



Text4baby Tuesday

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

May 29, 2012

I hope you had a safe and relaxing Memorial Day weekend with family and friends and a much-deserved chance to recharge after all the hard work you do to advance maternal and child health! Summer has officially begun and so has the time to come together with other text4baby partners in your state to win the text4baby State Enrollment Contest. We are excited to see the creative outreach approaches each of you comes up with!

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.

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CONTACT US

GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG

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

2012 State Enrollment Contest Weekly Winners

Each week during the State Enrollment Contest we will be highlighting the States in each category (large, medium and small) that enrolled the highest rate of individuals in text4baby based on their estimated population of pregnant women and new moms. This first week the winners are:

- Large State: Michigan (40/1000)
- Medium State: Oklahoma (45/1000)
- Small State: Delaware (54/1000)

Weekly winners and overall winners of the contest are determined based on the population-adjusted rate of new text4baby enrollment (enrollment just during the Contest Period) using 2009 live birth data from CDC to approximate the number of new pregnancies and new infants for each state. Please visit our [website](#) for more information about the State Enrollment Contest and overall state enrollment charts by group.

Contest Winner Spotlight!

Michigan led enrollment in the large state category this week with an enrollment rate of 40/1000. The Michigan Primary Care Association has stepped up their outreach activities by encouraging staff to use every inquiry they receive about enrolling a child in Medicaid to also encourage enrollment in text4baby for the mother. The Michigan Department of Community Health has also contributed to Michigan's success by spreading the word about text4baby through their partner networks and by placing customized versions of the text4baby TV and radio PSAs on TV and radio stations across the state. The ads started this month and will run throughout June. For more info on getting the PSAs placed in your state, check out which [television stations](#) and [radio stations](#) have received the PSAs in your area and call local stations and ask them to play the ads. There are [talking points and other resources](#) to help you with this effort.

Meanwhile Oklahoma led this past week for the middle state category. Following their launch event of the partnership between Connecting Kids to Coverage and text4baby in Oklahoma, the state Medicaid agency, Oklahoma Health Authority (OHA), has continued to actively promote the service state-wide. Through their collaboration with organizations in Oklahoma, including text4baby state-lead, the Oklahoma Institute for Child Advocacy, they have been able to integrate text4baby enrollment into many of their outreach activities and social media. The OHA has also initiated the process for adding a text4baby link to online SoonerCare applications and the electronic newborn enrollment form used in hospitals to enroll infants in Medicaid just after birth.

Delaware Senator Carper issued a [press release](#) about their participation in the State Contest after co-hosting the May 17 Congressional Briefing marking the official launch of the contest! Keep up the great work!

Partner Spotlights:

Text4baby is Helping Mothers get a Strong Start for their Newborns

Strong Start is a campaign of the Centers for Medicare & Medicaid Services (CMS), the Health Resources and Services Administration (HRSA), and the Administration on Children and Families (ACF) that aims to reduce the rate of early elective deliveries and the rate of pre-term birth. Just last week, the Strong Start online "[toolkit](#)" was launched, providing resources for [providers, consumers, patients, & community-based organizations](#) about what they can do to help reduce early elective deliveries. In addition to our partners ACOG, AWHONN, and March of Dimes, text4baby is pleased to be one of resources for expectant mothers and families highlighted in the toolkit. Thanks to Strong Start for promoting text4baby and providing a "one stop shop" for these resources!

Text4baby and Children's Defense Fund Team up

Text4baby and the [Children's Defense Fund](#) (CDF) are working together to ensure every child has the best possible start in life. CDF has been reaching out to their leadership, state offices, and CHIPRA grant school districts in California, Georgia,

Louisiana, and Mississippi with text4baby information and resources. They are gearing up for their [Freedom Schools](#) summer enrichment programs where site coordinators at 150 schools in 28 states plan to distribute text4baby materials to participating children and their parents. CDF also plans on incorporating text4baby outreach in their 'Back to School' enrollment drives in the Fall.

This is all being done as CDF prepares for their [national conference](#) for 3,000 leading advocates for children and the poor, July 22-25, 2012 in Cincinnati, Ohio! This is not a talk conference; this is an action conference that will help shape a robust national conversation about the urgent needs of children and the poor in 2012 and what we all can do to meet them. Please consider participating in this important conference by registering [here!](#)

Text4baby's Multicultural Outreach

Text4baby had the pleasure of presenting to the Hispanic Association on Corporate Responsibility ([HACR](#)) board meeting last week. Members of the board include the National Council of La Raza, Cuban American National Council, ASPIRA, National Association of Hispanic Publications, SER-JOBS for Progress, Hispanic Association of Colleges & Universities, Congressional Hispanic Caucus Institute, Inc., League of United Latin American Citizens, MANA – a National Latina Based Organization, National Hispana Leadership Institute, National Puerto Rican Coalition, United States Hispanic Chamber of Commerce, and United States Hispanic Leadership Institute. Text4baby would like to thank HACR for this important opportunity.

