



Text4baby Tuesday

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

March 22, 2011

One of the benefits of text4baby is that we can quickly respond to critical news in the field by providing immediate updates in the text messages. Yesterday, working in partnership with the American Academy of Pediatrics (AAP), we shared an important update on car seats with our subscribers. All subscribers received this message, reflecting an [AAP policy change](#): "Breaking news! The American Academy of Pediatrics announced new car seat guidelines. Kids should now ride in rear-facing car safety seats until age 2." In an instant, this major shift in policy from one-year-olds to two-year-olds was shared with 149,439 people. We thank AAP for working with us to share this significant safety information with our users.

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

Welcome New Partners!

This week, we welcome the following new partners:

- National Domestic Violence Hotline
- Vermont Agency of Human Services, Child Development Division
- Macomb County Great Start Collaborative (Clinton Township, MI)
- Physician Associates (Altamonte Springs, FL)
- Riverside County Regional Medical Center (Moreno Valley, CA)
- North Dakota Department of Health (Bismarck, ND)

We greatly appreciate your commitment to spread the word about text4baby! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

CONNECT WITH US:

[Become a fan on Facebook](#)

 [Join us on Ning](#)

 [Follow us on Twitter](#)

SHARE THIS EMAIL:



CONTACT US

GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG
PARTNERSHIP INQUIRIES:
PARTNERS@TEXT4BABY.ORG
G
FOR MEDIA INQUIRIES,
PLEASE CONTACT:
MEDIA@TEXT4BABY.ORG

Subscriber Update

We now have **149,439** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the 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](#).

Text4bebe News

Pew Hispanic Center: Latinos and Digital Technology, 2010

Latinos are less likely than whites to access the internet, have a home broadband connection or own a cell phone, according to recent survey findings from the Pew Research Center. Fully 85% of whites owned a cell phone in 2010, compared with 76% of Latinos and 79% of blacks. The findings also revealed a mixed pattern of non-voice cell phone application use (use of email, texting or instant messaging from a cell phone) across ethnic and racial groups. Hispanics are less likely than whites to use any non-voice applications on a cell phone (58% vs. 64%). But when the sample is limited to cell phone owners, there are no differences between Hispanics, whites or blacks in the likelihood of using non-voice data applications. To read the full article, click [here](#).

mHealth Highlights

Studies: SMS effective for smoking cessation

Researchers at the University of Oregon and UCLA recently released two studies that show the benefits of using text messages to intervene in people's urges to smoke during cessation programs. The first study showed that it is possible to use fMRI technology to predict individuals' abilities to inhibit their response to cravings, which could then allow for programs to be tailored to individuals' own capacities. Using the same participants as the first study, the second study tested the use of daily text messaging in measuring real-time health behaviors. The results revealed that "text messaging may be an ideal delivery mechanism for tailored interventions because it is low-cost, most people already possess the existing hardware and the messages can be delivered near-instantaneously into real world situations." Read more about both studies [here](#).

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](#).

Funding Opportunity

Support for Health Programs Nationally and Regionally from the Aetna Foundation

The Aetna Foundation is dedicated to promoting wellness, health, and access to high-quality health care for everyone, while supporting the communities the company serves. The Foundation funds proposals having national impact and relevance, as well as regional proposals that impact specific [regions, states, or communities](#). The Foundation provides grants through the following program areas: The Obesity program focuses on addressing the rising rate of obesity among U.S. adults and children. The Racial and Ethnic Health Care Equity program promotes equity in health care for common chronic conditions and infant mortality. The Integrated Health Care program aims to advance high-quality health care by improving care coordination among health care professionals, creating informed patients, and promoting affordable care. National grants of up to \$250,000 are awarded; regional grants range from \$25,000 to \$50,000. Letters of intent may be submitted at any time. The application deadlines for full proposals are February 15, May 15, August 15, and November 15, annually. Visit the Foundation's [website](#) to learn more about the funding guidelines and application process.

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.

Call for Nominations!

The National Healthy Mothers, Healthy Babies is seeking volunteers to serve on our Board of Directors. If you are interested in serving on the Board, please contact Jennifer Sharp at jsharp@hmhb.org / 703-838-7552. Nominations are due by April 1, 2011.

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.

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) 2011 National Healthy Mothers, Healthy Babies Coalition All rights reserved.