



Text4baby Tuesday

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

May 25, 2010

This week, the public-private partnership model of text4baby will be highlighted at the [Word of Mouth Marketing Association](#) (WOMMA) conference in Chicago! WOMMA is a nonprofit organization which represents over 300 member companies, including marketers, researchers, service providers and agencies.

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week new outreach partners include SEK Multi County Health Department (Anderson County, KS), WINhealth Partners (WY), Community Health Network of Connecticut, Inc. (CT), Plumas County Public Health Agency (Quincy, CA), Columbus County Health Department (Whiteville, NC), Greene County Family Planning (Catskill, NY), Family Maternity Center of the Northern Neck (Lancaster, VA), Delaware Valley Healthcare Council (Philadelphia, PA), Open Door Health Services (Muncie, IN), Mommies Helping Mommies Nannies and Domestic, LLC (CO), National Nursing Centers Consortium, Healthy Child Healthy World. Welcome! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

Subscriber Update

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PARTNERSHIP INQUIRIES:

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FOR MEDIA INQUIRIES,
PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

We are excited to report that we now have **42,518** 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

Corporate Voices for Working Families (a national membership organization representing the private sector on public and corporate policy issues involving working families) included an article about text4baby in a recent Weekly Update that reaches 300 members, including representatives from 45 Fortune 500 companies. You can view the full article [here](#). Corporate Voices is also planning to add text4baby information to their website and blog.

Text4baby Media

[*How apps, texting can improve your health*](#)

CNN reported that text4baby will be featured at the Mobile Health Conference 2010, which kicked off on May 23 at Stanford University. The conference is organized by B.J. Fogg, founder of Stanford University's Persuasive Technology Lab, and is sponsored by the U.S. Food and Drug Administration and the Agency for Healthcare Research & Quality. According to Fogg, the event will create a forum to facilitate collaborations between organizations to foster more effective mobile health technologies. [Read more.](#)

Upcoming Event: Intro to Text4baby Webinar

New to text4baby? Join us for an introduction to the program and learn how your organization can become an outreach partner. Partners will find this webinar helpful to learn more about the program and ask questions.

When: Wednesday, June 2, 2:00-3:00 PM EST

Register for the webinar at <https://www2.gotomeeting.com/register/970539347>. Once registered, you will receive the webinar login and dial-in information.

mHealth Highlight

[*mHealth Summit 2010: Meeting 21st Century Health Goals through Mobile Technology, Innovation and Research*](#)

Organized by the Public-Private Partnership of the Foundation for the National Institutes of Health, the 2010 mHealth Summit is a key opportunity for leaders in government, academia, private sector and not-for-profit organizations to share information and experiences related to the intersection of mobile technology, health research and health policy. It will take place from November 8 – 10 at the Washington Convention Center in Washington, DC. The call for presentation for the conference is now open! [Submit an abstract](#) or [register](#) for the conference.

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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