



Text4baby Tuesday

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

April 24, 2012

April is National Minority Health Month. This year's theme is "Health Equity Can't Wait. Act Now in Your CommUNITY!" and the goal is to raise awareness about the importance of health equity and reduce health disparities. Those of us working in maternal and child health are especially aware of the negative impact of health disparities. African Americans have 2.4 times the infant mortality rate as non-Hispanic whites in the U.S., reinforcing the need for services like text4baby that provide free, accessible health education to all moms. Check out Minority Health Month [events](#) in your area and let us know about ways you have been involved.

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

Take Action

A few weeks ago we shared new animated videos illustrating text4baby's value for moms. [These videos](#) (in English and Spanish) are for partners to use on your website and social media, in waiting rooms, or in text4baby trainings for your staff. Have you used these new text4baby videos? Be sure to tell us how for a chance to be featured in a partner spotlight! If you need the files in .mp4 or .mov format, email info@text4baby.org.

Subscriber Update

Text4baby has now enrolled 331,861 individuals! Ninety-five percent of text4baby users who responded to a survey (n= 21,039) reported that

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

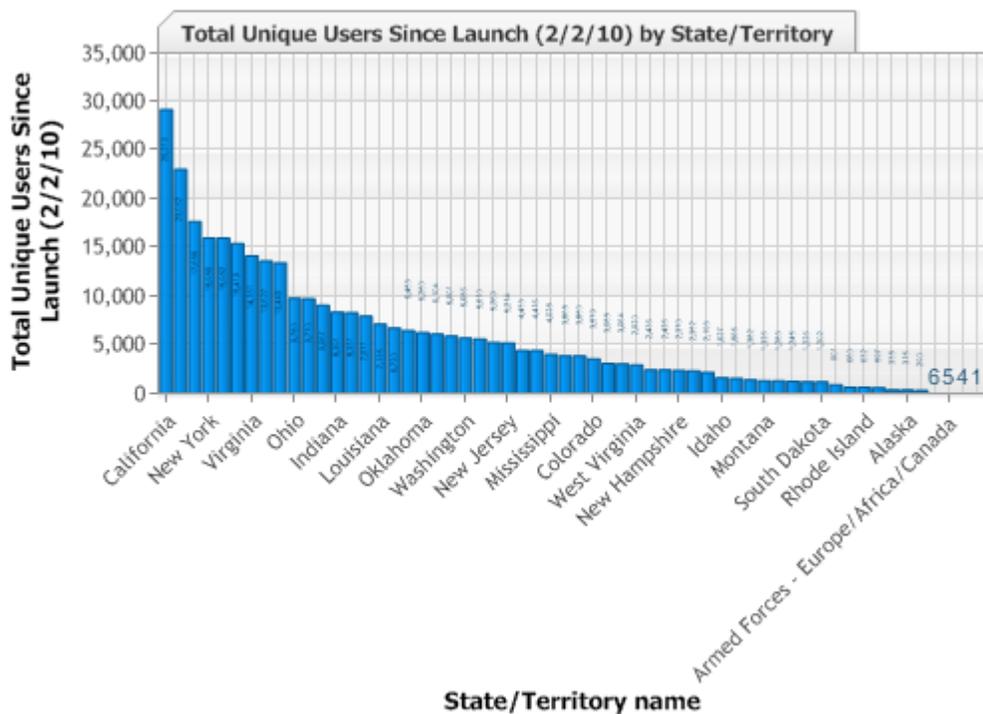
PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

