



Text4baby Tuesday

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

May 15, 2012

The 2012 Text4baby State Enrollment Contest is launching on May 17! The states that enroll the most users (adjusted for their state's expected pregnancies and new births) between May 17 and October 21 will be the overall contest winners. Large, medium, and smaller states will compete with one another as three distinct groups to enroll the most text4baby users. This year we're also recognizing weekly winners in Text4baby Tuesday. Check out our [website](#) for resources and more information on this Thursday's bipartisan congressional briefing where Senators will be announcing the contest.

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

Take Action

- Did you see this week's text4baby tweets from celebrities Kourtney Kardashian, Giuliana Rancic, and LaLa Anthony? Check them out, re-tweet the messages, and follow text4baby on [Twitter](#) for updates and news.

- The movie *What to Expect When You're Expecting* premieres this week, and text4baby PSAs will be playing in select theaters. Be sure to check out the PSAs this

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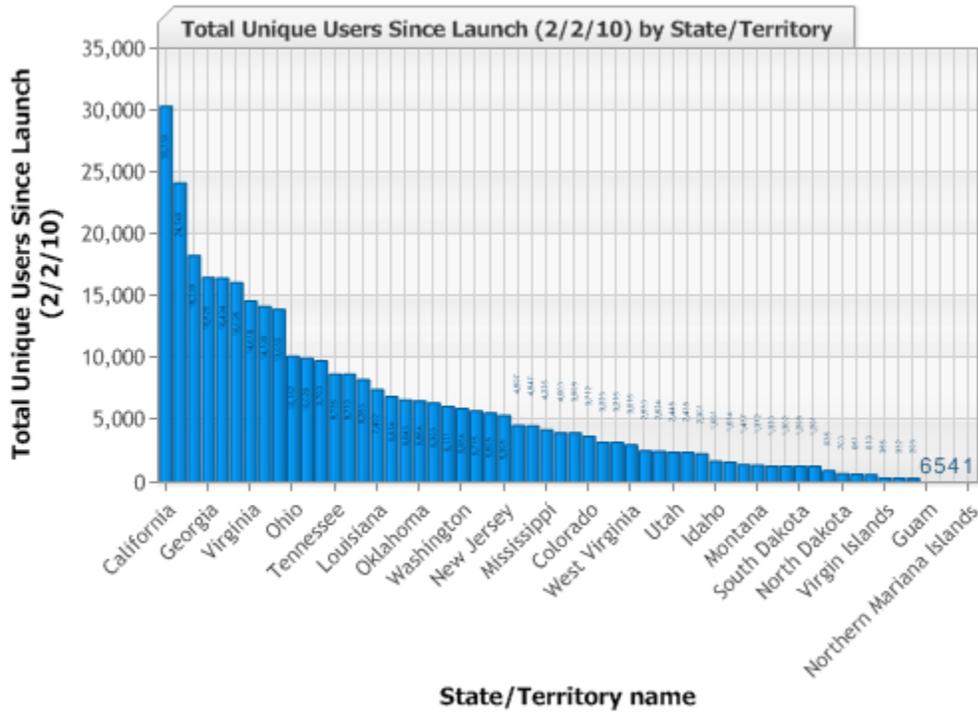
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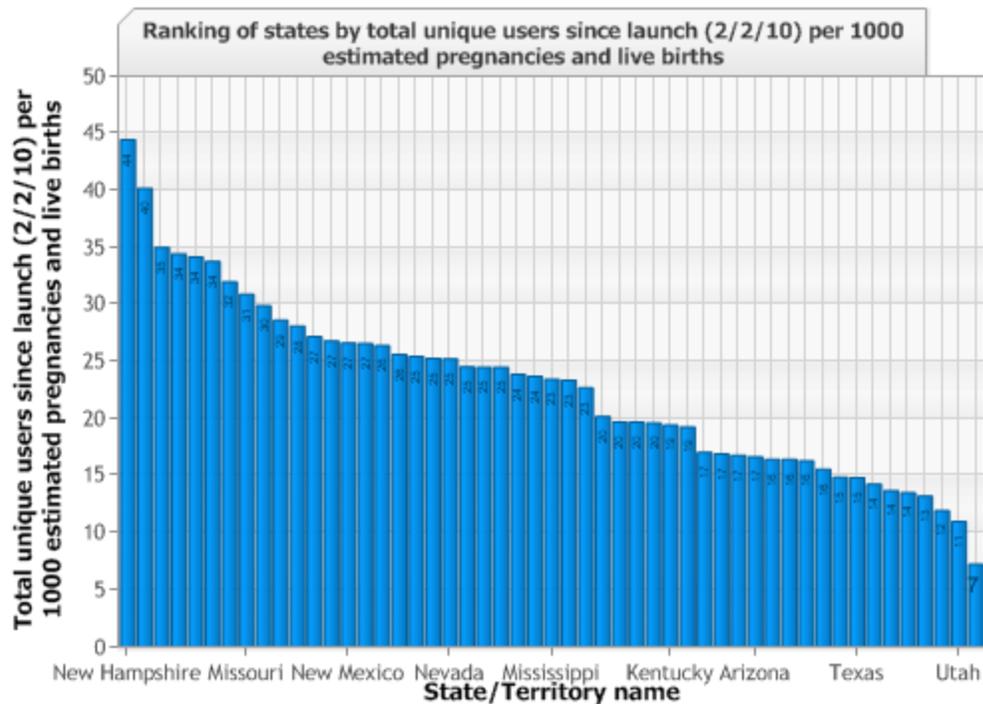
weekend if you're in Chicago, Los Angeles, New York City, Washington D.C., Indiana, Atlanta, or Miami!

