



Text4baby Tuesday

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

May 11, 2010

It has been a big week for text4baby at the national, state and local levels! Text4baby team members presented an update for friends at the Centers for Disease Control and Prevention (CDC), who have contributed so much to the development of the program. I also had the privilege of seeing the text4baby teams in Philadelphia, Pennsylvania and Palm Beach County, Florida in action during community-wide kick-off events. The energy, enthusiasm and creative promotion by these groups is truly impressive. [Visit the partner portal](#) to see photos from the events!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

Our network saw tremendous expansion this week! New outreach partners include Nevada State Health Division, Wyoming Department of Health, Ammonoosuc Community Health Services, Inc. (Littleton, NH), Baby Lifestyles (Pleasant Hill, CA), Cleveland Department of Public Health (Cleveland, OH), Coconino County Health Department (Flagstaff, AZ), First 5 Solano (Fairfield, CA), Johnson County Public Health (Iowa City, IA), Marathon County Health Department (Wausau, WI), Springfield Department of Health and Human Services (Springfield, MA), Aetna,

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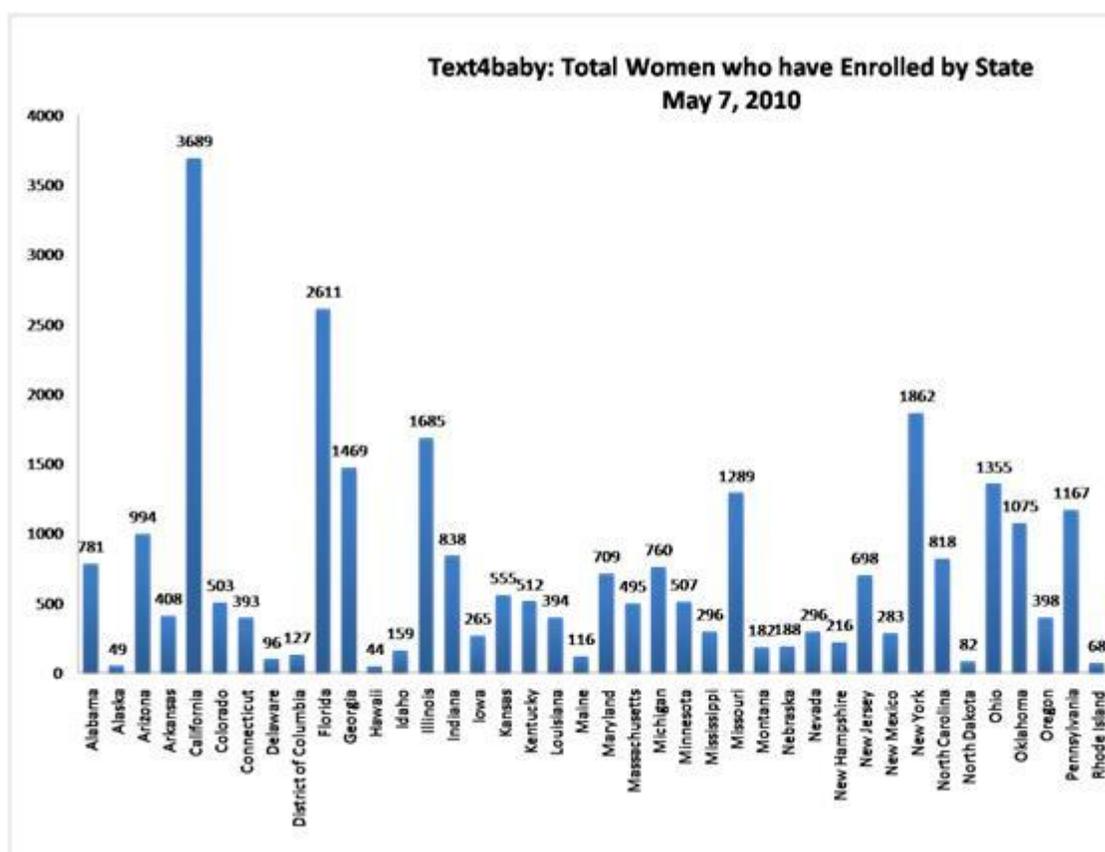
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PARTNERSHIP
INQUIRIES:
PARTNERS@TEXT4BABY.ORG
FOR MEDIA INQUIRIES,
PLEASE CONTACT:
MEDIA@TEXT4BABY.ORG

and AMERIGROUP Corporation. Welcome! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

Subscriber Update

We are excited to report that we now have 37,235 text4baby enrollees, with 95% of enrollees reporting that they would recommend the service to a friend.



[View](#) percentage of women in each state enrolled in text4baby weighted by population.

View subscriber breakdown by [pregnancy status](#) and [language](#).

Partner Spotlight

The Preeclampsia Foundation is utilizing "The Promise Walk for

Preeclampsia" to encourage expectant mothers to use text4baby as a vital educational tool. The Promise Walks, held in 22 locations nationwide, begin every May in conjunction with Preeclampsia Awareness Month. The Promise Walks bring together diverse communities to improve patient and public awareness of a serious condition that sometimes occurs during pregnancy and can affect both the mother and the baby's health. Causing high blood pressure and high protein levels, untreated preeclampsia can be fatal for the mother and/or the baby and can lead to long-term health problems. Text4baby posters will be displayed along the Promise Walk as a key component in the drive to enhance patient education and improve health outcomes. For more information, please visit www.promisewalk.org.

Text4baby Media

[Free Text4baby Service for Moms and Moms-to-Be is Growing up Fast](#)

Hillary Chen, Policy Analyst in the White House Office of Science and Technology Policy, posted a blog about text4baby, citing recent milestones and achievements. She emphasizes how the program links women to key resources, such as the Prenatal Helpline and National Hunger Hotline and highlights her trip to Philadelphia for their text4baby kick-off event. [Read](#) more.

[National Civic Participation Director Speaks to Local Nonprofits](#)

Text4baby was highlighted at the Alliance for Nonprofit Excellence's Fifth Annual conference in Memphis, TN. According to the *Memphis Flyer*, Sonal Shah, director of the White House Office of Social Innovation and Civic Participation, highlighted text4baby as an example of a successful public-private collaboration for social innovation. [Read](#) more.

Upcoming Webinars

Text4baby Fundraising Webinar

Text4baby is pleased to co-host our May 19 webinar with nonprofit fundraising consultant Sandy Lopacki. Ms. Lopacki will provide tips and information on developing and maintaining relationships with potential text4baby funders.

When: Wednesday, May 19, 2:00-3:00 PM EST

Register for the webinar at

<https://www2.gotomeeting.com/register/714630843>. Once registered, you will receive the webinar login and dial-in information.

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, May 12, 2:00-3:00 PM EST

Register for the webinar at

<https://www2.gotomeeting.com/register/497102826>. Once registered, you will receive the webinar login and dial-in information.

mHealth Highlight

[Policymakers push for telehealth reimbursements](#)

A recent article in *Government Health IT* raises a concern with the lack of reimbursement for telehealth products and services. The current healthcare financial system does not offer a model to support the increasing consumer demand for mobile and electronic devices. However, it is recognized that the use of mobile devices holds a promise for more personalized healthcare delivery focused on prevention. According to the report, a reformed reimbursement policy is needed to promote innovations in mobile health technology and deliver quality healthcare that meets the needs of consumers. 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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