



Text4baby Tuesday

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

April 17, 2012

Next week is National Infant Immunization Week (NIIW). This annual observance highlights the importance of protecting infants from vaccine-preventable diseases and celebrates the achievements of immunization programs. Sponsored by the Centers for Disease Control and Prevention (CDC), NIIW serves as a call to action for parents, caregivers, and health care providers to ensure that infants are fully immunized against 14 vaccine-preventable diseases. Text4baby has sent over 1 million messages about immunization since launch! Check out [more information](#) about NIIW activities and [resources](#) for planning and promoting an event in your community.

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

Take Action

Have you connected with text4baby on [Facebook](#) and [Twitter](#)? Check us out! You can "like" us, comment on our page, retweet our posts, and share with your own personal and professional networks. Interacting on social media is also a great way to stay informed about national text4baby activities and initiatives.

Subscriber Update

Text4baby has now enrolled 327,714 individuals! Ninety-five percent of text4baby users who responded to a survey (n= 20,687) reported that they would recommend the service to a friend.

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CONTACT US

GENERAL INQUIRIES:

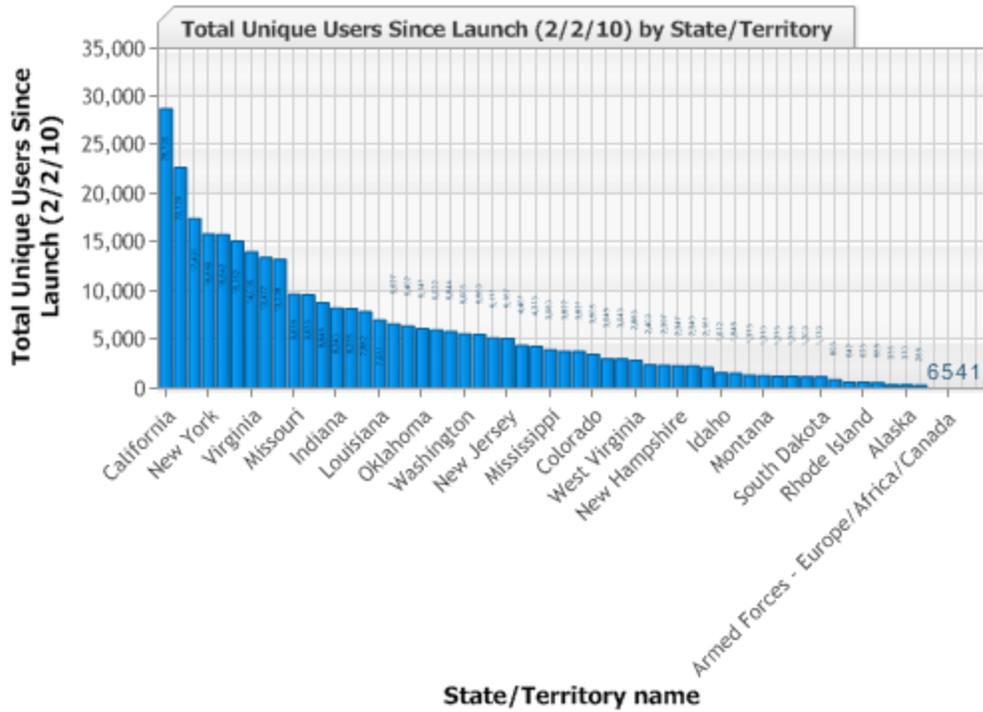
INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

