



Text4baby Tuesday

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

March 23, 2010

I would like to congratulate text4baby sponsor, WellPoint, for its recent recognition by the National Association of Female Executives as a [2010 top 10 company for female executives](#). WellPoint is also on the *Working Mother* 100 Best Companies list. WellPoint, thank you for your support of working moms and text4baby!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, six new outreach partners joined the text4baby community, including the Blue Care Network of Michigan, Horizon Blue Cross Blue Shield of New Jersey, Boston Medical Center HealthNet, Tobacco Free Allegheny (Pittsburgh, PA), Young Families Early Head Start (Billings, MT), and PACT Early Head Start/Head Start Program (Honolulu, HI). Welcome! For a complete list of partners, visit <http://www.text4baby.org/partner.html>.

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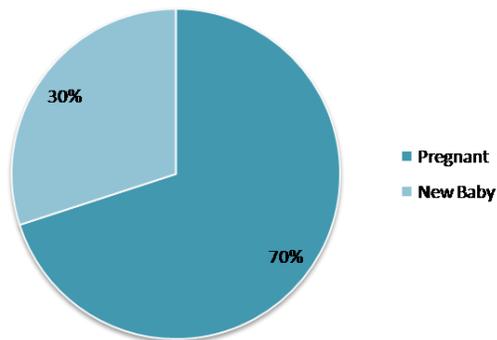
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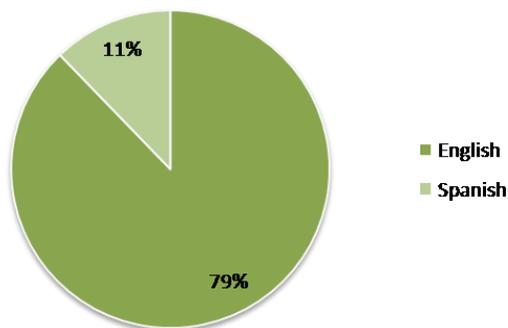
Subscriber Update

We are excited to report that we now have 23,442 text4baby enrollees!

**Breakdown of Active Enrollees
Pregnant v. New Baby
March 19, 2010**



**Breakdown of Active Enrollees
English v. Spanish
March 19, 2010**



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

Partner Spotlight

The Alliance Healthcare Foundation and the San Diego Medical Society Foundation have co-founded a strong implementation team in San Diego County, composed of more than 60 partner organizations who are promoting text4baby in their area. The group attracted press coverage in the [North County Times](#) for their recent planning meeting. Representatives from the coalition will be speaking at the California WIC Association conference in May.

Text4baby Media

In an interview with *Politico*, Aneesh Chopra, Federal Chief Technology Officer, highlighted government support for the text4baby campaign as an example of a new focus on innovative public-private partnerships. Chopra framed text4baby in the context of his role as the Federal CTO in tracking the “three P’s”: policy, platform investments and public-private partnerships. [Read](#) the full article.

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.

mHealth Highlight

Aetna offers SMS, apps, mobile web services

Aetna is launching a comprehensive mobile service next month including mobile web, smartphone "apps" and text messaging to engage its members “on-the-go”. The mobile launch will make Aetna’s key services easily accessible while saving members time and money. [Read](#) the launch press release.

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.

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