



# Text4baby Tuesday

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

**March 27, 2012**

We're looking for text4baby stories! As part of a special [contest](#), we've been collecting stories from text4baby moms and moms-to-be to hear what they love about the program. Please help us spread the word; tell the text4baby moms you know to enter the [contest](#) to win a text4baby bib and be featured on our website, Facebook page, and in text4baby materials. We look forward to sharing the stories from moms soon!

Sarah Ingersoll, text4baby Campaign Director  
National Healthy Mothers, Healthy Babies Coalition

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## Take Action

Partners using the web button are now able to access information how many individuals they've enrolled! Button referral information is now a tab on the [Enrollment Portal](#); click on the new "Referring URL" tab to see them. You can then export the data and search for your organization's URL; the number of rows with your URL in them equals the number of text4baby enrollments that came from your site. Don't have access to the Enrollment Portal yet? If your organization has [signed an MOU](#), you're eligible to access to data. [Download our Data Use Agreement](#) so you can log in. The web button is a great promotional tool; [download and use them here!](#)

## Subscriber Update

Text4baby has now enrolled 316,473 individuals!  
Ninety-five percent of text4baby users who

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GENERAL INQUIRIES:

[INFO@TEXT4BABY.ORG](mailto:INFO@TEXT4BABY.ORG)

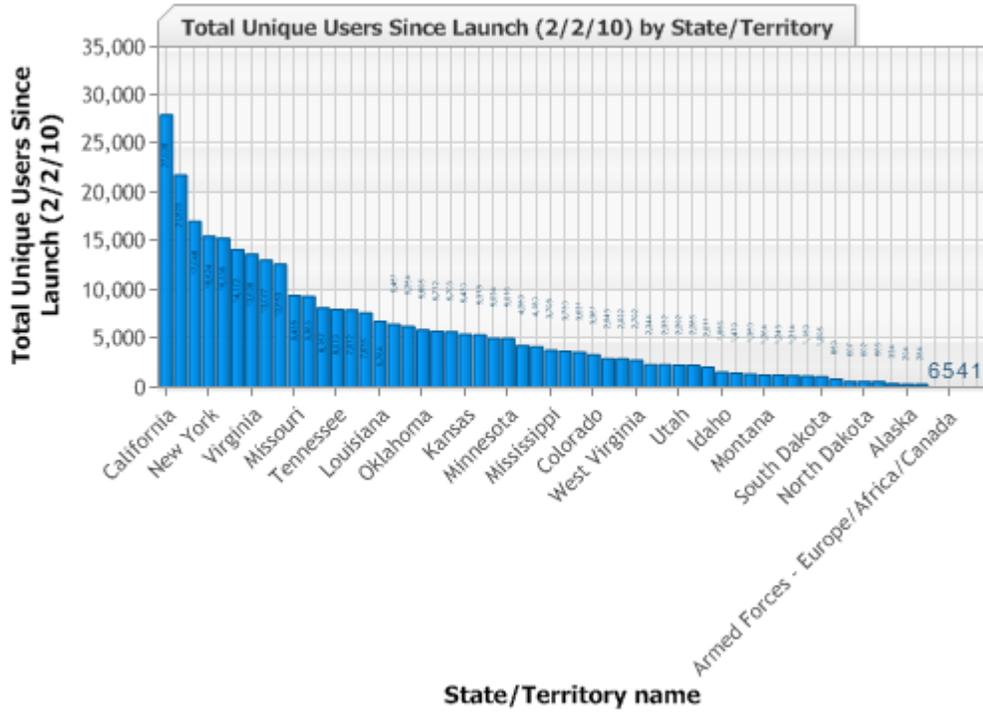
PARTNERSHIP INQUIRIES:

[PARTNERS@TEXT4BABY.ORG](mailto:PARTNERS@TEXT4BABY.ORG)

