



Text4baby Tuesday

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

May 22, 2012

In honor of Mother's Day and National Women's Health Week, U.S. Senators Tom Carper (D-DE), Thad Cochran (R-MS), Mary Landrieu (D-LA), and Kelly Ayotte (R-NH) hosted a bi-partisan Congressional Briefing at the U.S. Senate last week (details below). Senator Carper announced the launch of the [2012 State Enrollment Contest](#) and stated, "text4baby is a free and simple tool that can help ensure healthier pregnancies and reduce health care costs." Thank you Senators, guest speakers, and folks who attended the briefing for helping us kick off this year's contest with energy and enthusiasm!

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

Take Action

Do your colleagues read [Text4baby Tuesday](#)? Make sure to forward the e-newsletter to your partners and networks, and let them know about this important resource! Want to be featured? Let us know about your text4baby promotional efforts.

Text4baby Launches 2012 State Enrollment Contest at Bi-Partisan Congressional Briefing

The Congressional briefing last week served as the launch of the 2012 Text4baby State Enrollment Contest. From May through October, states and territories will be encouraging moms to sign up for text4baby. Senator Ayotte said "During National Women's Health Week, I'm pleased to cohost this briefing on the text4baby program, an innovative public-private partnership....As the mother of two children, I'm especially proud of New Hampshire's performance in last year's text4baby State Enrollment Contest, and I look forward to encouraging more new and expectant

CONNECT WITH US:

Become a fan on Facebook



SHARE THIS EMAIL:



CONTACT US

GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG

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

mothers to enroll in the text4baby program.” Participating panelists included: Natasha Robinson, text4baby participant and mom; Scott C. Ratzan, MD, MPA, Vice President, Global Health, Johnson & Johnson; Steve Largent, President & CEO of CTIA-The Wireless Association; Lissa A. Sirois, New Hampshire Department of Health and Human Services, and Yvette LaCoursiere of the University of California-San Diego’s Department of Reproductive Medicine. Senator Cochran said “This program is commendable because it merges a common communications tool with free information to help parents provide the best care for their babies.” Senator Landrieu said “Text4baby is an innovative program that serves as a model for public health outreach and wellness efforts.” Please read the press release issued by the Senators’ offices, [here](#) or watch video clips, [here](#).

Text4baby Message about the 2011 Baby Names Portal

Last week, text4baby sent out a broadcast message about the U.S. Social Security Administration (SSA) annual list of the most popular boys’ and girls’ baby names and directing people to the [SSA web site](#). In addition to paying monthly benefits, the agency issues Social Security numbers (SSNs). Parents should apply for their newborns’ SSNs in the hospital after delivery, when they provide the necessary information for the baby’s birth certificate. Children need SSNs for a variety of reasons, including enrollment in public or private health insurance plans and obtaining certain government services. Parents also need their children’s SSNs to claim them as dependents on their annual tax returns. Thank you to SSA for placing a text4baby web button on the [portal](#), letting individuals who visit their site know about this important service!

Partner Spotlight

[The Massachusetts WIC Program](#) (MA WIC), housed within the Massachusetts Department of Public Health, stepped up their game this week with customized text4baby materials, which WIC nutritionists will distribute to hospitals, OB/GYNs, and pediatricians throughout the Commonwealth. They have also launched their own [Twitter page](#). Thanks for the great work, MA WIC!

National Health Service Corps webinar

[The National Health Service Corps](#) (NHSC), a program administered by the Health Resources and Services Administration (HRSA), conducted a webinar last week to let their members know about text4baby and its value to their patients. NHSC members, a network of more than 10,000 primary care providers, are physicians, nurses, dental professionals, and mental health specialists who receive scholarship or loan repayment in exchange for a commitment to work in an area with limited access to care. A big thanks to NHSC for spreading the word to your members and partners! To view and download the slide deck from the webinar, click [here](#).

