



Text4baby Tuesday

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

March 6, 2012

Thank you partners and friends who helped us celebrate [Connecting Kids to Coverage and Text4baby Enrollment Day](#)! Text4baby partners and supporting organizations held successful local events in key areas across the country with some great media coverage, including an [official blog](#) from Todd Park, Chief Technology Officer at the U.S. Department of Health & Human Services. But our work isn't over yet! Our new partnership with [Connecting Kids to Coverage](#), a campaign of the Centers for Medicare & Medicaid Services, is about long term efforts to make it easier for moms to take charge of their family's health and access the services they need. Read more below about how you can help.

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

Take Action

1. There are many ways you can help spread the word about the new partnership between text4baby and Connecting Kids to Coverage!

- Work with moms and families to sign up for [health coverage](#) in your state.
- Connect on [Facebook](#) and share your experience with Connecting Kids to Coverage and text4baby on your social media space.
- Help get the word out with customizable

CONNECT WITH US:

Become a fan on Facebook

Follow us on Twitter

SHARE THIS EMAIL:



CONTACT US

GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES, PLEASE

CONTACT:

MEDIA@TEXT4BABY.ORG

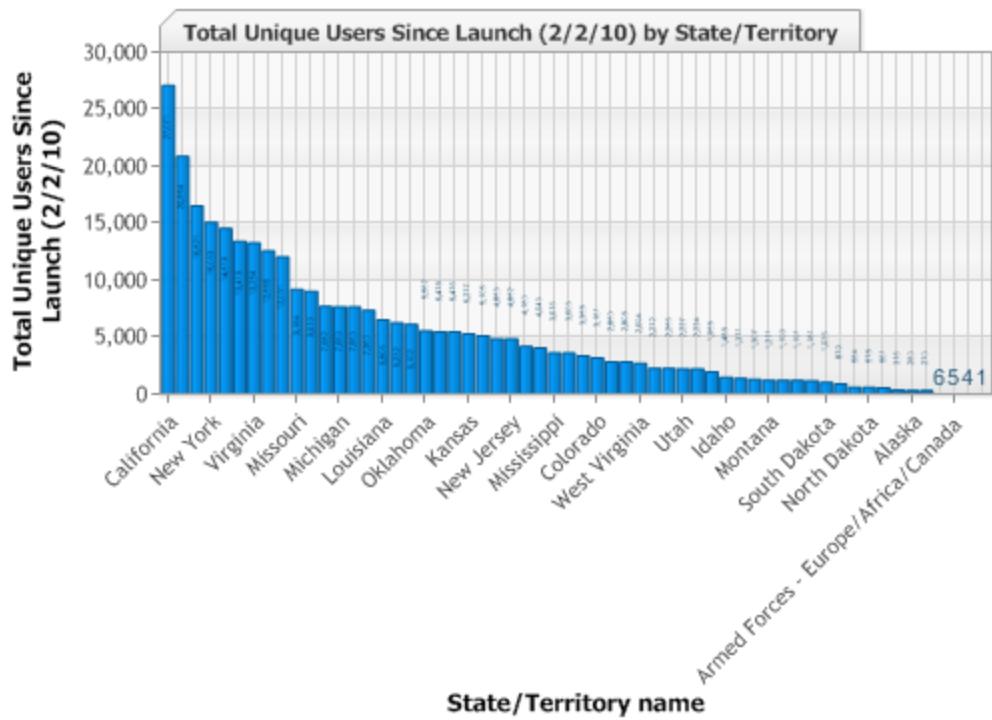
- materials and tools for [Connecting Kids to Coverage here](#) and [text4baby](#).

2. Join us with founding sponsor Johnson & Johnson, CTIA- The Wireless Foundation, and Voxiva at the SXSW Interactive Conference next week. Jennifer Benz will be hosting a [text4baby panel](#) on Monday, March 12th at 12:30pm.

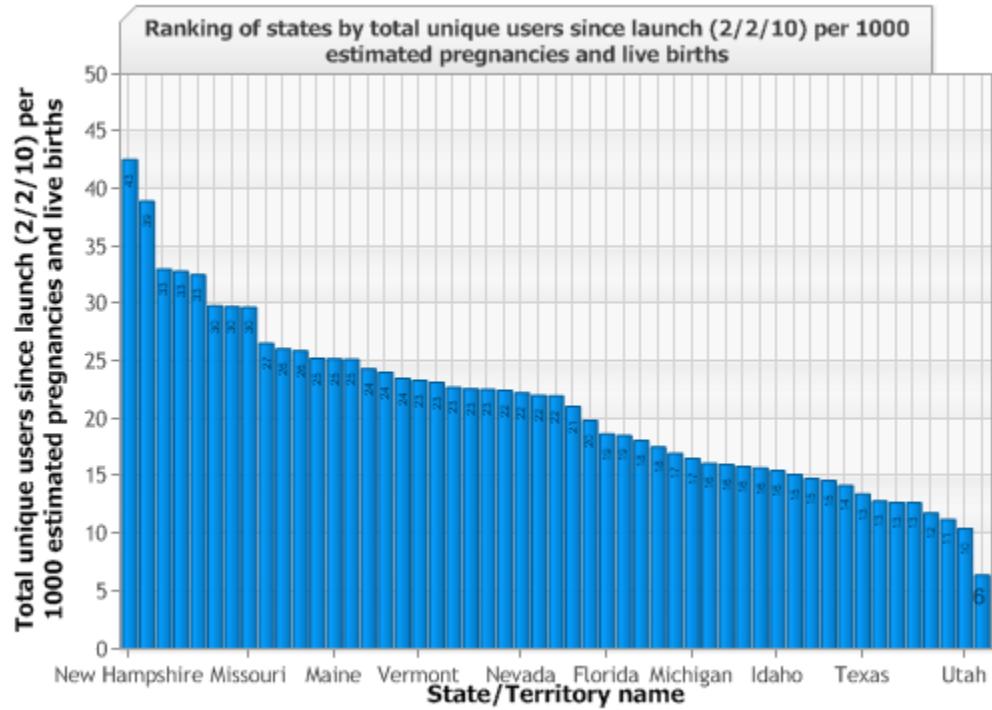
3. Stations nationwide are still airing our [TV PSAs](#) and [radio PSAs](#)! Please take just 20 minutes to call your local stations and ask them to play the ads. Check out which [television stations](#) and [radio stations](#) have received the PSAs. Your calls make a huge difference in getting the ads aired. There are [talking points and other resources](#) to help you with this effort. This is a great opportunity to build a relationship with the media for your future initiatives as well.