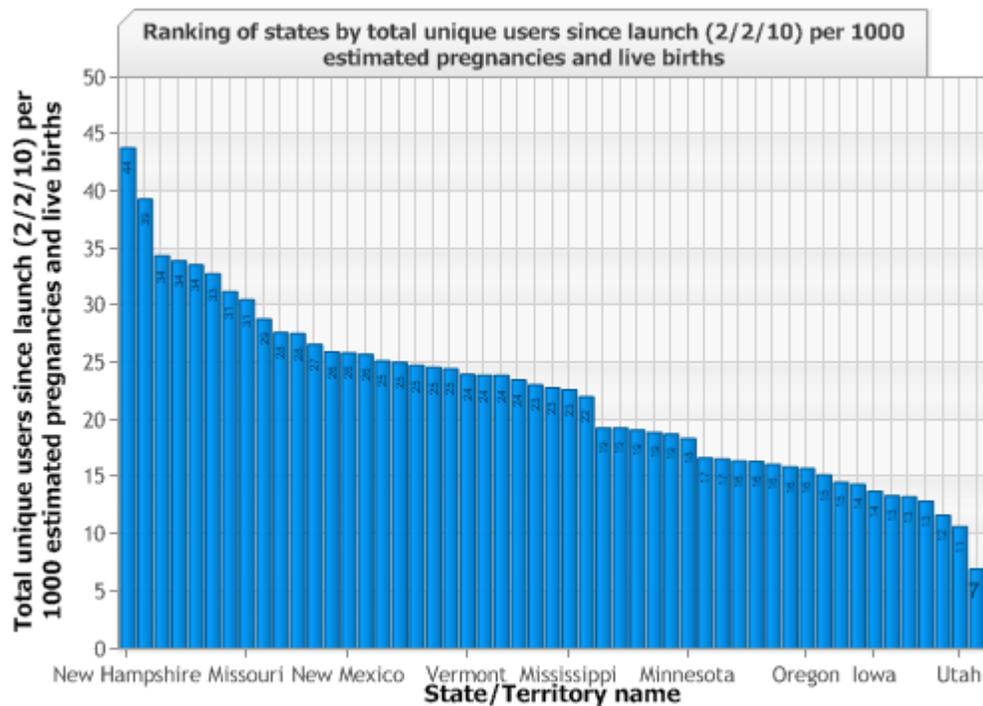
FOR MEDIA INQUIRIES, PLEASE CONTACT:

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they would recommend the service to a friend.



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:

- The Great Start Collaborative of Jackson County (Jackson, MI)
- Huron County CA/N Council (Bad Axe, MI)
- New State Department of Health (Albany, NY)
- Tallahassee Memorial Healthcare (Tallahassee, FL)
- Loudoun Community Health Center/Health Center for Children and Families

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

Last week, text4baby partners in Texas stepped up to promote the service in an innovative new way. The Texas Department of State Health Services, the Little Elm Library, and the Claud H. Gilmer Memorial Library presented [Text4baby: New Beginnings Start with Words](#) at the Texas Library Association 2012 Annual Conference. The presentation focused on educating resourceful attendees about text4baby and providing creative ideas on how they can promote it, including

mommy-baby reading hour and the family literacy program. The theme was Healthy Libraries Promote Healthy Communities. Way to go, Texas!

NPIHC Webinar: Acute Stress Disorder, Posttraumatic Stress Disorder, and Postpartum Depression in parents of NICU babies

The latest National Premature Infant Health Coalition webinar: Acute Stress Disorder (ASD), Posttraumatic Stress Disorder (PTSD) and Postpartum Depression (PPD) in parents of NICU babies will take place on May 9, 2012 from 2:00 – 3:00 pm Eastern Time. Dr. Michael Hynan will describe the symptoms of ASD, PTSD and PPD, trajectories of recovery, and research on a potentially dangerous relationship between high levels of emotional distress in new parents and impaired infant development. Dr. Hynan will also discuss potential interventions as well as model NICU programs, including teaching parenting competencies and developmental care, screening, parent support groups, family-centered care, and referral networks. [Register](#) today to reserve your spot.

Text4baby Job Opening

We're looking for an enthusiastic consumer marketing expert to join the text4baby family as our new Marketing and Communications Director. The ideal candidate will have 15+ years of experience in media and corporate relations and will help lead a broad-scale consumer marketing campaign to expand enrollment in this valuable service from the current 330,000 to one million and beyond. This leader will leverage the tremendous trust, awareness, and network of partners that text4baby has built over 2+ years to achieve this goal through new strategic corporate partnerships. To learn more and apply, [click 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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