



Text4baby Tuesday

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

April 26, 2011

Last week, text4baby founding sponsor, Johnson & Johnson, helped launch a new national initiative with [Safe Kids USA](#) to educate parents, coaches and athletes about how to prepare for a sport, prevent injuries and play safely. Safe Kids will be hosting free Sports Safety Clinics across the country and a free Youth Sports Safety Webcast (see registration below). Safe Kids works to prevent unintentional injury among children, including babies 0-12 months, as unintentional injury is the leading cause of death and disability for children ages 1 to 14. To learn more about the new initiative, see the "News from our Founding Sponsor" section below.

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

Welcome New Partners!

This week, we welcome the following new partners:

- Reno County Health Department (Hutchinson, KS)
- Lawrence OB/GYN (Lawrenceville, NJ)
- St. Luke's Health System (Boise, ID)

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 **164,899** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

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FOR MEDIA INQUIRIES,
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(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](#).

Text4baby in the News

Mom Madness on Harlem Talk Radio Young Motherhood Series

Last week, Dr. Aletha Maybank, Assistant Commissioner of the New York City Department of Health and Mental Hygiene and Judy Meehan, CEO of the National Healthy Mothers, Healthy Babies Coalition, were interviewed on Harlem Talk Radio about text4baby for its series on Young Motherhood. The purpose of the Young Motherhood series is to present ideas and resources from organizations that empower young mothers. During the interview, Ms. Meehan gave a comprehensive overview of text4baby for listeners, including how the service works, the kinds of messages that are delivered, the number of users and partners, and the kind of feedback that the service is receiving from users. Dr. Maybank spoke about the value of good health before a woman conceives and the importance of adequate and timely prenatal care once a woman is pregnant. She also described the public health programs that are available to women in NYC and how they can access them. To listen to the interview, click [here](#).

News From Our Founding Sponsor

New National Sports Safety Initiative

Text4baby founding sponsor, Johnson & Johnson, has just helped launch a new national

initiative with [Safe Kids USA](#) to educate parents, coaches and athletes how to prepare for a sport, prevent injuries and play safely. Beginning last week, Safe Kids Sports Safety Week will host more than 100 free Sports Safety Clinics across the country. In addition, Safe Kids USA and Johnson & Johnson have developed a free Youth Sports Safety Webcast, which will be held on Monday, May 2, at 12 p.m. EDT. Visit Facebook on or after April 22 to [register](#).

mHealth Update

Mobile Health Summit Attracts Leaders in Wireless Health to Cape Town in June 2011
The GSMA and mHealth Alliance will be hosting a conference in Cape Town South Africa June 6-June 9, 2011 to address a wide range of important mobile health topics. Bringing together a multitude of stakeholders, the conference will highlight advancements in mobile health communication which have created the opportunity for cost reduction, expanded reach, and healthcare improvement. The summit will allow for discussion, leadership, and progress updates for those in the mobile health industry as well as provide business development and networking opportunities. To learn more, click [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.*

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.

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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