



Text4baby Tuesday

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

March 30, 2010

Are you on facebook? Visit the [text4baby facebook page](#) and become a fan! Get updates, read the weekly newsletter and connect with other fans. Send to your friends and help us reach our March goal of 25,000 text4baby enrollees!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, six new outreach partners joined the text4baby community, including the Migrant Clinicians' Network, Kansas Department of Health and Environment, Pennsylvania Department of Health, West Virginia Hospital Association Day One Program, Cheyenne-Laramie County Health Department (WY), and Horizon Blue Cross Blue Shield of New Jersey. Welcome! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

Subscriber Update

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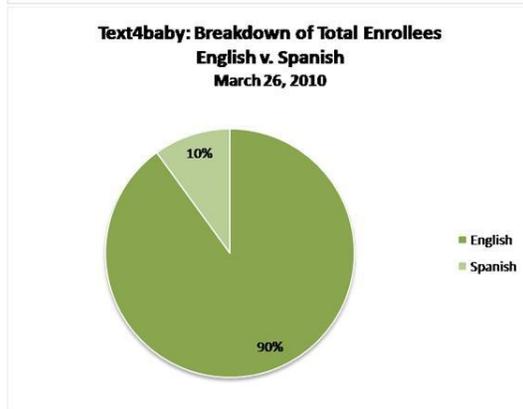
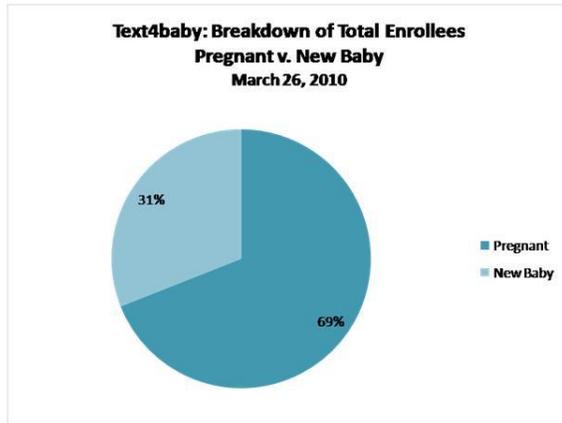
CONTACT US

GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:
PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:
MEDIA@TEXT4BABY.ORG

We are excited to report that we now have 24,424 text4baby enrollees, with 96% of enrollees expressing that they would recommend the service to a friend!



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

Partner Spotlight

The National Crittenton Foundation invited HMHB staff to discuss text4baby during the launch of their new campaign, [Young Mothers @ the Margin](#) in Washington, DC. Over 34 Crittenton agency and program representatives from 21 states attended. Following the event, one of the speakers at the launch event posted a [blog about text4baby](#). National Crittenton Foundation's support means reaching more providers who can take text4baby back to their communities.

Text4baby Media

[VIDEO: Find Out How Texting Can Help Young Mothers](#)

MTV has featured a bonus clip on the homepage of their show, “16 and Pregnant,” where Samantha, one of the teen moms from Season 2, tells her mom about text4baby and shares some of the important health messages she receives, including scheduling well-baby visits and finding affordable day care for her baby. MTV is a text4baby media partner.



[Watch](#) the video.

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, April 7, 2:00-3:00 PM EST

Register for the webinar at

<https://www2.gotomeeting.com/register/399228130>. Once registered, you will receive the webinar login and dial-in information.

mHealth Highlight

New report offers insight into fragmented mHealth market

According to a new report by *Healthcare IT News*, the market for mobile health technology is expanding and expected to reach \$4.6 billion by 2014. There is increasing demand for mobile devices used in health monitoring, personal emergency response services, telemedicine, mobile medical equipment and health

information. [Read](#) more.

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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