



# Text4baby Tuesday

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

**March 2, 2010**

Text4baby is looking forward to working with our partners to promote the program at your 2010 meetings and conferences. Just last week, the National Association of Community Health Centers (NACHC) added text4baby flyers to their conference bags given to 2,500 Health Center advocates attending their Policy & Issues Forum. Thank you NACHC! If you would like to distribute information or feature text4baby at your meeting or conference, please contact me at [aremick@hmhb.org](mailto:aremick@hmhb.org).

*Arlene Remick*  
National Healthy Mothers, Healthy Babies Coalition

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## Welcome New Partners!

This week, 34 new outreach partners joined the text4baby community including the Juvenile Product Manufacturers Association, the National Association of Pediatric Nurse Practitioners, the Healthy Mothers, Healthy Babies Coalition of Montana, Nevada Immunization Coalition, and First 5 LA, just to mention a few. Welcome! For a complete list of partners, visit <http://www.text4baby.org/partner.html>.

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## 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)

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## Partner Portal

Promotional materials are now available for download on the Partner Portal, including [promotional flyer](#); [English](#) and [Spanish Flyers](#); and [web banners/buttons](#). Do you have a suggestion for a tool that would assist you in your outreach? Let us know your creative ideas for promotional items. Email us at [partners@text4baby.org](mailto:partners@text4baby.org).

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## 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 10, 2:00-3:00 PM EST

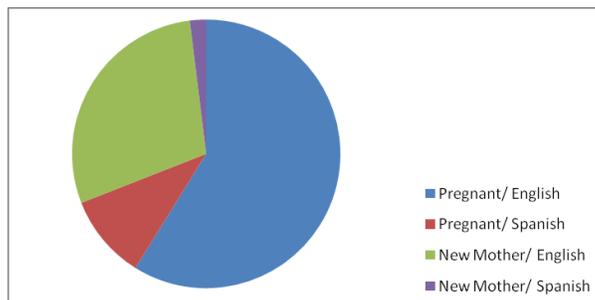
**Register** for the webinar at <https://www2.gotomeeting.com/register/666349778>. Once registered, you will receive the webinar login and dial-in information.

Missed the February 12 webinar? [Watch](#) a video of the webinar presentation, “How to Promote Text4baby to Your Constituents.”

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## Subscriber Update

We are excited to report that we have 16,923 text4baby registrants! Below is a detailed breakdown of subscribers by language and user type:



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

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## Partner Spotlight

The Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD), a text4baby partner and part of the U.S. Department of Health and Human Services, featured text4baby under their website “Spotlights”. The article describes the service as a “critical tool for reaching certain groups that might not have access or respond to traditional information channels.” Read the full story [here](#).

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## Text4baby Media

Text4baby partner, the Community Health Center of Southeast Kansas (CHC/SEK), was featured on the local news highlighting its involvement in the program. CHE/SEK is a federally qualified patient-owned and operated organization serving more than 20,000 children and adults annually. [Check out the news clip!](#)

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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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