Text4baby participates in SOPHE's Virtual Social Media Conference

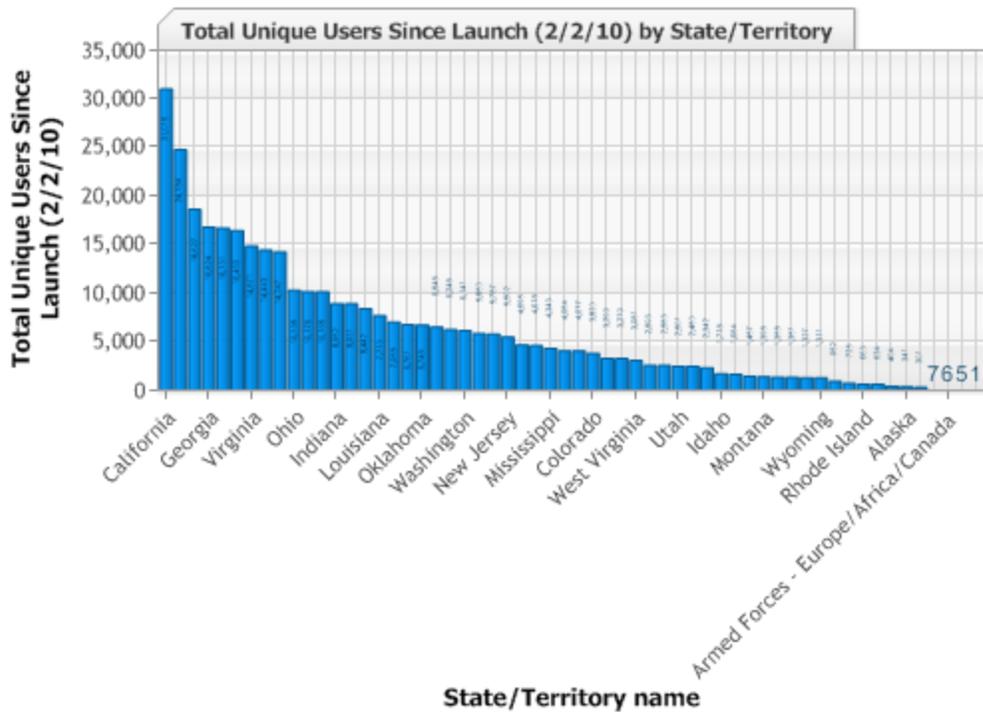
Last week the [Society for Public Health Education](#) (SOPHE) held their Virtual Social Media Conference highlighting emerging new media technologies and social media strategies that can be effectively leveraged to positively impact public health goals. Along with one of our partners, the National Campaign to Prevent Teen and Unplanned Pregnancy, text4baby presented on how using mobile technology can be a useful means to improve population health. Thanks to SOPHE for including text4baby in this virtual panel!

Text4baby in the Media

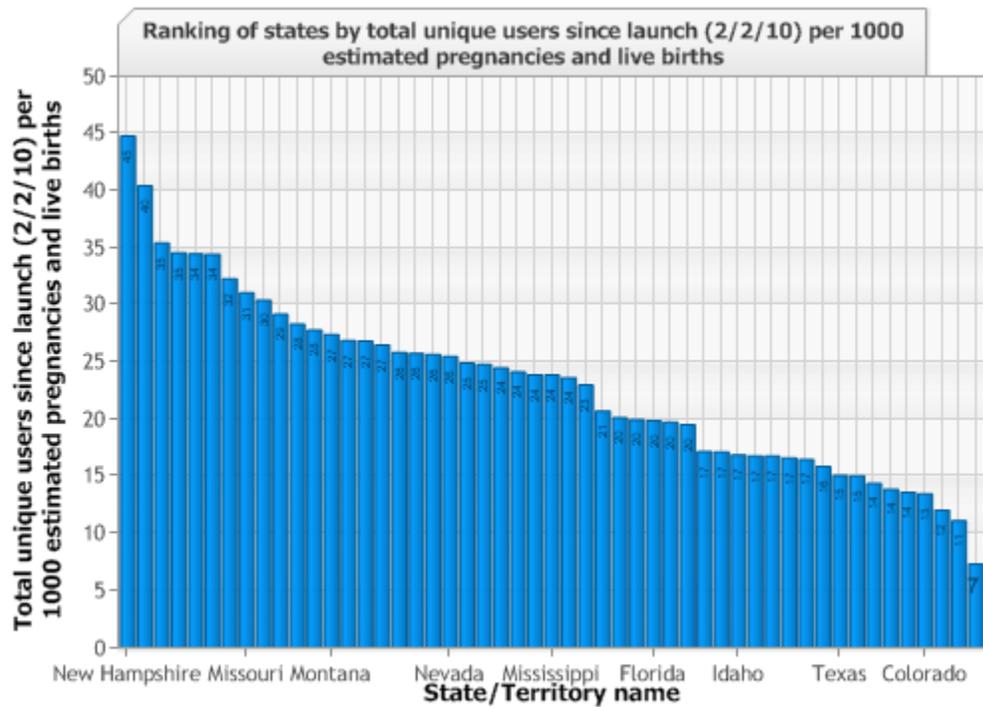
Latinos in Social Media ([LATISM](#)) hosted its first Top Blogueras retreat in Washington D.C. May 21-22. Their hashtag #TobBlogueras had over 40 million impressions last week, making it a top US Twitter Trend. Text4baby had the honor of participating in this wonderful event and had a great time interacting with passionate blogueras from all over the country. Text4baby was spotlighted by one of the bloggers, see the article [here](#). Gracias LATISM!

Subscriber Update

Text4baby has now enrolled 352,787 individuals! Ninety-five percent of text4baby users who responded to a survey (n=22,894) 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:

- Florida Covering Kids & Families (Tampa, FL)
- Mikeal Love, M.D, P.A (Austin, TX)
- Mountain View Pediatrics (Marion, VA)
- Women's Integrated Health Care (Grand Blanc, MI)
- Hardin Memorial Hospital (Elizabethtown, KY)
- My Baby and Me (Grosse Point Park, MI)
- Professional Medical Clinic for Women (Sacramento, CA)
- Children's Mercy Pediatric Care Network (Kansas City, MO)
- Atrium Ob/Gyn (Raleigh, NC)

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.

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