



Text4baby Tuesday

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

May 2, 2011

Next week is National Women's Health Week, a weeklong health observance coordinated by the U.S. Department of Health and Human Services' [Office on Women's Health](#). The purpose of Women's Health Week is to encourage women to improve their physical and mental health by being active, eating a nutritious diet, getting regular check-ups and preventive screenings, avoiding behaviors such as smoking or not wearing a seatbelt, and paying attention to mental health. In honor of Women's Health Week, text4baby will launch a State Enrollment Contest on May 10th. We encourage you to gear up for the Contest by thinking about ways you can tie in your text4baby promotional activities with a [National Women's Health Week event](#) in your state!

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

Welcome New Partners!

This week, we welcome the following new partners:

- Westside Family Healthcare (Wilmington, DE)
- Healthy Start Coalition of Miami-Dade (Miami, FL)
- University Medical Center (Las Vegas, NV)
- The Great American Photo Contest, LLC
- Vme Media Inc.

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 **167,358** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

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

(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](#).

Text4bebe News

Latinos and Health Related Use of Cell Phones

According to a new article, *Role of Mobile Health in the Care of Culturally and Linguistically Diverse U.S. Populations*, there is an increase in mobile health applications for the care and monitoring of patients with chronic diseases and a rise in cell phone usage by Latinos and African Americans in the U.S. The article, published in *Perspectives in Health Information Management*, cites that nearly 63% of Latinos are wireless internet users and 87% own a cell phone (compared to 80% of whites). Latinos also take advantage of mobile phone features more than their white counterparts. As a result of this analysis and considering the barriers that may limit access to mobile health applications, the author recommends that state and federal governments take action to ensure that the benefits of mobile health are equally accessible to culturally and linguistically diverse communities. Check out the full article [here](#).

Partner Spotlight

Text4baby partner, Harris, Rothenberg International, Inc (HRI), offers employer and employee assistance programs, work/life services, executive coaching, training, organizational development, consulting, and web development to its clients. The company

promotes text4baby by putting advertisements on its member website under the Child Care/Parenting section, including information about the service in its quarterly client email communication from the Chief Operating Officer, and discussing text4baby with clients. Thank you HRI for helping to get the word out about text4baby!

Text4baby in the News

Free Texting Program for Expectant Moms Continues to Grow

Last week an article appeared in Family Practice News that discussed text4baby from several different perspectives. Dr. Michele Wylen, an ob.gyn. at the Arlington County (Va.) Public Health Division, finds text4baby useful because it keeps her patients, who are mostly low-income women, informed during their pregnancy and throughout the first year of the baby's birth. Judy Meehan, CEO of the National Healthy Mothers, Healthy Babies Coalition, provided information on what text4baby is and how it helps reach women who are most in need of health information, but are the least likely to get it. W. Douglas Evans, Ph.D., director of Public Health Communications and Marketing at The George Washington University (GW) and Dr. Terry Kind, director of Pediatrics Medical Student Education at Children's National Medical Center at GW, spoke about the potential of social media programs and tools such as texting to serve the public, since mobile phones are so widely used in the U.S. Dr. Evans also mentioned that there are several studies currently being conducted that are assessing the effectiveness of text4baby. Click [here](#) to read the full article.

Text4baby Sends Free Informational Text Messages During Your Pregnancy and Baby's First Year

Last week, Parenting.com featured an article about text4baby. The article noted that pregnant women often have a plethora of questions throughout their pregnancy and that text4baby can serve as a tool to answer many of these questions. The article stated, "Anyone who is pregnant, wants helpful pieces of advice along the way and has a cell phone should check out a program called text4baby." The article went on to say that text4baby also provides helpful messages through baby's first year. To read the full article, click [here](#).

Weekly Mobile Health Fast Fact

Did you know that 72% of cell users use their phone to send or receive text messages? Furthermore, those who send text messages, particularly heavy texters (sending and receiving more than 51 texts a day) and medium texters (11 to 50 texts a day) are more likely to sleep with their cell phones than lighter texters of those who do not text. Want to learn more about this topic? Check out the full report [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](http://www.nhmhb.org).

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.

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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