



Text4baby Tuesday

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

April 3, 2012

Text4baby is a proud collaborator in National Women's Health Week—May 13-19, 2012—a health observance coordinated by the U.S. Department of Health and Human Services' [Office on Women's Health](#). National Women's Health Week empowers women to make their health a top priority and take steps to improve their physical and mental health. The event brings together communities, businesses, government, health organizations, and other groups in an effort to promote women's health. The theme for 2012 is "It's Your Time." Check out [events going on in your area](#) or [register](#) your own event today!

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

Take Action

Partners using the web button are now able to access information on how many individuals they've enrolled! Button referral information is now a tab on the [Enrollment Portal](#); click on the new "Referring URL" tab. You can then export the data and search for your organization's URL. The number of rows with your URL in them equals the number of text4baby enrollments that came from your site. Don't have access to the Enrollment Portal yet? If your organization has [signed an MOU](#), you're eligible to access to data. [Download our Data Use Agreement](#) so you can log in. The web button is a great promotional tool- [download and use them here!](#)

CONNECT WITH US:

Become a fan on Facebook



Follow us on Twitter

SHARE THIS EMAIL:



CONTACT US

GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

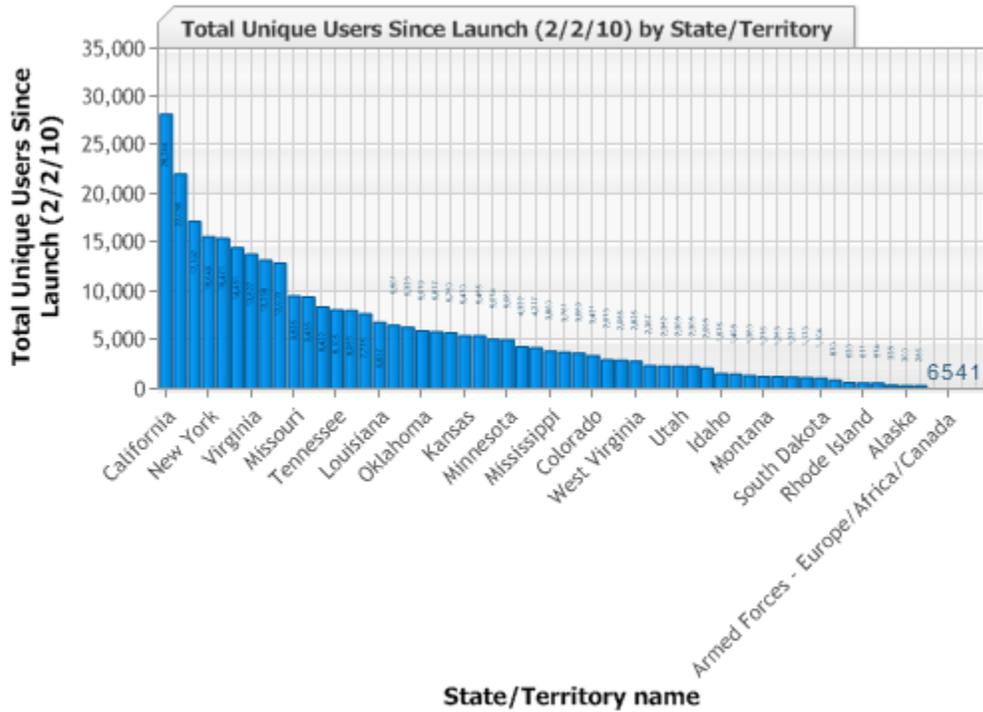
PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES, PLEASE CONTACT:

