bulletin distributed to 17,000 employees statewide. In addition, the FL DOH sent information about text4baby to WIC programs, county health departments, Healthy Families programs and Healthy Start Coalitions across the state. The Florida WIC programs plan to add the text4baby call to action to their checks, and the Women's Health Initiative will incorporate the program into their activities. Additionally, the Florida Department of Highway Safety and Motor Vehicles promoted text4baby in their monthly e-newsletter sent to

4,500 employees statewide.

Text4baby Media

CDC launched its digital promotion for the text4baby campaign, which includes listing the service under [Women's Health resources](#) and the addition of a text4baby e-card to CDC's line of Health-e-Cards. You can now send a text4baby greeting card to friends, family and co-workers. [Check out](#) the e-card!

mHealth Highlight

Why You Need Mobile in Your 2011 Plan

Vital mHealth, a mobile software applications company, is predicting a “tipping point” in mHealth in 2011. In a recent blog post, Vital discusses the five drivers that are making mobile applications more prominent in the health care sector. [Read the post.](#)

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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