



Text4baby Tuesday

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

March 20, 2012

This week is [National Poison Prevention Week](#). As you know, text4baby features a number of messages with the National Poison Control Center’s hotline and National Poison Prevention Week serves as an important reminder to keep the home safe for children year-round. You can turn to the Poison Prevention Week Council’s [member organizations](#) for more information to share with families in your community and check out [this list](#) of 50+ ways to prevent poisonings. Pregnant women should check out this [U.S. Food and Drug Administration \(FDA\) guide](#) for pregnancy. Share your Poison Prevention Week activities with us on Facebook and Twitter!

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 share the pages with your own personal and professional networks. It’s a

CONNECT WITH US:

Become a fan on Facebook



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SHARE THIS EMAIL:



CONTACT US

GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

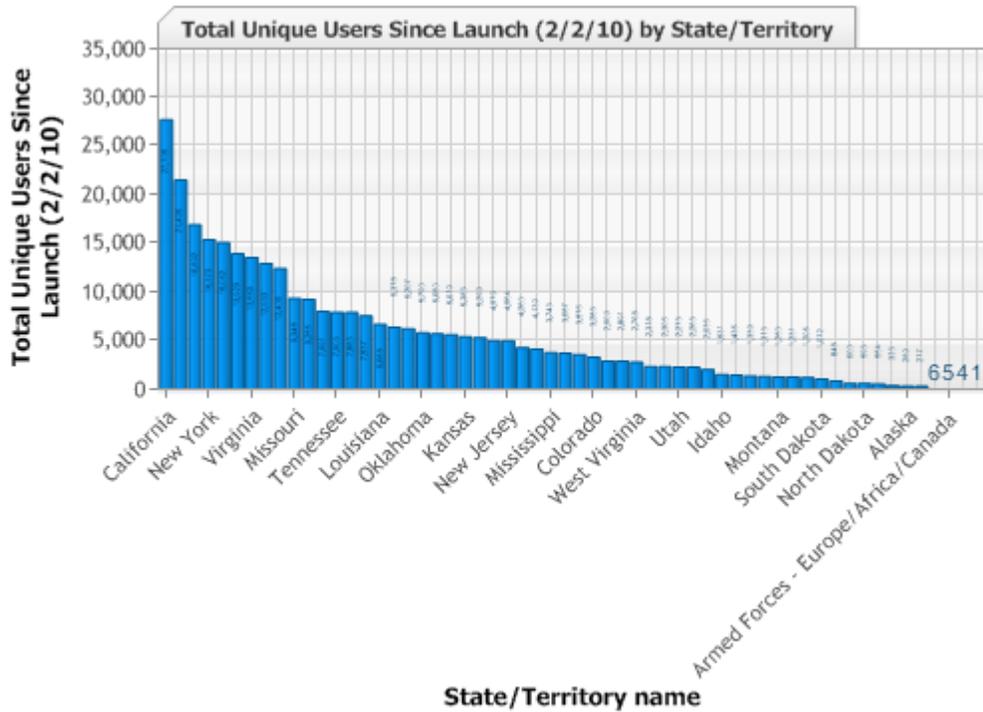
FOR MEDIA INQUIRIES, PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

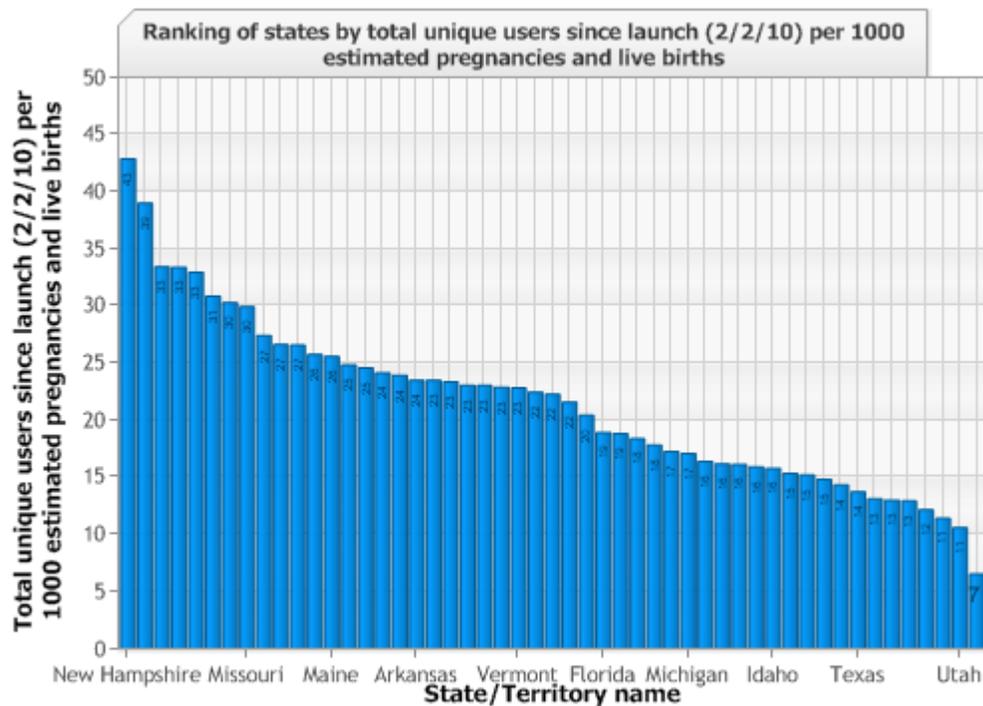
great way to stay informed about national text4baby activities and initiatives.