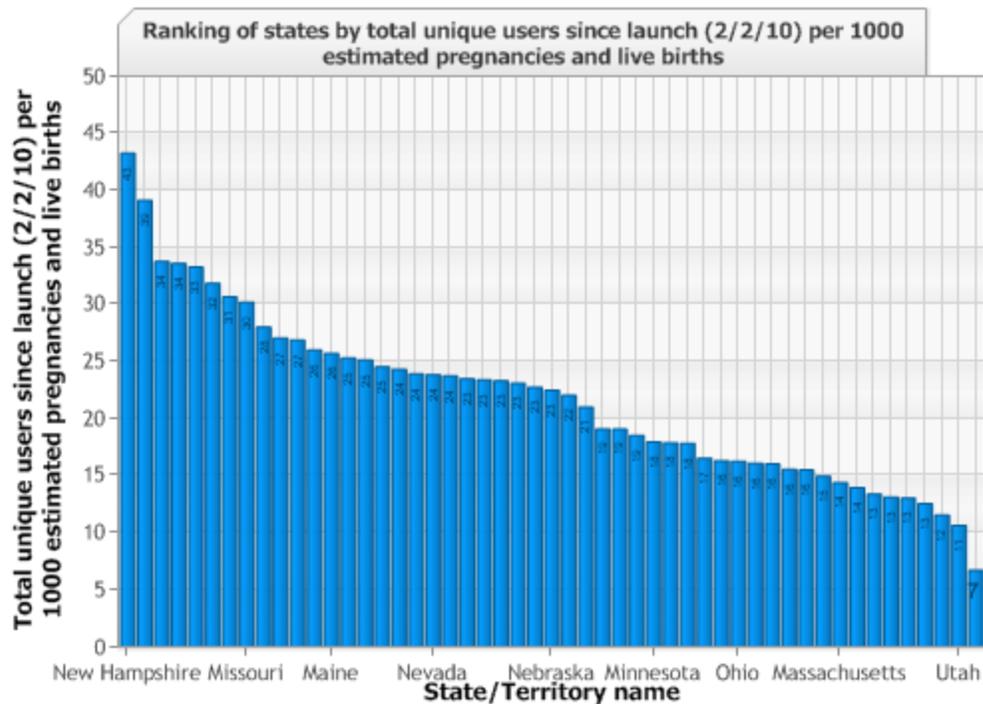
MEDIA@TEXT4BABY.ORG

Subscriber Update

Text4baby has now enrolled 320,180 individuals!
Ninety-five percent of text4baby users who responded to a survey (n= 20,097) reported that 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:

- Kenosha Community Health Center (Kenosha, WI)
- Young Families of Indiana: A Division of Health & Hospital Corporation of Marion County (Indianapolis, IN)
- Center for Family Health (Jackson, MI)
- Universal Health Care Group, Inc. (St. Petersburg, FL)
- RGA Reinsurance Company (Minneapolis, MN)
- Crawford Memorial Hospital (Robinson, IL)

For a complete list of text4baby partners, click [here](#).

Partner Spotlight

Nevada's First Lady Kathleen Sandoval Launches Mayors and Mommies Month
 Nevada's First Lady Kathleen Sandoval, Immunize Nevada, and the Nevada Department of Health and Human Services' Maternal Child Health Division are teaming up for [Mayors and Mommies Month](#) that started April 1st. Mayors and

Mommies Month is a statewide initiative encouraging Nevada mothers to sign up for text4baby, with a goal of 4,000 moms Mother's Day. See [press release](#) and check out the below photo of the press kit. "I'm proud to support a program that helps ease the stress of pregnancy and parenting and keeps mothers and children healthy." said Sandoval, "Text4baby is the first program of its kind and is a wonderful tool for parents. I urge Nevada's mayors, healthcare professionals, and mothers to get behind this program and encourage mothers in their communities to sign up for text4baby this April." As part of the campaign, they are also asking healthcare providers to get involved by pledging to educate and sign up at least five mothers in the service. Several articles have already highlighted the campaign in the [Ely Times](#), [Daily Sparks Tribune](#) and [This is Reno](#). Check out [Mayor and Mommies Month's page](#) for more information, the [flyer](#) introducing the provider pledge, and the [provider pledge page](#). Keep up the great work, Nevada!



Text4baby Sends Pertussis SMS

In response to a request from the Centers for Disease Control and Prevention, as well as the Arizona Chapter of the March of Dimes, text4baby sent an alert about pertussis to users in seven states where there are reports of increased pertussis activity. Yesterday, all text4baby users in AZ, WA, PA, NJ, IL, NC, and NY received a text telling them that pertussis is an issue in their state and encouraged moms & family members to talk to their doctors about getting a pertussis shot in an effort to help protect their baby from getting this dangerous, and sometimes deadly, disease.

USDA Resource on Food Safety for Pregnant Women

On April 19th, text4baby will partner with the USDA Food Safety and Inspection Service, Office of Public Affairs and Consumer Education on a webinar to showcase a wonderful booklet on food safety for pregnant women. This bilingual resource is made possible through the support of USDA and FDA. We hope you can participate! Stay tuned for time and registration information. To register now, email luisa@hmhb.org.

Text4baby in the Media

The Florida Covering Kids and Families just released a cute [animated PSA](#) in English and Spanish. The PSAs feature infants boasting about their mothers. One of the babies says, "My mommy gets free texts with tips on how to keep me healthy." Text4baby applauds the efforts of Florida Covering Kids in encouraging more Floridians to seek health insurance for their children and to sign up for text4baby. Thank you Florida Covering Kids!

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.

Information is reported as provided and does not necessarily represent the view of or the endorsement by the National Healthy Mothers, Healthy Babies Coalition. A complete copy of HMHB's disclaimer is available at <http://www.hmhb.org/disclaimer.html>.



[Unsubscribe <<Email Address>>](#) | [Update your profile](#) | [Forward to a friend](#)

|Text4baby Tuesday|

Copyright (C) 2012 National Healthy Mothers, Healthy Babies Coalition All rights reserved.