



Text4baby Tuesday

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

May 10, 2011

Today is the official kick-off of the text4baby State Enrollment Contest! Over the next six months, partners across the country will engage in some healthy competition to see which state can enroll the most users in text4baby. We've created a number of tools to help our partners re-vamp their promotional efforts and work together to build coalitions within their states. We look forward to working with you in the coming months to creatively engage pregnant women and new moms across the nation. For more information on how to get involved in the State Enrollment Contest visit <http://text4baby.ning.com>.

Also, we'd like to wish you a Happy Mother's Day and thank you for everything that you do to help moms. You truly make a difference in communities across the country and your work is appreciated more than you will ever know. Thank you again!

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

Welcome New Partners!

This week, we welcome the following new partners:

- South Phoenix Healthy Start (Tempe, AZ)
- Driscoll Children's Health Plan (TX)
- Security Health Plan (WI)

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 **170,086** text4baby enrollees! Ninety-six

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percent of enrollees report that they would recommend the service to a friend.

(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

Text4baby partner, Corporate Voices, recently published an [online workplace lactation](#)

[toolkit](#) to help employers establish successful workplace lactation programs and comply with new provisions of the Fair Labor Standards Act passed into law with health care reform. Corporate Voices recognizes text4baby as a key infant health resource by including text4baby in the “multimedia resources” section of the toolkit. Thank you Corporate Voices for helping to promote text4baby!

Text4baby in the News

The Gift of Good Health on Mother’s Day

In honor of Mother’s Day, Tom Kalil, the Deputy Director for Policy at the White House Office of Science and Technology Policy, wrote a post on the White House blog about text4baby. Mr. Kalil applauded text4baby for its “tremendous growth” and “exciting achievements” over the past year and encouraged readers to “spread the word by telling the new mothers and mothers-to-be in your life” about the service. To read the full post, click [here](#).

Eight Ways to Help Make Mother’s Day Healthy

Also in celebration of Mother’s Day, an article titled *Eight Ways to Help Make Mother’s Day Healthy* provides terrific tips that encourage healthy living, including signing up for text4baby. To see the other tips, click [here](#).

Native America Calling on Native Public Media

Yesterday, Judy Meehan, CEO of the National Healthy Mothers, Healthy Babies Coalition, spoke on the online radio program Native America Calling about text4baby for its special Mother’s Day segment, Celebrating New Native Mothers. The purpose of this live call-in program is to link public radio stations, the Internet and listeners together to engage in a thought-provoking national conversation about issues specific to Native communities in an effort to improve the quality of life for Native Americans. Yesterday’s program asked, what does it mean to be a new Native American mother in this day and age? Guests on the program included Native mothers celebrating their first Mother’s Day. During the program, Ms. Meehan shared a brief overview of text4baby as an innovative service for pregnant and new mothers, and the radio host/producer Harlan McKosato shared instructions with his audience on how to enroll in the service. To listen to the program, click [here](#).

Bill Stanczykiewicz: Moms now can text4baby

Last week on IndyStar.com, Bill Stanczykiewicz, President and CEO of the Indiana Youth Institute, provided an overview of the need for text4baby in Indiana, as “only 67.5 percent of expectant Hoosier moms received first-trimester prenatal care.” The article also shared feedback from a mom in Indiana who currently uses text4baby, offered insight into why one local OB/GYN sees value in the service, and offered examples of what text4baby partners in the state are doing to promote the program. To read the full article, click [here](#).

mHealth Highlight

John Goldstein of Imprint Capital Discusses Investment in Innovative Health Technology

How can foundations and philanthropic organizations improve health care through technology? John Goldstein, co-founder and managing director of Imprint Capital, suggests that foundations invest in health IT tools and other innovative technologies. Mr. Goldstein sees the role of foundations as potentially being the “connective tissue” that would ensure that underserved populations can have access to tools that are aimed at improving health care quality and lowering costs. To watch the clip of his interview and read the full transcript 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.

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