



Text4baby Tuesday

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

May 1, 2012

The 2012 Text4baby State Enrollment Contest is launching soon! This contest supports national, state, and local text4baby partners working together to connect more pregnant women and new moms to health and safety information. The contest was established in 2011 and grew out of the enthusiasm of text4baby partners like you. This year's contest will run from May 14 through October 22; during this time, all fifty states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands will compete to enroll as many users as possible in the service. Stay tuned for more details about how you can get involved!

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

Take Action

Stations nationwide are airing our [TV PSAs](#) and [radio PSAs](#)! In just 4 months after a local television station in Idaho customized and aired the PSAs, there was an immediate increase in enrollment from the northern panhandle of the state, which includes Latah, Nez Perce, Kootenai, and Bonner counties. Check out which [television stations](#) and [radio stations](#) have received the PSAs in your area and call local stations and ask them to play the ads. There are [talking points and other resources](#) to help you with this effort. This is a great opportunity to build a relationship with the media for your future initiatives as well.

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INFO@TEXT4BABY.ORG

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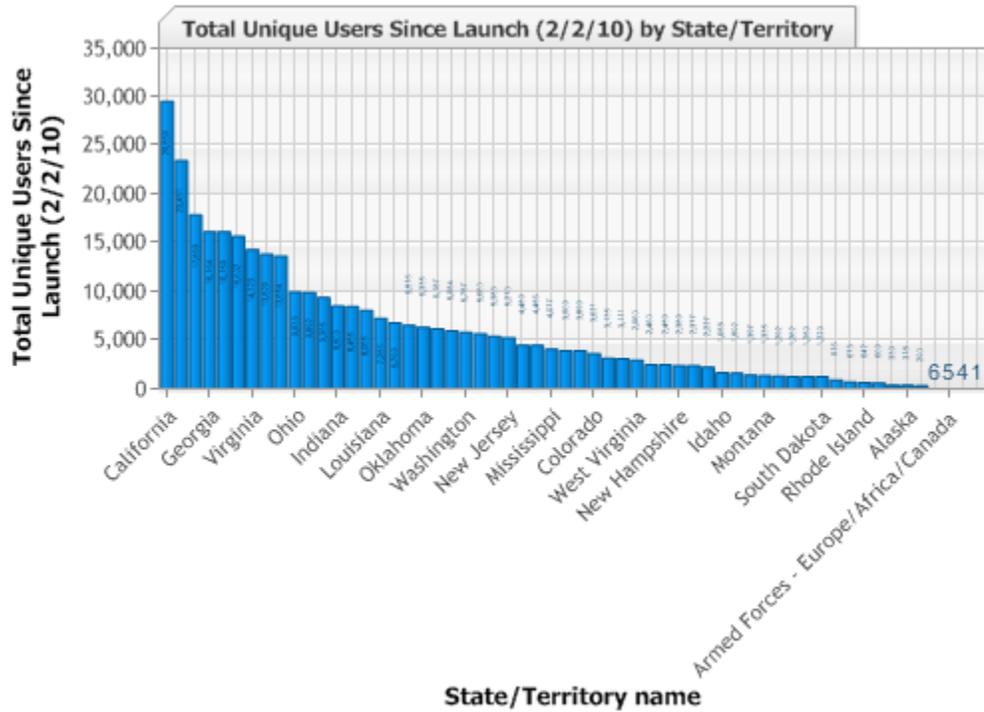
PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES, PLEASE CONTACT:

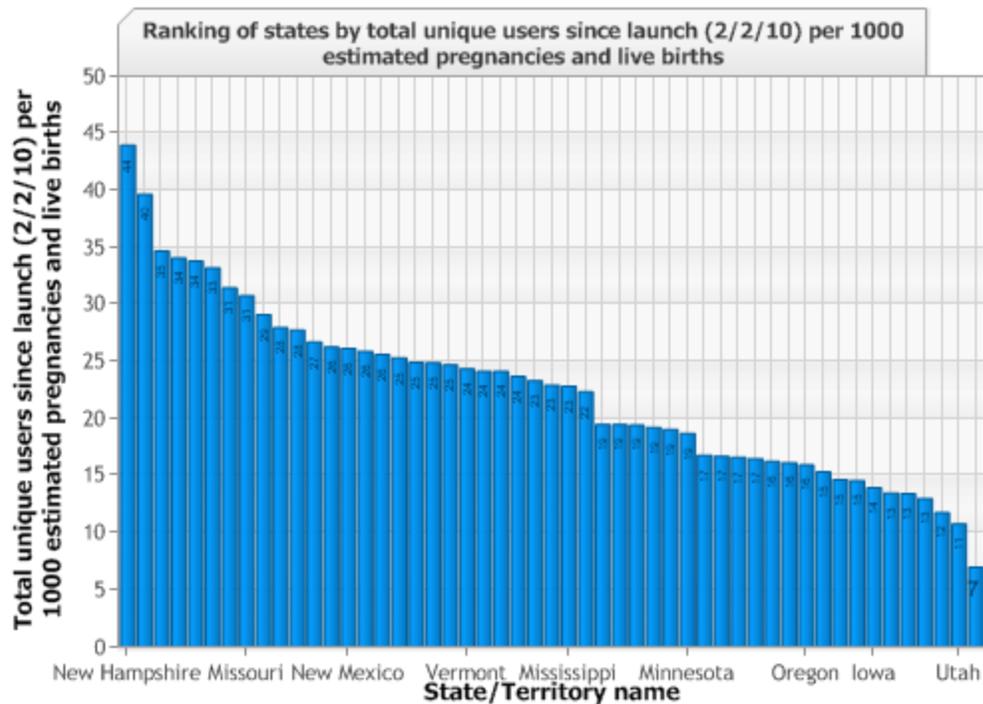
MEDIA@TEXT4BABY.ORG

Subscriber Update

Text4baby has now enrolled 336,501 individuals!
Ninety-five percent of text4baby users who responded to a survey (n= 21,371) 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:

- The Latin American Youth Center (Washington, DC)
- City of Laredo Health Department (Laredo, TX)
- Allegan County Great Start Collaborative (Allegan, MI)

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

Partner Spotlight

Students are some of our best ambassadors. As part of a broader text4baby campaign and evaluation, The George Washington University's School of Public Health and Health Services (SPHHS) planned and led the very first text4baby [Day of Service](#) on April 24th, with over 30 students promoting the service to residents and business owners. The students hosted a poster contest to develop a new promotional material. SPHHS also participated in a [phone collection drive](#) in partnership with [Metro](#) where students volunteered to distribute information about text4baby at 15 of the city's largest metro stops during morning rush hour. The students concluded that this collaboration contributed to a 15% increase in text4baby users in the DC area.

Additional activities include program evaluation efforts by a number of students examining when, how, and why moms enroll in text4baby in DC. We're so grateful to SPHHS students for volunteering their time!

Text4baby in the Media

PBS Parents is promoting text4baby on their [website](#)! The web button and information about registering for text4baby were posted on the PBS parents webpage geared towards infant and child development. The [website](#) provides visitors with important educational information, games, and a child development tracker that you can tailor for your child's age. Thank you to PBS Parents for letting pregnant women and new moms know about this important service!

Text4baby in the Media

An April 27th article on FitPregnancy titled, [Motherhood: There's An App For That](#), talks about text4baby as an exciting and innovative program for women. The site reaches over 38,500 unique visitors per month. The article also links to the text4baby website and lets women know how they can sign up for the service. Thanks, FitPregnancy!

March for Babies

The National Healthy Mothers, Healthy Babies Coalition/Text4baby staff are walking to support healthy babies in the 2012 National Capital Area March for Babies on Saturday, May 12th at National's Park. If you are in the area, come out and [join us](#), or check out [walks going on around the country](#). If you are unable to walk, you can still be a virtual walker and help fundraise for March of Dimes as we can work together as champions for babies.

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.

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