



Text4baby Tuesday

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

April 19, 2011

The text4baby team is always looking for opportunities to learn from our partners. Last week, a group of partners from Virginia joined us for a sharing session in Richmond, where they discussed their successes and challenges in promoting text4baby. During the meeting, partners acknowledged State Health Commissioner, Dr. Karen Remley, whose support of the program has been integral to building a statewide network of text4baby allies. Thanks were also given to Carefirst BlueCross BlueShield for its generous contribution to promotional efforts throughout the state. Thank you to all of the partners who participated in the sharing session; we will use your contributions to strengthen text4baby and enhance its value and appeal to women throughout the U.S.

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

Welcome New Partners!

This week, we welcome the following new partners:

- Mountain States Health Alliance (Johnson City, TN)
- Pediatric Associates (Lauderdale Lakes, FL)
- Springhill Medical Center (Mobile, AL)

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 **161,841** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

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PARTNERSHIP INQUIRIES:
PARTNERS@TEXT4BABY.ORG
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FOR MEDIA INQUIRIES,
PLEASE CONTACT:
MEDIA@TEXT4BABY.ORG

(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](#).

Text4bebe News

Text4baby Highlight at the Latinos in Social Media “Tweet-up”

On April 7, text4baby staff had an opportunity to attend a Latinos in Social Media ([LATISM](#)) meet-up/tweet-up in NYC, sponsored by Johnson & Johnson. The theme of this event was "using social media for social good." Ana Roca Castro, founder of LATISM, opened the event and introduced a distinguished panel of speakers, including Dr. J. Emilio Carrillo, VP and Medical Director of Community Health at the New York-Presbyterian Hospital. Dr. Carrillo spoke about maternal health disparities in the Latino community and how text4baby benefits Latinas in NYC and beyond. Following his remarks there was a lively discussion and questions from the enthusiastic audience of about 50 bloggers and social entrepreneurs, most of whom were tweeting during the event, using the hashtags #LATISM, #JnJ and #Text4Baby. Thank you to Johnson & Johnson for sponsoring this event, and to LATISM for bringing together such a great group to learn about text4baby in Spanish and English!

Text4baby in the News

HHS Unlocks Health Data to Empower Public Health

Last week, Dr. Eli Adashi, Professor of Medical Science at Brown University, and host of Medscape One-on-One, interviewed Todd Park, the first Chief Technology Officer of the

US Department of Health and Human Services (HHS). During the interview, Mr. Park discussed text4baby, provided details on how to sign up, and talked about HHS's involvement with the service. He also said, "I'm a huge fan of text4baby" and remarked that the service is "growing like crazy." Click [here](#) to watch the interview or read the transcript.

mHealth Highlights

Interactive Games to Promote Behavior Change in Prevention and Treatment

The Journal of the American Medical Association recently published a commentary discussing the use of interactive games as a way to promote behavior change in prevention and treatment. The article explores ways that these games can target health outcomes by channeling the hours many people spend engaged by them to address difficult health challenges like diet, exercise, and adherence to treatments. These new interactive games are appearing on a range of technologies such as consoles, mobile phones, toys, robots, and medical devices, and could potentially reach many individuals, including those who are often most difficult to reach with traditional health messaging. While the evidence supporting the use of games for health purposes is still limited, there have been some promising results. Additional research will be necessary to address questions of efficacy, and to determine if and how to integrate interactive games into clinical care settings. Read the full article [here](#).

Text4baby Job & Internship Openings

Partner Relations Manager

The National Healthy Mothers, Healthy Babies Coalition is seeking a Partner Relations Manager to oversee outreach to the participating nonprofit and governmental organizations that are core to the text4baby program. The text4baby team seeks an experienced maternal and child health leader to manage our network of over 500 existing partners while establishing strategic new partnerships to advance the program. Responsibilities include serving as the primary contact with senior staff at key national nonprofit, major medical, and federal partners and supervising the outreach staff. The ideal candidate will have demonstrated success managing collaboratives, campaigns or multi--stakeholder initiatives and have a passion for leveraging new technology to improve the health of mothers, babies, and families. Qualifications include 5 - 10 years experience in maternal child health field. This full-time, exempt position is based in Alexandria, Virginia. To read the full job description go to <http://www.idealists.org/view/job/mnHHndtNhKMD/>. Interested candidates should email their resume or CV, cover letter, and salary history to hr@text4baby.org with "Partner Relations Manager" in the subject line. *No phone calls please.*

Partner Outreach Intern

The National Healthy Mothers, Healthy Babies Coalition is also seeking a Partner Outreach Intern to provide support with daily campaign operations 20-40 hours per week. Responsibilities include assisting with communication related to partner outreach, managing the partner database, supporting program representation at conferences, exhibitions, trade shows and meetings and offering general and administrative support. Qualifications include enrollment in an undergraduate or graduate program. Interest in public health or related field desired. This internship position is based in Alexandria, Virginia. To read the full job description go to <http://www.idealists.org/view/internship/CPhx36pmmTnp>. Interested candidates should email their resume and cover letter to hr@text4baby.org with "Partner Outreach Intern" in the subject line. *No phone calls please.*

Text4baby Introductory Webinar

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 April 26th from 2:00-2:30pm EST. Register by visiting: <https://www1.gotomeeting.com/register/946247400>

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.

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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