Subscriber Update

Text4baby has now enrolled 312,573 individuals! Ninety-five percent of text4baby users who responded to a survey (n= 19,448) 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:

- Pennsylvania Chapter of the American Academy of Pediatrics: Prevent Child Abuse Pennsylvania (Media, PA)
- Coeur d’Alene Pediatrics (Coeur d’Alene, ID)
- The Louisiana Legislative Women’s Caucus Foundation (Baton Rouge, LA)
- Rhode Island WIC (Providence, RI)
- Indiana Minority Health Coalition (Indianapolis, IN)
- Center for Family Health (Jackson, MS)
- Virginia Premier Health Plan, Inc.

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

Partner Spotlight

On March 15th, Florida Covering Kids and Families and the Miami Children’s Hospital (MCH) hosted a celebration and an enrollment drive to commemorate the third anniversary of the Children’s Health Insurance Program Reauthorization Act

and the 2nd anniversary of text4baby. In addition to celebrating these important milestones, the event highlighted the new partnership announced last month between text4baby and Connecting Kids to Coverage. The Honorable Senator Nan Rich from Florida's 34th District, Chris Lepore, Director of State and Government Affairs at Johnson & Johnson, and Rich Robleto, Executive Director of Florida Healthy Kids spoke at the event. Natalia Coletti, Director of Education and Training at the Healthy Start Coalition of Miami-Dade provided remarks on behalf of text4baby and outreach partners in the state. Thank you to all of the organizations involved in this successful event! Read the [press release](#) for more information. We hope you'll consider partnering with your state Medicaid agency to plan similar events! Check out [our website](#) for more information on the Insure Kids Now and text4baby partnership and activities in other states.

Partner Spotlight

Last Thursday, the Louisiana Legislative Women's Caucus and Legislative Women's Caucus Foundation announced their partnership with text4baby at a press conference in Baton Rouge. Key stakeholders from around the state, including Louisiana text4baby partners, the Louisiana Legislative Women's Caucus, Johnson & Johnson, the National Healthy Mothers, Healthy Babies Coalition, and media representatives came together to celebrate the launch of this new partnership. Additionally, Senator Karen Carter Peterson, Chair of the Louisiana Legislative Women's Caucus, also announced that March 15, 2012 was "Text4baby Day" in the Louisiana Legislature, celebrated with the introduction of a [text4baby-specific resolution](#) into the Senate. Legislators promoted the program to constituents at community events held later that day. Thank you to the Louisiana Legislative Women's Caucus and Legislative Women's Caucus Foundation for your support of text4baby and for spreading the word about the program to your constituents!

Parents of Premies Day

The first-ever [Parents of Premies Day](#) will take place on March 23rd to recognize the courage and commitment it takes to stay strong and resilient when premature birth turns a family's world upside down. The day, launched by Graham's Foundation with support from sponsors and other organizations, will include delivering thousands of NICU care packages designed specifically for parents of premies to every Level 3 NICU in the U.S. and Canada. A "Hope, Resilience & Miracles" banner showcasing the photos of parents and their premies will also be revealed on this day. Learn what you can do for Parents of Premies Day by visiting the [website](#), checking out the [Parents of Premies Day Facebook Page](#), and sharing your story.

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.

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