



Text4baby Tuesday

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

April 12, 2011

Text4baby partners are key to our success, and the Association of Maternal & Child Health Programs (AMCHP) is no exception. Recently, we had an opportunity to sit down with AMCHP's staff to share how their work has helped text4baby. Today, we are highlighting some of their activities. Key among them is supporting state Maternal and Child Health Programs and MCH partners to improve the health of women, children and families. This includes promoting healthy birth outcomes through a focus on preconception health and infant mortality reduction, promoting healthy youth development, and supporting efforts to fully implement the MCH provisions of the Affordable Care Act. For more on AMCHP's priority activities, please visit www.amchp.org and be sure to sign up for their newsletter. Thank you AMCHP!

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

Welcome New Partners!

This week, we welcome the following new partners:

- Park Ridge OB/GYN Services (Fletcher, NC)
- Anthem Blue Cross and Blue Shield of Indiana (IN)
- Health Plan of San Joaquin (CA)

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 have **158,275** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

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(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](#).

Text4baby in the News

Mobile Technology to Monitor Your Health

Last week, CNN featured text4baby in a story about mobile health applications and programs that can benefit the public. Mario Armstrong, CNN's Digital Lifestyle Expert, provided a brief overview of text4baby and emphasized the fact that the program is free for end users. Mr. Armstrong also said, "I think this is great for expecting dads, too!" In addition to the story, CNN provided the URL to the text4baby website under the video news clip. To check out the video, click [here](#).

Partner Spotlight

Text4baby's partner, [Postpartum Support International](#) (PSI), whose mission is to "promote awareness, prevention and treatment of mental health issues related to childbearing in every country worldwide," recently included an article about text4baby in its newsletter. The article stated, "PSI is proud to be a Text4baby and Text4bebe partner and so glad to share that the service is available in English and Spanish. Many of the women who call our PSI Warmline tell us that they don't have access to the internet, and have found our 1-800-944-4PPD through text4baby." The PSI Warmline is a toll-free

telephone number that anyone can call to get basic information and resources on mental health. Thank you to PSI for including information about text4baby in your [newsletter](#).

mHealth Highlights

Text messages helped to reach vulnerable population for flu vaccine reminders

Researchers in New York City, led by Melissa Stockwell, MD, MPH, recently conducted a study to determine the efficacy of text message reminders to parents for increasing influenza vaccination in urban, minority, low-income children. This demographic has often been difficult to reach, and traditional immunization reminders have had limited effectiveness. The children participating in the study were randomly assigned into intervention and control groups for the 2010-2011 influenza season at four community clinics in an underserved community in New York City. While parents of the children in the control group only received an automated telephone reminder and fliers posted in the community clinics, those in the intervention group additionally received five weekly text messages with information about the location and timing of influenza vaccine clinics. The conclusions drawn from the study were promising and show that text messaging was effective in increasing timely vaccine delivery to this at-risk population. Those in the intervention group were significantly more likely to receive a timely vaccine dose than those in the control group. To learn more about the study, view Dr. Stockwell's abstract [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.

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 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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