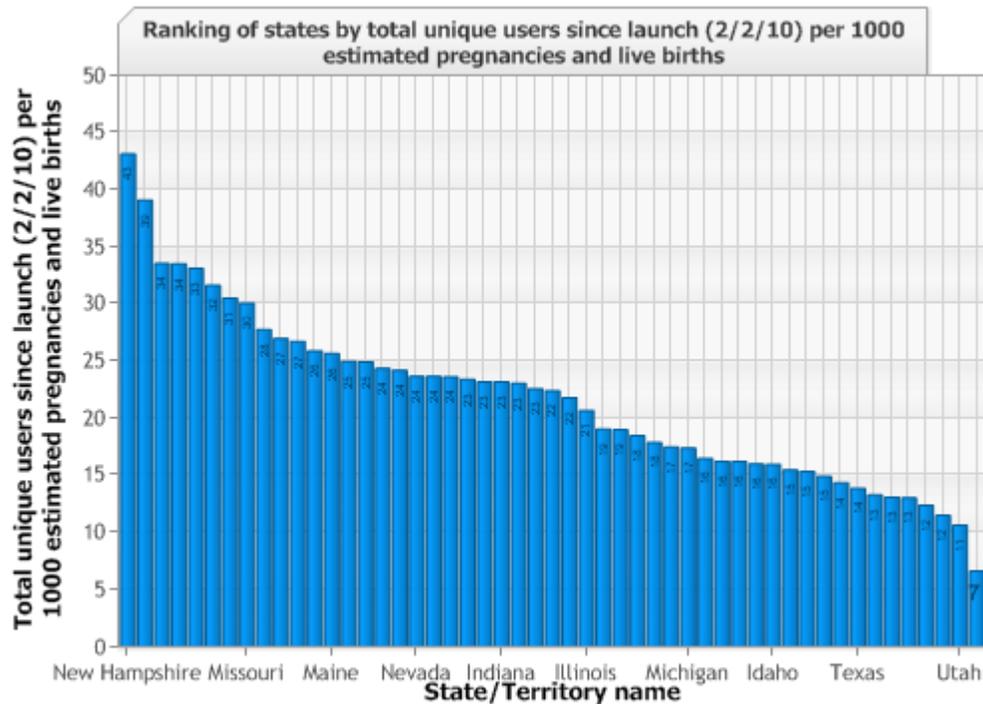
FOR MEDIA INQUIRIES, PLEASE CONTACT:

[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

responded to a survey (n= 19,805) 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](#).

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### Welcome New Partners!

We are thrilled to welcome additional partners from across the country:

- First 5 San Mateo County (San Mateo, CA)
- First 5 Siskiyou (Mt. Shasta, CA)
- Lankenau Clinical Care Center (Wynnewood, PA)

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

### Partner Spotlight

Michigan Primary Care Association (MPCA) celebrated the new partnership between CMS' Connecting Kids to Coverage initiative and text4baby earlier this month by hosting a table with information on both programs at the West Michigan Women's Expo in Grand Rapids. Over 17,400 women attended the event, which this year focused on health, home, and style. In addition to providing information on text4baby and Medicaid and CHIP, staff at the table also showed attendees how to actually enroll in these programs. Nearly 30 new and expecting moms pulled out their cell phones and signed up for text4baby on the spot! Women who received information about Medicaid and CHIP were also able to enroll in health coverage on-site. Thank you,

MPCA, for connecting mothers and families in Michigan to these important resources!



### **Partner Spotlight**

Blue Cross Blue Shield of Massachusetts (BCBSMA) sent out a press release in January promoting mobile programs and online resources available to members to promote their success keeping their New Year's Resolutions. BCBSMA promoted text4baby in the release, which was distributed to news outlets across the country, and spoke with members of the press to reinforce their commitment to text4baby promotion. Text4baby is also promoted through their Living Healthy Babies program. BCBSMA is the largest private health plan in Massachusetts with nearly with 2.8 million members. Thank you for your hard work, BCBSMA!

### **Text4baby in the Media**

A [recent article](#) in the *Philadelphia Tribune* highlights text4baby's partnership with the Centers for Medicaid & Medicaid Services (CMS). The piece mentions local activities already taking place in California, Florida, Illinois, Michigan, New Jersey, Oklahoma, Pennsylvania, and others. The article also highlighted an enrollment event recently hosted for families to enroll in CHIP and Medicaid at the Maternity Care Coalition (MCC) in Philadelphia, known for supporting the health and well-being of pregnant women and their children. This event enabled MCC to continue its extensive efforts ensuring families have access to critical prenatal and postpartum information, and all eligible children have access to health care. The organization has been a sponsor of text4baby since its inception two years ago.

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### **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](#).

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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. 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.

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