Subscriber Update

Text4baby has now enrolled 345,270 individuals! Ninety-five percent of text4baby users who responded to a survey (n= 22,149) 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:

- Caidan Management Company, LLC (Detroit, MI)
- Families First Health and Support Center (Portsmouth, NH)

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

International CTIA Wireless 2012

Text4baby exhibited with CTIA-The Wireless Foundation's Corporate Philanthropy Pavilion last week at International CTIA Wireless 2012, a conference with 40,000 individuals and companies in the wireless industry. The pavilion showcased text4baby users from the various carrier companies and individual carrier factsheets featured user quotes and photographs of text4baby moms and babies. Text4baby implementation partner Syniverse also exhibited as part of the pavilion. Text4baby had the opportunity to network with service operators, retailers, mobile web companies, and other key stakeholders in the wireless communications industry and spread the word about text4baby. Thank you to CTIA-The Wireless Foundation and the wireless carriers for your critical role in this public-private partnership and for

helping to provide pregnant women and new moms with the information they need to give their babies a healthy start.



Partner Spotlight

Our partners at the Georgia Department of Public Health, along with their partners at Univision, celebrated Cinco de Mayo with the “[Batalla de Puebla](#)” festival. Over 30,000 people enjoyed the festivities with music, food, sun, and of course, text4baby promotion. What a wonderful opportunity to promote and distribute text4baby information! The [library](#) at Scottish Rite Hospital within [Children’s Healthcare of Atlanta](#) is also promoting text4baby by handing out materials to moms and displaying posters throughout the facility (see the photograph below). Keep up the great work, Georgia!



Text4baby in the Media

Kids Count Radio Show

Text4baby recently participated in a radio show for Kids Count that aired on nine stations throughout Indiana on Mother's Day. The Indiana Minority Health Coalition participated in the show and spoke to the need for programs like text4baby in Indiana

while text4baby's Campaign Director Sarah Ingersoll explained why this is an effective vehicle for getting key health information to moms. You can [listen](#) to the show or find the listing at the [web link here](#).

Mashable Article

In time for Mother's Day, Mashable published the article *Text4Baby Mobile Services Gives New Moms Health Updates* providing a full description of the service, its benefit to pregnant women and new moms, and data from a recent evaluation conducted at the University of San Diego. Read the article posted on [Yahoo! News](#).

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 340,000 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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