



# Text4baby Tuesday

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

**March 8, 2011**

At HMHB, we are so proud of the amount of work, creativity and passion you put into promoting text4baby. As a result, we would love to showcase your efforts through video. If you have a story to tell about how you're promoting the service or know of an expectant or new mom who derives value from text4baby, we want to receive a short video testimonial from you. Nothing fancy, just how text4baby is making a difference. Video testimonials can have a huge impact, and these days, they are easy to make. We will place selected videos on the text4baby website. Send an email to [info@text4baby.org](mailto:info@text4baby.org) for more information.

Thank you!

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

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## Welcome New Partners!

This week, we welcome the following new partners:

- Benz Communications
- Will County Community Health Center (Joliet, IL)
- Jefferson University Physicians (Philadelphia, PA)
- University of Arizona Health Sciences Center-Arizona Pregnancy Riskline (Tucson, AZ)
- Healthy Start Coalition of Pinellas County (Largo, FL)

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GENERAL INQUIRIES:

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

PARTNERSHIP INQUIRIES:

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

[RG](#)

FOR MEDIA INQUIRIES,

PLEASE CONTACT:

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

- Community Connect Health Plan, Wisconsin (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>.

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### **Subscriber Update**

We now have **143,689** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

(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](#).

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**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](mailto:info@text4baby.org).

### **Text4baby Survey**

Text4baby is looking to increase enrollment in the Spanish-language version (“text4BEBE”) and we need your help! Please fill out the survey using the link below to assist us in learning more about your organization’s outreach efforts for Spanish-speaking text4baby users. Click here:

<http://www.surveymonkey.com/s/t4bhispanicoutreachsurvey>

### **Upcoming HMHB MCH Topics Webinar**

*It's Never Too Early to Prevent Diabetes: The Lasting Impact of Gestational Diabetes on Mothers and Children*

Gestational diabetes--diabetes diagnosed during pregnancy--affects at least 7 percent and possibly as many as 18 percent of U.S. pregnancies. Join Robert Ratner, M.D., F.A.C.P., Vice President for Scientific Affairs at Medstar Research Institute and Joanne Gallivan, M.S., R.D., director of the National Diabetes Education Program, to learn about the lifelong health risks for women with a history of gestational diabetes, the risks to a child of a pregnancy complicated by gestational diabetes, and steps mothers can take to help lower these risks for both themselves and their children. Dr. Ratner is a principal investigator for the Diabetes Prevention Program (DPP) and DPP Outcomes Study of the National Institutes of Health (NIH) and serves on the planning and steering committees for the project nationwide. This webinar will take place on Tuesday, March 22nd from 12pm-1pm EST. Register by visiting:

<https://www1.gotomeeting.com/register/312470089>.

### **Ongoing Partner Support**

New to text4baby? Join us for an introduction to the program and learn how your organization can become an outreach partner. Existing partners can use this opportunity to get updates and ask questions. This webinar will take place on March 15th from 2:00-2:30pm EST. Register by visiting:

<https://www1.gotomeeting.com/register/426055609>.

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### **Text4bebe News**

*BabyCenter 21<sup>st</sup>Century Mom: Hispanic Acculturation – Culture, Brands, Media, Food*

Did you know that Hispanics represent 55% of the population growth in the US? What's more: One out of every four babies born in the US is Hispanic. BabyCenter's new Hispanic Mom Acculturation Study reveals key insights into

the influence of acculturation on the behaviors and preferences of this fast growing segment of the population. For example, regardless of acculturation, Hispanic Moms perceive Spanish or some Spanglish in ads as an acknowledgment of their heritage. In fact, 50% of Hispanic Moms see Spanish ads on English websites as engaging and 35% find them helpful. To read more, click [here](#).

### **Text4baby in the Media**

*Mother's Little Helper: Free Text-Messaging Service Provides Baby Tips*

Last week, an article appeared in the [courier-journal.com](#) about text4baby. The article featured a quote from Katrina Thompson of the Greater Kentucky March of Dimes chapter, a text4baby outreach partner, about the value of the service. Ms. Thompson told [courier-journal.com](#) that "[Text4baby is] a very quick and easy way to get good information." Check out the full article [here](#).

### **mHealth Highlights**

*Four More Must-Read Mobile Health Reports*

Mobihealthnews has released a set of "free, must-read mHealth reports". The four articles on this list provide an overview of current issues in mHealth, and also provide background for those interested in learning more about this emerging field. For mHealth newcomers and experts alike, these reports provide key insights that you won't want to miss! Access all four articles [here](#).

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### **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.

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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, 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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