



Text4baby Tuesday

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

April 5, 2011

Your work, as text4baby partners, is very popular with the press. Every week we receive requests from the media to speak with women who use text4baby, providers who recommend the service, and partners who promote it. We are grateful to the partners who have helped us fulfill these requests. This week, Dr. Emilio Carrillo will share his experience with text4baby and the impact of the program in the Latino community at a Johnson & Johnson event, "Social Media for Social Good." Please let us know if you are willing to speak at future opportunities. The public wants to hear your perspective.

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

Welcome New Partners!

This week, we welcome the following new partners:

- Convoy of Hope
- Hispanic Health Council (CT)
- Baltimore City Health Department (Baltimore, MD)
- Family Health Network, Inc.(Chicago, IL)
- Marquette General Hospital (Marquette, MI)

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 **155,479** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

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CONTACT US

GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

[G](#)

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](#).

Partner Spotlight

The Substance Abuse and Mental Health Services Administration (SAMHSA) recently sent an email blast to 70,000 people expressing its support for text4baby. The email included:

- The national infant mortality rate and the number of infant deaths due to prematurity.
- A description of text4baby and how to enroll.
- The value of the service for subscribers.
- A request that readers of the email spread the word about text4baby.

To see the email, click [here](#). Thank you to SAMHSA for promoting text4baby!

Text4bebe News

Text4baby Hispanic Outreach Survey Results

Thank you to all who took the time to respond to our survey! This survey was launched to get a better sense of our partners' current activities to engage Hispanic/Latina women and

to help us develop better tools and resources to increase enrollment among this population. The survey results revealed that the top promotional activities targeted to Hispanic/Spanish-speaking women included: Posting bilingual flyers and posters, and distributing printed materials to users at health fairs and other community events. A few partners also developed a bilingual press release about text4baby and have been interviewed by a Spanish-language newspaper. We were impressed by how partners have developed their own promotional materials for this audience, translating and creating, for example, double-sided flyers and referral cards. A noted concern that we are working to address is that there isn't enough information on our standard flyers and posters. We greatly value your input and of course welcome any further feedback you may have!

Text4baby in the Media

Last Thursday, NBC San Diego's morning show featured a segment on text4baby. Kitty Bailey, co-chair of the San Diego Text4baby Coalition, described the service, gave examples of the text messages subscribers receive, and explained how to sign up for the service. To view the news clip, click [here](#). The San Diego Text4baby Coalition is led by the San Diego County Medical Society Foundation and Alliance Healthcare Foundation and is supported by more than 50 local organizations in the county who collaborate to spread the word about text4baby through bilingual internet, media, and community-based outreach.

mHealth Highlights

mHealth: Integration, Networked Systems Will Drive Better Care

The 3rd mHealth Networking Conference, hosted by the mHealth Initiative, convened last week in Chicago to focus on the latest developments in the field including new tools available for clinicians, strategies for implementing mHealth in hospitals, clinics, and doctors' offices, and best practices for integrating mHealth applications. During his keynote address C. Peter Waegemann, vice president of mHealth Initiative, discussed the importance of integrating mHealth solutions into health care systems as a way of enabling new methods of communication, better healthcare, and lower costs. Acknowledging that there are still obstacles, Waegemann said he believes that "an m-health powered, more participatory health system is on the way." Find out more about his keynote address [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, 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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