Subscriber Update

Text4baby has now enrolled 304,024 individuals! Ninety-six percent of text4baby users who responded to a survey (n= 18,713) 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](#).

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

New and Exciting Changes to the Text4baby Service

Text4baby is committed to continuously improving the way the service works. We are excited to announce some updates to the service this week. This information will be useful to you as you may receive questions from clients and patients. The following changes are now live in the text4baby system:

- 1) **Auto-transition from pregnancy protocol to new baby protocol.** This means that now, moms don't have to text in an updated birth date if they are too busy and forget. Instead, we will automatically move them over after 42 weeks of pregnancy so that they keep getting new baby messages.
- 2) **New enrollment process.** The new process will better capture who is using text4baby and now includes a way to identify people like you who are interesting in checking out the messages but not necessarily pregnant or new moms. Anyone who enrolls from here on out will be able to tell us if they are a pregnant woman, new mom, dad/parent, friend/family member, or healthcare provider/other observer. We'll share the data we collect from this question in the future.
- 3) **Survey questions.** We'll be asking users how they heard about text4baby so we can learn more about what promotional strategies are effective. We'll also be asking people who quit to tell us why they have cancelled service; if they have experienced a loss, we provide a connection to a hotline for help. We will share the data we obtain from these questions with partners.

If you have any questions, please email us at info@text4baby.org.

Text4baby in the Media

Have you seen the media coverage of Text4baby and Connecting Kids to Coverage?

Here are a few highlights:

- [Univision](#) feature
- [Metro Latino](#) article
- [Nurse.com](#) article
- [10 News](#) feature and [clip](#)
- [News OK](#) article
- [Telemedicine news](#) article
- Arizona Department of Health [blog](#)
- Newark event feature on WMBC-TV63

There were also 16 submissions to the [MomsRising](#) Connecting Kids to Coverage and text4baby blog carnival last week! The MomsRising website has a reach of over 3.4 million readers and 18,014 followers on Facebook.

- [Connecting Kids to Coverage and Text4Baby: A New Partnership that Clicks!](#), Cindy Mann

- [Connecting Kids to Coverage and Making it Meaningful for Moms \(and Dads\)](#), Natasha Robinson
- [Boosting health care enrollment for pregnant women and kids in MI](#), Erin Sloan-Turner
- [The “Connecting Kids to Coverage” Challenge is an important tool toward improving children’s health](#), Karen Crompton
- [Text4Baby Empowers Moms With Info on the National Breastfeeding Helpline](#), Canielle Preston
- [When Change Happens](#), Daryn Kirkpatrick
- [Emphasizing healthy child development – from birth to adulthood](#), Matthew Wright
- [Making the Online Connection for Children’s Health](#), Claudia Page
- [Enrolling more children into health coverage gets them one step closer to better, life-long development](#), Amy Swanson
- [Using Technology to Connect in New Ways in Illinois](#), Kathy Chan
- [Building Blocks for Healthy Babies](#), Dayanne Leal
- [Text4Baby and Johnson & Johnson: A public-private partnership for public health](#), Susan Can & Sarah Ingersoll
- [The National Healthy Mothers, Healthy Babies Coalition: Partnering to Provide Health Information and Coverage](#), Sarah Ingersoll
- [Welcome Children to the World with Health Care Coverage](#), Cathy Hope
- [Technology and Innovation Supporting Health](#), Kimberly Bassett
- [Public Programs that Work– Good News on Children’s Coverage](#), Gene Lewit

Text4baby at the 2012 ACOG Congressional Meeting

Last week, text4baby presented at the American Congress of Obstetricians and Gynecologists’ 2012 Congressional Leadership Conference. Over 300 leaders in the ACOG community received an overview of the service from Sarah Ingersoll, followed by remarks from Dr. Mark DeFrancesco, who shared his positive experience using text4baby at Women’s Health Connecticut. This was a great start to our [new partnership with ACOG](#). A special thanks to ACOG for this fantastic opportunity!

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](#).

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. 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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