



Text4baby Tuesday

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

March 29, 2011

The success of text4baby depends on lessons learned from our partners who are implementing the program in the field. Last week, we invited nine diverse partners from around the nation to join us at our offices for a sharing session about text4baby. They discussed how they were inspired to adopt text4baby and the challenges and best practices they've developed in their states and communities. The meeting was a great opportunity for us to learn about strategies to help drive enrollment. We plan to hold more of these sharing sessions across the country so that we can continue to enhance the program and make it work even better for you.

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

Welcome New Partners!

This week, we welcome the following new partners:

- Beginnings Guides
- Columbia Center for Children's Environmental Health (New York, NY)
- Manitowoc County Health Department (Manitowoc, WI)

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

Subscriber Update

We now 152,589 have text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

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FOR MEDIA INQUIRIES,
PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

(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](#).

Partner Spotlight

The Kansas Children's Service League is helping get the word out about text4baby, while also working to prevent child abuse across the state. They have included information about text4baby in over 50,000 English and Spanish educational dvds about shaken baby syndrome which are given to parents of new infants in Kansas. Information about text4baby is also included in hospital educational sessions for new parents about shaken baby syndrome. Thank you to the Kansas Children's Service League for supporting text4baby!

text4baby in the News

Mobilizing Moms to Use Social Media for Social Good

Recently, Johnson & Johnson convened a small group of mom bloggers and invited Sarah Ingersoll, Campaign Director for text4baby, to present on the program. The purpose of the meeting was to discuss ways the bloggers could help garner greater awareness for programs that benefit women and children. Sarah Colamarino, the VP of Corporate Communications blogged about the meeting herself and said, "...by using social networks,

people can (and do) reach and interact with others to drive social change." "After seeing what some of these moms were doing to improve people's lives by leveraging the strengths of their personal networks, we realized that they may have some great ideas to help our partners." Click [here](#) to read more of Ms. Colamarino's blog post.

mHealth Highlights

Foundation for NIH and mHealth Alliance Announce 3rd Annual mHealth Summit
The Foundation for the National Institutes of Health, and the mHealth Alliance have announced that the 3rd annual mHealth Summit will be held from December 5-7, 2011 at the Gaylord National Resort and Convention Center outside of Washington, DC. The 2011 mHealth Summit will convene leaders in government, private sector, academia, and non-profit sectors to promote discussion about ways mobile technology, health research, and policy can come together to improve health outcomes. The summit promises to feature key research in the field of mHealth, showcase over 250 exhibitors, and provide networking opportunities with high-level industry decision makers. To learn more about the mHealth summit, click [here](#).

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.

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