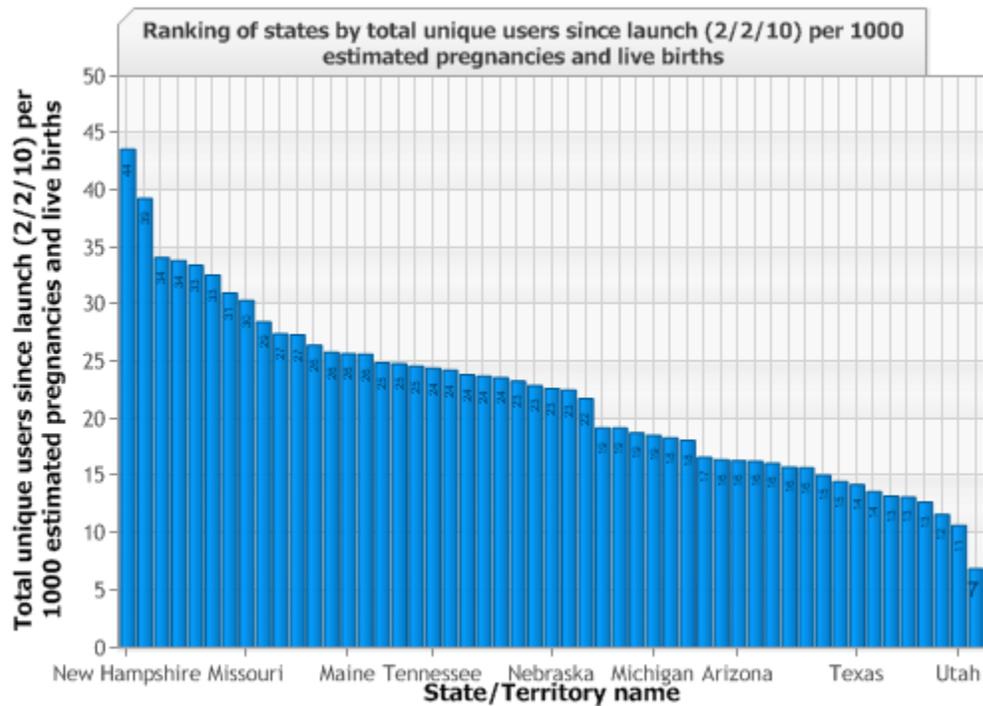
PARTNERS@TEXT4BABY.ORG

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:

- Babies R Blessings (Eastpointe, MI)
- The Gratiot Isabella Great Start Collaborative (Mt. Pleasant, MI)
- Illinois Chapter American Academy of Pediatrics (Chicago, IL)
- La Plata OB/GYN (La Plata, MD)
- Mowery Clinic (Salina, KS)
- Westchester-Bronx OB/GYN Group, PC (Yonkers, NY)

For a complete list of text4baby partners, click [here](#) (due to technical difficulties, we have been delayed in updating the list online; thanks for your patience).

Partner Spotlight

Engaging elected officials in text4baby promotion is a great way to raise public awareness about the service and help connect more pregnant women and new moms to critical health and safety information. The Early Head Start program at Family Services, Inc., a text4baby partner from Gaithersburg, Maryland, recently headed to the State Capitol for meetings with Maryland State legislators to discuss various programs and initiatives. Early Head Start staff spent time speaking about Family Services' partnership with text4baby and encouraging legislators to learn more about how they can promote the service to their constituents. In addition to engaging these State legislators, Early Head Start also reached out to the Montgomery County Board of Education and the Montgomery County Council and shared information about text4baby in an effort to engage a variety of key stakeholders around the State as advocates for the service. Thank you Family Services, Inc., for including text4baby in your outreach to officials at the County and State level!

Radio PSAs

Gracias to the National Council of La Raza (NCLR) for partnering with text4baby to release a Spanish-language radio Public Service Announcement (PSA). In this week's NCLR Affiliate Digest, they provided information to their affiliate network of nearly 300 community-based organizations on how to promote the PSA. You can get this radio ad played in your community too. [This page](#) will tell you how. Let us know how you are encouraging your networks to play the [text4baby radio PSAs](#)!

Text4baby in the Media

The American Congress of Obstetricians and Gynecologists (ACOG) President, Dr. James N. Martin, wrote about text4baby in the April edition of [ACOG news](#). His article encourages ACOG members to talk to their patients about text4baby, and highlights recent evaluation results out of a study at UCAL/CAL State, including improved patient adherence to appointments and immunizations, increased patient knowledge

about maternal health and medical warning signs, and facilitated interaction with health providers. Additionally, the study revealed that 72% of respondents reported that they talked with their doctor about a topic that they read on a text4baby message.

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, Dr. Mickey Parrish, is a Senior Advisor for Microbiology in the Office of Food Safety at FDA's Center for Food Safety and Applied Nutrition. Dr. Parrish is an internationally recognized expert in food microbiology and 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 Brenda Hallbrook, USDA's Director of the Food Safety Unit, 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 text4baby, a free text messaging service that provides pregnant women with critical health information on issues including food safety from Sarah Ingersoll, the program's Campaign Director. Please register [here](#).

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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