



Text4baby Tuesday

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

April 20, 2010

We just launched our text4baby Twitter page! Follow us at [mytext4baby](#) and spread the word. Text4baby is also generating a lot of interest on [Facebook](#). In fact, we now have over 1,000 fans! On our [Ning site](#), partners are setting up their own pages and networking with other text4baby partners. If you haven't done so already, please friend, follow or join text4baby today!

Arlene Remick

National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, new outreach partners include The H.J. Heinz Company, LifeCare, Inc., CityMatCH, South Dakota Department of Health, Sudden Infant Death Services of Illinois, Inc., and Douglas County Health Department (Omaha, NE). 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 29,110 text4baby enrollees, with

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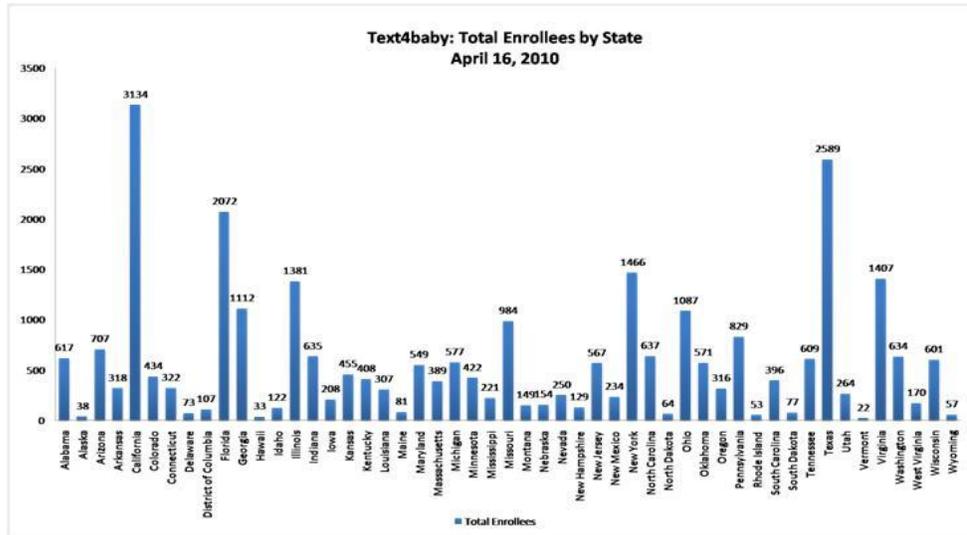
CONTACT US

GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:
PARTNERS@TEXT4BABY.ORG

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

94% of enrollees reporting that they would recommend the service to a friend.



* Please note that state user data is not weighted by population. View subscriber breakdown by [pregnancy status](#) and [language](#).

Partner Spotlight

The Oklahoma Healthy Mothers, Healthy Babies Coalition has formed strategic partnerships with groups such as the American Academy of Pediatrics Oklahoma Chapter (text4baby was featured in a [newsletter](#)), and the Oklahoma Public Health Association (text4baby was included in conference materials), ensuring that information about text4baby reaches providers, professionals, and those who work with patients directly. In addition, OK-HMHB has been building alliances across the broad field of maternal and child health within their state. They shared text4baby information at a number of meetings, including the OK-HMHB General Coalition Meeting, the Oklahoma State Department of Health Improving Infant Outcomes Meeting, and the March Perinatal Advisory Task Force meeting. The Oklahoma Health Care Authority (OK Medicaid Agency) has shared text4baby on outreach calls to pregnant women and new moms.

Text4baby Media

WALA-TV "FOX10" in Mobile, AL featured text4baby in its Monday Moms segment, which aired on April 12. The segment highlights some of the key health messages that women can expect to receive after signing up for the service. In an interview discussing the service and her clients, Kelly Warren

with the Mobile County Health Department said, “It may bring in topics and information that they hadn't thought about before -- and encourage them to have conversations with their physicians, with their OBs, that they would not have had otherwise.”

[Watch](#) the video.

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.

mHealth Highlight

[*When your carpet calls your doctor*](#)

A recent article in *The Economist* discussed how personalized care is delivered via mobile devices and its potential for motivating behavioral change and encouraging healthier lifestyles. Text4baby is referenced as an example of a mobile health model that is being adopted in the United States and that builds on the success of mHealth projects in the developing world. [Read more.](#)

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, 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.

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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