



Text4baby Tuesday

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

April 10, 2012

We're excited to share a new promotional resource today- fun animated videos illustrating text4baby's value for moms. These videos (English and Spanish) were developed for text4baby partners to use on your website and social media, in waiting rooms (those looped video reels always need freshening!), or in text4baby trainings for your staff. View them on our [YouTube channel](#). If you'd like the files in .mp4 or .mov format, please email info@text4baby.org. Please be sure to tell us how you're using them for a chance to be featured in an upcoming Partner Spotlight!

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

Take Action

Text4baby partners are the backbone of the program. We want to hear about your experience as a partner and what you love about text4baby. Complete this brief [form](#) today and share how you spread the word, help women sign up for the service, and promote text4baby in your work.

Subscriber Update

Text4baby has now enrolled 323,851 individuals! Ninety-five percent of text4baby users who responded to a survey (n= 20,391) reported that they would recommend the service to a friend.

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GENERAL INQUIRIES:

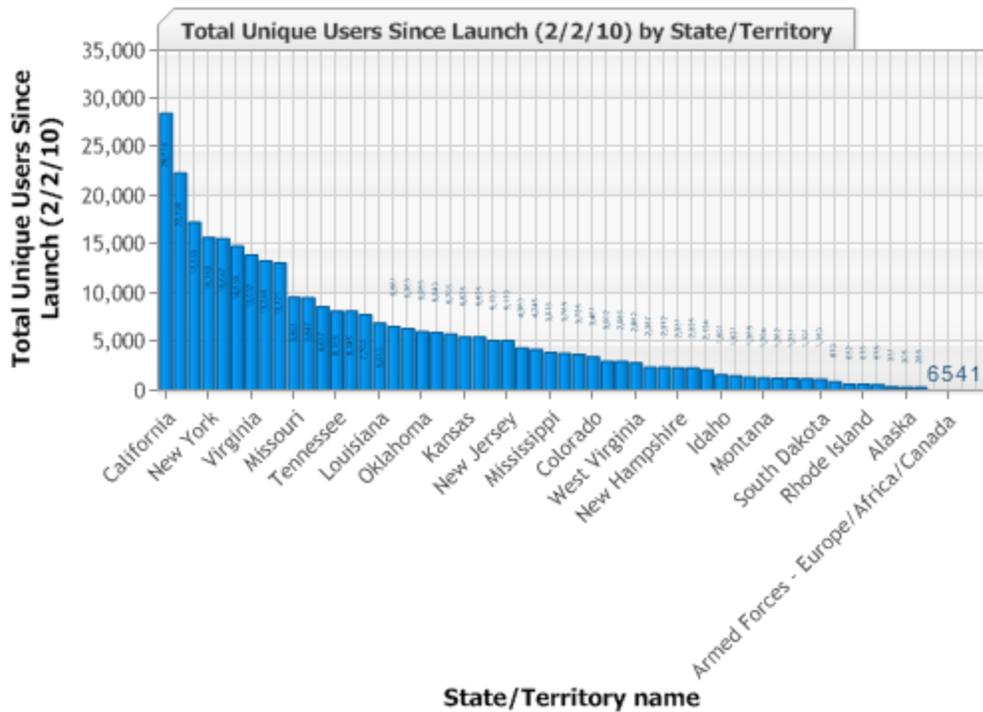
INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

