



Text4baby Tuesday

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

May 18, 2010

How exciting to see text4baby in The [White House Task Force on Childhood Obesity Report to the President!](#) Chapter one highlights the service as it relates to the importance of healthy weight at conception and healthy weight gain during pregnancy.

And don't forget! This Wednesday, text4baby is holding a webinar featuring Sandy Lopacki, who is a consultant to philanthropic and non-profit organizations in program development and the facilitation of non-traditional collaborations. She will discuss fundraising strategies to support your text4baby activities. Information to sign up is below!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week we welcome 25 new outreach partners! New outreach partners include the National Center on Shaken Baby Syndrome, WhyHunger, National Nursing Centers Consortium, Doulas Care (MI), Ammonoosuc Community Health Services, Inc. (Littleton, NH), Benton et al County WIC Program (Crawfordsville, IN), Carteret County Health Department (Morehead City, NC), Christian County

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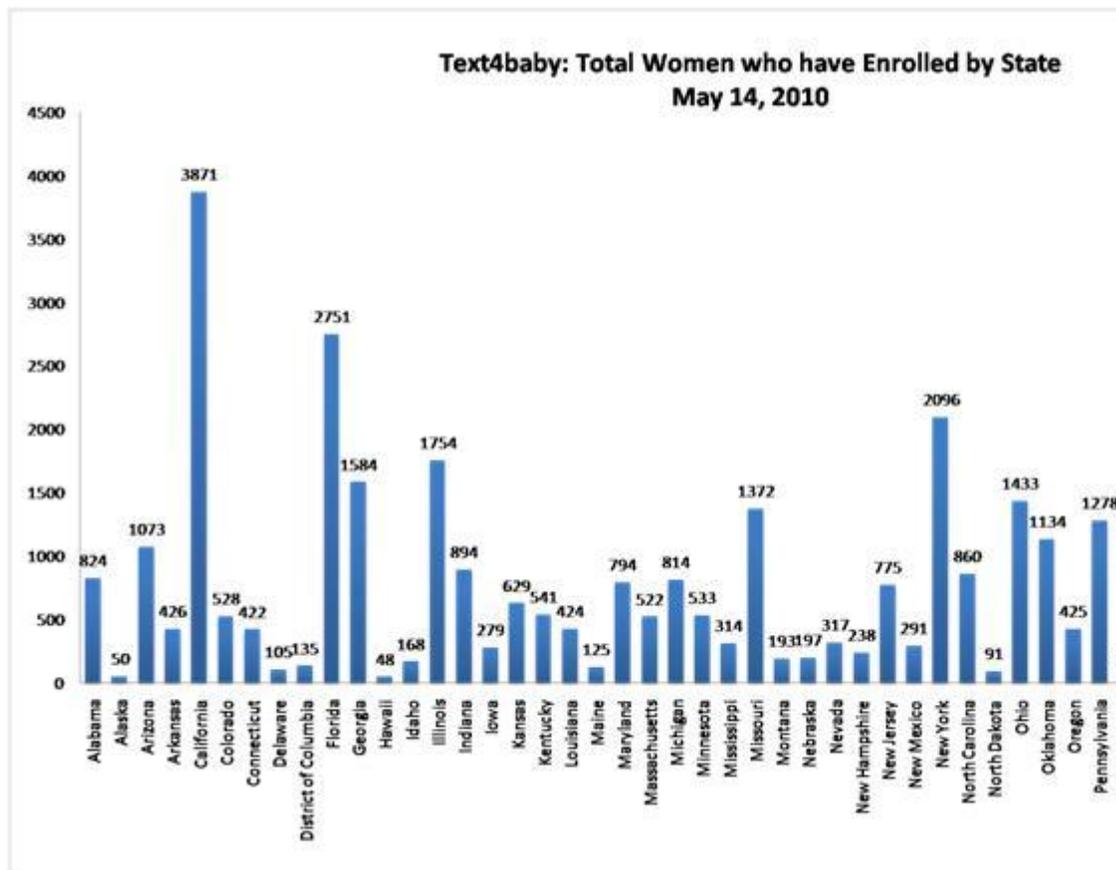
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GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG
PARTNERSHIP INQUIRIES:
PARTNERS@TEXT4BABY.ORG
FOR MEDIA INQUIRIES,
PLEASE CONTACT:
MEDIA@TEXT4BABY.ORG

Health Department (Ozark, MO), Coconino County Health Department (Flagstaff, AZ), East Metro Health District (Lawrenceville, GA), Greene County Family Planning (Catskill, NY), Health Federation of Philadelphia, Hope House of South Central Wisconsin, Johnson County Public Health (Iowa City, IA), Juneau County Health Department (Mauston, WI), La Familia Medical Center (Santa Fe, NM), Mabel Morris Early Head Start Program (Philadelphia, PA), Marathon County Health Department (Wausau, WI), Mercy Care Forest Park (Springfield, MA), Mercy Medical Center Family Life Center for Maternity (MA), Providence Prenatal Center (Holyoke, MA), Samuel U. Rodgers Health Center WIC Clinic (Kansas City, MO), Mercy Inpatient Medical Associates (Springfield, MA), Blue Cross Blue Shield of Minnesota, Healthy Start Program, and HealthPartners (MN). 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 **39,756** text4baby enrollees, with **94%** of enrollees reporting that they would recommend the service to a friend.



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

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

Partner Spotlight

The National Diabetes Education Program (NDEP), a program of the National Institute of Diabetes and Digestive and Kidney Diseases at the National Institutes of Health and a text4baby partner, launched a [new web section](#) on gestational diabetes this month that includes the text4baby web button on every page!

The Office on Women's Health at CDC now has text4baby information in Spanish on their [website](#)! They have also created a [Spanish text4baby e-card](#). We encourage all partners to visit their site and utilize these resources!

Text4baby Media

[New Moms: Help Is On Way With 'Text4Baby'](#)

In a recent article, the New York CBS affiliate calls text4baby “a

telecommunications gift from the parenting gods.” The article highlights how text4baby messages reinforce healthy habits with timely reminders for moms on how to care for the health of their baby. Susan Slater, a new mom and text4baby user, receives useful reminders to keep her on track. According to Dr. Cheryl Archbald, Westchester County Commissioner of Health, the messages emphasize the "importance of healthy nutrition, the importance of making sure that you have a prenatal care provider because we know that close to 26 percent of women are not accessing prenatal care or accessing it too late." [Read](#) more.

Text4baby Fundraising Webinar

We are thrilled to have non-profit fundraising consultant Sandy Lopacki speaking on Wednesday’s webinar. She will talk about developing your fundraising strategy and collaborating with local funders on your text4baby outreach efforts.

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.

mHealth Highlight

[*\\$10B CMS Innovation Center to pilot eCare*](#)

MobiHealthNews reports that the federal government has allocated \$10 billion through 2019 for the creation of a CMS Innovation Center. In a recent announcement by Dr. Mohit Kaushal, the director of healthcare at the FCC, the new center will be an important catalyst in changing CMS reimbursement for wireless health services. The center will also focus on eliminating barriers to the development and approval of cost-cutting medical devices by engaging both the FDA and FCC. Dr. Kaushal predicts that a streamlined approval process will encourage more investment in mHealth innovations. [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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