



Text4baby Tuesday

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

May 17, 2011

The State Enrollment Contest is underway and text4baby partners are actively engaged! In conjunction with the contest launch, partners issued press releases, posted announcements on their web sites, and sent out emails to announce their participation. Information about the contest has also been re-tweeted on Twitter. We've heard from many of you that the Contest is reinvigorating your promotional efforts and we are thrilled. We look forward to providing partners with more tools and resources in upcoming weeks and months to support your efforts to bring your state to the top of the list!

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

Welcome New Partners!

This week, we welcome the following new partners:

- The Children's Home Society of New Jersey (Trenton, NJ)
- Northeast Florida Healthy Start Coalition (Jacksonville, FL)
- Allina Hospitals and Clinics (Minneapolis, MN)
- Babies 411, LLC

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 **172,786** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

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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. Visit <http://www.text4baby.org/index.php/get-involved-pg/2-uncategorised/104> for more information about this chart and how it is calculated.

The chart above shows an estimate for population-adjusted NEW text4baby enrollment (enrollment just during the Contest Period) using annual live birth data per state to approximate the number of NEW pregnancies and NEW infants for each state, during the Contest Period. Visit <http://www.text4baby.org/index.php/get-involved-pg/10-news/80> for more information about the metrics for the Contest Rankings.

View the total number of subscribers in each [state](#) enrolled in text4baby. View the subscriber breakdown by [pregnancy status](#) and [language](#).

Partner Spotlight

We are grateful to text4baby State Enrollment Contest Sponsors for actively promoting the contest to their members. Already, the Association of Maternal and Child Health Programs (AMCHP), the National Association of County and City Health Officials (NACCHO), and the National Healthy Start Association (NHSA) have hosted or set up webinars for their membership, allowing for the sharing of best practices. In addition, the Washington and Utah State Departments of Health, the Illinois Maternal and Child

Health Coalition, and Goodwin Community Health in New Hampshire issued press releases about their involvement in the contest. In the press release from the Utah Department of Health, Executive Director Dr. David Patton noted: "Our Department is excited to join forces with the text4baby initiative. Sending expectant and new moms health-related texts is simple and inexpensive, and enables us to reach tens of thousands of woman and directly impact their health and that of their babies."

Text4bebe News

Latinas Rely More on Mobile Broadband As Primary Internet Source

One in four Hispanics who access the internet do so via their mobile phones. According to research conducted earlier this year by [Mintel](#), while using a home computer is the most common method of accessing the Internet among Hispanics, the cell phone is rapidly gaining popularity. Hispanic women are leading this trend, with 30% of online Latinas reporting that their cell phone is the primary device used. Latino men trail them by 10% with only 1 in 5 using their smartphones to connect online. Mintel analyst Leylha Ahuile notes, "[Among Hispanics] broadband access lags behind other ethnic groups, largely due to a lack of home internet access among lower-income, Spanish-dominant Hispanics...but that's no longer the case. That digital divide is rapidly being shattered by smartphone usage." Check out the full article [here](#).

Text4baby in the News

The White House and Christy Turlington re-tweet information about the State Enrollment Contest

Last week, both the White House and Christy Turlington re-tweeted the @mytext4baby tweet: "It's on! States compete to get more moms enrolled in @[mytext4baby](#), help more babies get a healthy start <http://bit.ly/1SIIdoK>."

Text4baby sends moms baby health tips by text

Last week, Washington's State Health Officer, Dr. Maxine Hayes, was interviewed by MyNorthwest.com and talked about how women can sign up for text4baby. In the interview, she discussed the kind of information that moms and moms-to-be can get through the program and described text4baby as "a great tool to reach women in the 21st century." She also mentioned Washington State's involvement in the Enrollment Contest saying that she hopes as many pregnant women and new moms as possible in Washington will sign up for text4baby. To listen to the interview, click [here](#).

Text4baby on the Kids Count Radio Show

On Mother's Day, National Healthy Mothers, Healthy Babies CEO, Judy Meehan, Dr. Chris Mernitz, an OB/GYN with St. Vincent Health in Indiana—Peyton Manning Children's Hospital and Alisha Smith, Chair of the Breastfeeding Coalition of Marion County were interviewed about text4baby on the Kids Count Radio Show. Ms. Meehan described the text4baby program and the kind of helpful, evidence-based information that the service offers pregnant women and new moms. She also discussed how the texts were developed. Dr. Mernitz discussed why he thought text4baby was valuable, including how it emphasizes the importance of getting good prenatal care. Ms. Smith, a text4baby user, discussed her experience with the service and remarked that it does a "wonderful job of condensing the information and getting into a very short message that would apply to any woman." To listen to the interview, click [here](#).

Three ways to make mobile work for employee benefits

This week, text4baby partner Benz Communications, mentioned text4baby in a blog post about the "ways that employers can harness the power of mobile for their benefits." The

post suggests that employee benefits professionals: 1) "Pick health, wellness and financial vendors who are investing in mobile technology and mobile apps" 2) "Optimize your own resources" and 3) "Educate your employees about what's available to them free of charge." Included in this last tip was a list of several free mobile health services, including text4baby. To read the full article, click [here](#).

Mothers: We Get Things Done!

Last week, the [Community HealthCorps Blog](#), which is the blog of the largest health-focused AmeriCorps program, featured a post in honor of Mother's Day and dedicated a section of the post to text4baby. The author stated, "Now accessing information about pregnancy is super easy thanks to programs like Text4baby." The author also described how women can sign up for the program. To access the blog post, click [here](#).

Weekly Mobile Health Fast Fact

Did you know that cell phones are by far the most popular device among American adults? According to the Pew Internet & American Life Project, some 85% of adults own cell phones, and 90% of all adults—including 62% of those age 75 and older—live in a household with at least one working cell phone. Parents are more likely to own a cell phone than non-parents, and are more likely to make five or more calls per day than non-parents (63% vs. 44%). For more fun facts on cell phone access and use click [here](#).

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. One of the tips is about utilizing free services available, like text4baby. To read the full article, 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.*

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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