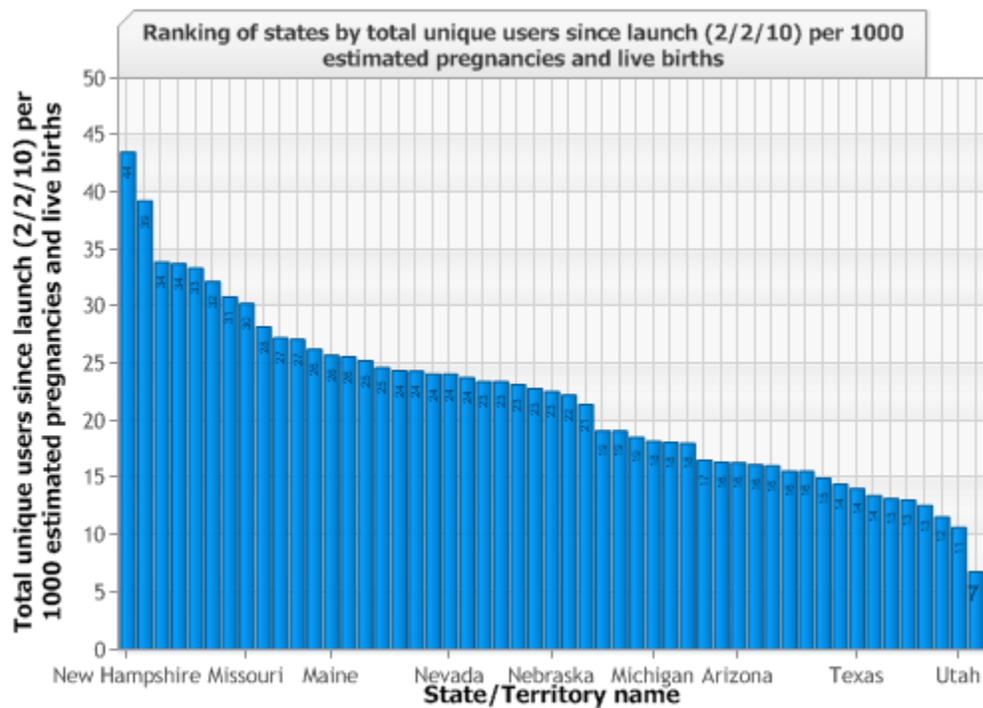
PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES, PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG



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](#).

Welcome New Partners!

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

- Office on Latino Affairs (Washington, DC)
- Indiana Minority Health Coalition (Indianapolis, IN)
- Alliance for African American Health in Central Texas (Austin, TX)
- Three Affiliated Tribes WIC Program (New Town, ND)
- Hartford Healthy Start (Hartford, CT)
- Michigan Health & Hospital Association (Lansing, MI)
- South Carolina Department of Health and Environmental Control

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

Partner Spotlight

Indiana is gearing up for a statewide text4baby campaign and joined us at HMHB last week to share their plans and strategize! The Indiana Minority Health Coalition (IMHC) is leading the campaign, thanks to a significant grant from the state health department, along with the Indiana Perinatal Network and others. A public awareness campaign from Mother's Day, May 13th through August 5th will include customized radio, television, print PSAs to air; along with Facebook and other social media. There will also be a "street-level" campaign targeting local establishments and leaders. The goal is to increase the number of Indiana women enrolled in text4baby since launch from 7,000+ to 15,000 by August 30, 2012 and to 20,000 by December 31, 2012. Thanks to IMHC for taking the lead on this exciting state-level effort!

Text4baby in the Media

The White House Council on Women and Girls released a new report last week, [The Key to an Economy Built to Last](#), outlining domestic programs, policies, and initiatives aimed at increasing opportunities, equality, and economic security for women. The report cites text4baby as one of their key strategies for increasing maternal health access and affordability. Check out [page fifteen](#) to read more about text4baby's role!

Webinar on Food Safety for Pregnant Women April 19

Join the U.S. Department of Agriculture (USDA) and text4baby for our webinar: Food Safety for Pregnant Women on April 19, 2012 from 3:00 – 4:00 pm Eastern Time. Our main speaker will provide an overview of foodborne illnesses and explain why pregnant women are at higher risk of infection. Maribel Alonso, USDA's Technical Information Specialist for the Meat and Poultry Hotline, and Amanda Browne, USDA's Public Affairs Specialist, will introduce a new consumer booklet developed in partnership by USDA and FDA which details food safety information for pregnant women and easy steps they can take to reduce their risk of infection. Participants will also learn about how text4baby provides pregnant women with critical health

information on issues including food safety. Please register [here](#).

National Premature Infant Health Coalition (NPIHC) Annual Summit

NPIHC is hosting Connections 2012 on June 14-15, 2012 at the Phoenix Park Hotel in Washington, DC. It's going to be a great event including an expert panel discussion on developmental care, a key speaker on strategies for using social media to educate and communicate in the field of prematurity, a town hall on critical issues in prematurity, a cocktail reception, and networking opportunities. We hope you can make it! If you plan to attend, please complete the [online registration form](#) as soon as possible.

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.

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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