



Text4baby Tuesday

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

April 6, 2010

This month, text4baby partner, the American Public Health Association (APHA) featured a story about text4baby in *The Nation's Health*. The article opens with the quote, "The best things in life are free..." We couldn't agree more! We would like to thank APHA for their continued support, and once again, thank CTIA-The Wireless Foundation and the mobile carriers for providing this service free of charge to moms.

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, new outreach partners include Utah Department of Health Maternal and Infant Health Program, All About Women, Inc. (Tennessee), Baby's Bounty (Las Vegas, NV), Community Action Program Belknap-Merrimack Counties, Inc. (Concord, NH), and Multnomah County Health Department (Portland, OR). Welcome! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

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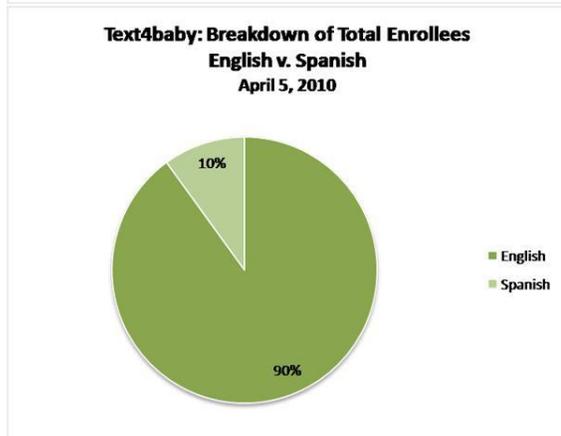
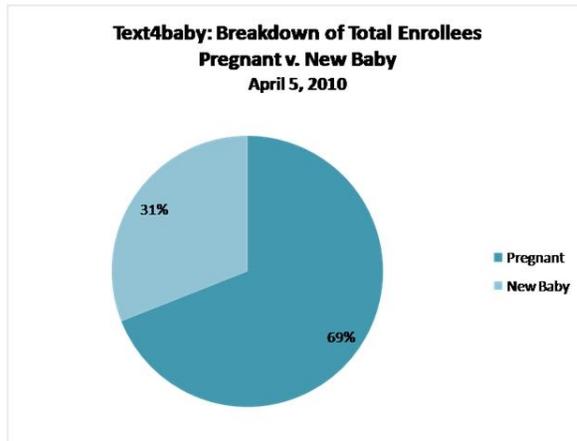
GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:
PARTNERS@TEXT4BABY.ORG

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

Subscriber Update

We are excited to report that we now have 26,401 text4baby enrollees, with 97% of enrollees expressing that they would recommend the service to a friend!



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

Partner Spotlight

Mobile County Health Department in Mobile, AL has been busy promoting text4baby! They have spread the word to staff in their health department, their Board of Health, Healthy Start program, and the Junior League of Mobile (one of the largest in the nation). They also promoted text4baby at their 2nd Annual Fetal and Infant Mortality Review conference recently, reaching 120 attendees. In addition, they distributed a [press release](#) and were featured in a [print news story](#). The local Fox News station did a recent interview and will air the piece on April 12.

Text4baby Media
[Text Alerts for Baby Care](#)

Text4baby was the subject of Warren Buckleitner's Gadgetwise blog in the *New York Times* on March 31, 2010. He describes text4baby as "your own personal pediatrician." [Check out the blog!](#)

Upcoming Event

The National Institute for Health Care Management (NIHCM) Foundation invites you to participate in an important webinar:

Preventing Prematurity: Opportunities for Health Plans

This webinar will bring together health plans and leaders in the maternal and child health community to share innovative programs and explore strategies to reduce preterm birth and the associated costs.

Tuesday, April 13, 2010
1:00 p.m. to 2:45 p.m. (EDT)

[Electronic registration](#) and a [draft agenda](#) are available. Please register by noon (EDT) on **April 12, 2010**.

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 7, 2:00-3:00 PM EST

Register for the webinar at <https://www2.gotomeeting.com/register/399228130>. Once registered, you will receive the webinar login and dial-in information.

mHealth Highlight

[CTIA—The Wireless Association Announces Semi-Annual Wireless Industry Survey Results](#)

CTIA-The Wireless Association released the results of its Semi-Annual

Wireless Industry Survey on March 23, 2010. The survey shows a steady increase in use of wireless services, including a climb in the number of multimedia messages sent, in addition to 1.5 trillion text messages reported on carriers' networks. Wireless connections are now covering more than 91 percent of the U.S. population, giving people unprecedented access to digital information. [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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