



# Text4baby Tuesday

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

**April 13, 2010**

*GW Today* published an article this week about text4baby entitled, "Testing Texts: Can health-related text messages be a boon to expectant mothers and babies?" Writer Danny Freed highlights GW professor, Dr. Doug Evans' involvement in the program evaluation and describes the potential for text4baby to motivate behavioral change in pregnant and new moms. [Read more.](#)

*Arlene Remick*  
National Healthy Mothers, Healthy Babies Coalition

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## Welcome New Partners!

This week, new outreach partners include White Ribbon Alliance for Safe Motherhood, Louisiana Office of Public Health, Maternal and Child Health Program, North Carolina Chapter of March of Dimes, Baltimore Washington Medical Center (Glen Burnie, MD), Charleston Area Medical Center (Charleston, WV), and The Children's Services Board of Galveston County (Galveston, TX). Welcome! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

## Subscriber Update

We are excited to report that we now have 27,359 text4baby enrollees, with

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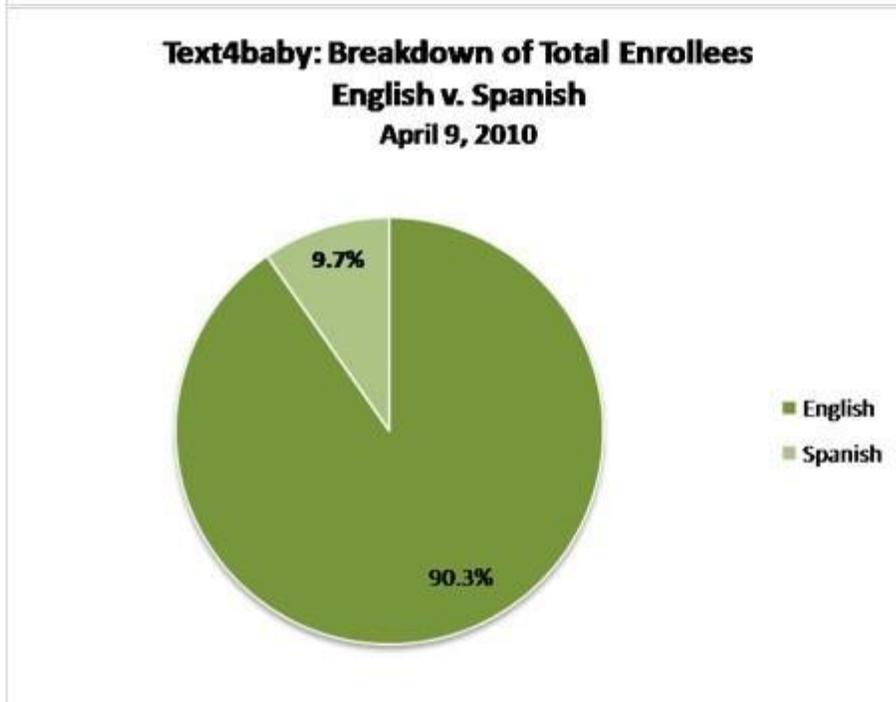
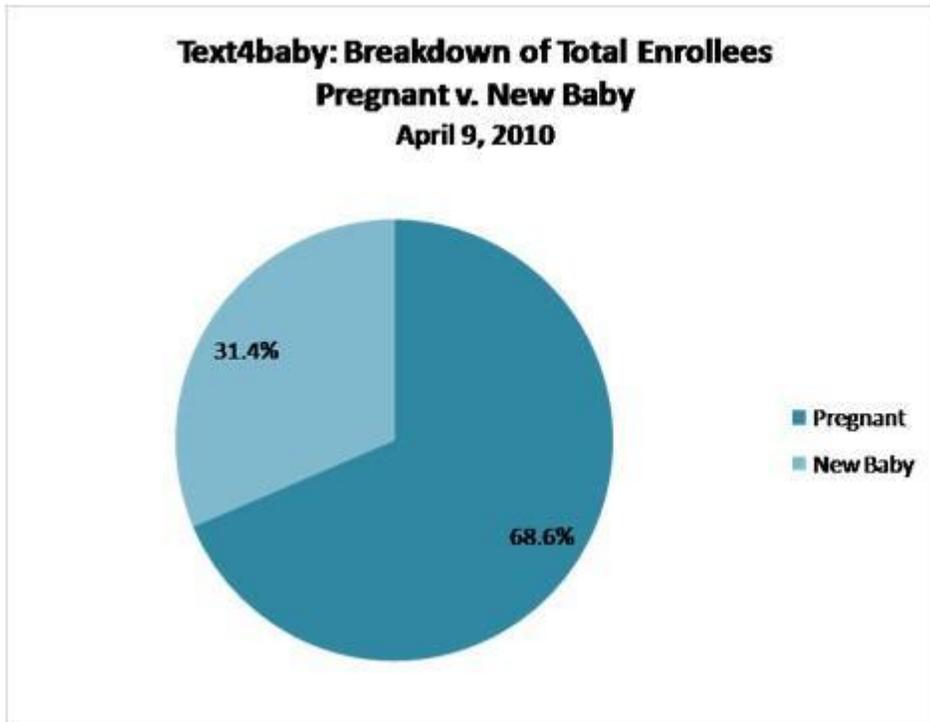
### CONTACT US

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

PARTNERSHIP INQUIRIES:  
[PARTNERS@TEXT4BABY.ORG](mailto:PARTNERS@TEXT4BABY.ORG)

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95% of enrollees reporting 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.

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## **Partner Portal**

We have just added promotional tip sheets to our list of materials on the Partner Portal! The tip sheets provide outreach partners with creative ideas and suggestions for planning their text4baby outreach. We have customized the tip sheets to fit the needs of our diverse group of outreach partners. Get the tip sheets [here](#).

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## **Partner Spotlight**

[Alere Women's and Children's Health](#) has developed innovative strategies for marketing the text4baby service to the 100,000 maternity participants they touch in a given year. During a participant's initial maternity assessment, nurses discuss text4baby with the participants over the phone. When a participant completes enrollment for the program, she is transferred to a recorded message to hear details about text4baby. You can hear the recorded message by dialing 1-800-343-6311. When you hear the Alere greeting press 1, then enter extension 14959#. Alere is also in the process of adding text4baby information to their welcome letter for their maternity program enrollees. What's more, Alere is adding the text4baby artwork to their external participant website with details on how to enroll in text4baby.

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## **Text4baby Media**

*Healthier Babies, Mothers Goal of Texting Program*

Text4baby was featured in *The Reporter*, the weekly newspaper of the Vanderbilt University Medical Center. Vanderbilt's West End Women's Health and UniversityCommunity Health Services are actively promoting the text4baby service to their clients. Pregnant women receiving care at these centers are encouraged to sign up for text4baby messages that "reach them between office visits and in essence give them helpful information right in their pocket," according to Tonia Moore-Davis, MSN, RN, CMN, head of the School of Nursing nurse-midwifery practice. [Read more](#).

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## **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 21, 2:00-3:00 PM EST

**Register** for the webinar at <https://www2.gotomeeting.com/register/463885555>. Once registered, you will receive the webinar login and dial-in information.

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### **mHealth Highlight**

*Medical Misinformation Can Spread Quickly Via 'Tweets'*

A new report from *HealthDay* reveals the dangers of spreading medical misinformation through social networking mediums like Twitter. The report cites a study conducted by Columbia University, which found an alarming number of people posting incorrect information about antibiotic use on Twitter. The finding points to a need for more regulation on health messages posted on social networking sites, with health care providers and public health professionals playing a major role in disseminating accurate health information. [Read more.](#)

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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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