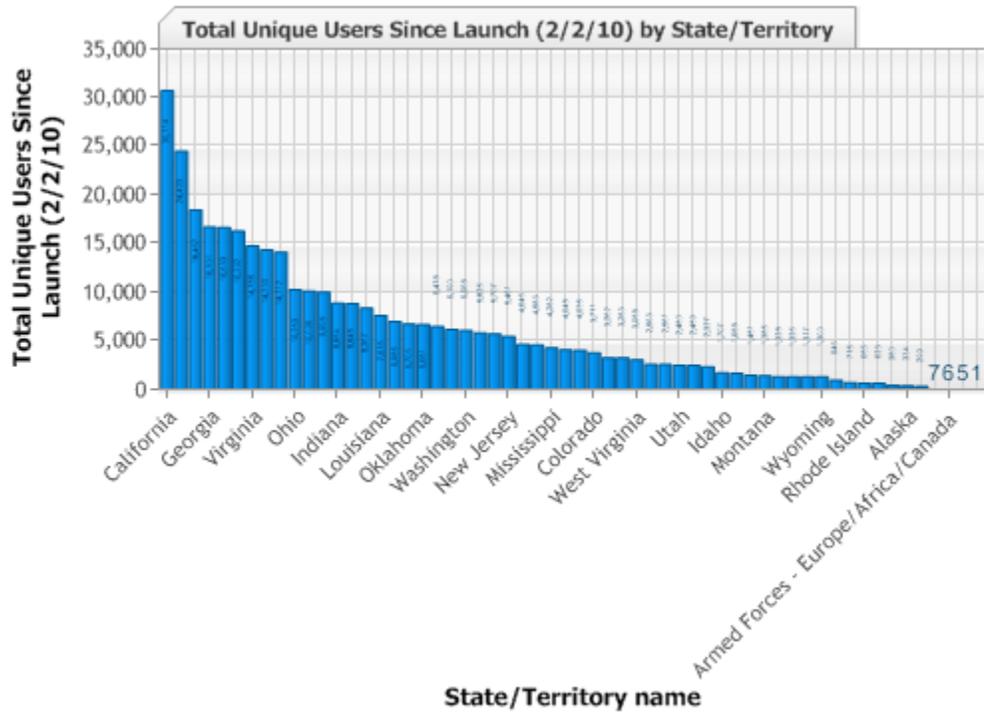
Text4baby in the Media

The Urban Zen Foundation—an organization founded and supported by Donna Karan—published [an article](#) about text4baby on their website last week, featuring the service and how to sign up on their news page to share the information with partners. Urban Zen develops partnerships and forums for collaboration around well-being and empowerment of children. Thank you for the wonderful promotion, Urban Zen!

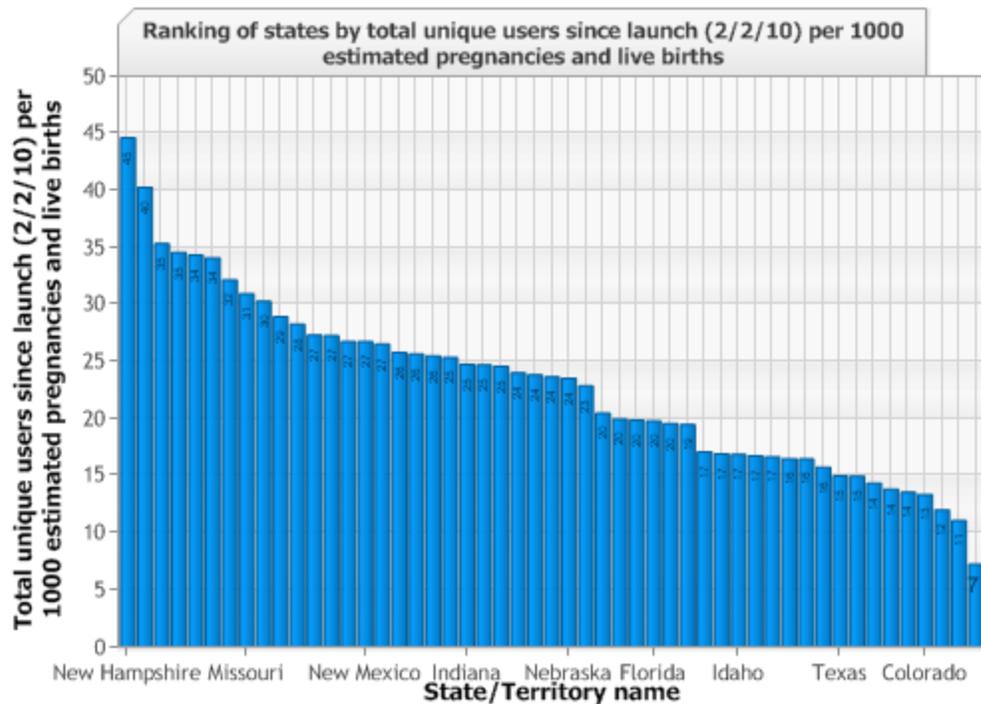
Subscriber Update

Text4baby has now enrolled 349,399 individuals! Ninety-five percent of text4baby users who responded to a survey (n=22,506) 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:

- Children’s National Medical Center (Washington, DC)
- The Clearwater Housing Authority (Clearwater, FL)
- Empowering Teens as Parents as MHA of Lake County (Crown Point, IN)
- Faith Community Hospital (Jacksboro, TX)
- Fannin County (Bonham, TX)
- Indian River County Healthy Start Coalition (Vero Beach, FL)
- Michigan Primary Care Association (Lansing, MI)
- Safe Harbor Children’s Advocacy Center (Allegan, MI)
- Scurry County EMS (Snyder, TX)
- QualChoice of Arkansas, Inc. (Little Rock, AR)

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

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.

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.

Information is reported as provided and does not necessarily represent the view of or the endorsement by the National Healthy Mothers, Healthy Babies Coalition. A complete copy of HMHB's disclaimer is available at <http://www.hmhb.org/disclaimer.html>.



[Unsubscribe <<Email Address>>](#) | [Update your profile](#) | [Forward to a friend](#)

|Text4baby Tuesday|

Copyright (C) 2012 National Healthy Mothers, Healthy Babies Coalition All rights reserved.