



# Text4baby Tuesday

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

**May 31, 2011**

The month of May was an extremely exciting one for text4baby! We kicked off the State Enrollment Contest, launched our new website, and received some great media attention. Not only that, our partners impressed us with their renewed sense of enthusiasm, creativity and dedication to spreading the word about text4baby. We continue to marvel at the growing success of the service and the way that each one of our partners has helped to contribute to that success. We are so looking forward to the upcoming summer months and seeing what new and exciting things they will bring!

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

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## Welcome New Partners!

This week, we welcome the following new partners:

- Harrison County Maternal & Child Health Project (Corydon, IN)
- The Mommies Network
- Texas Department of State Health Services
- Lutheran Family Services of Nebraska (Omaha, NE)

We greatly appreciate your commitment to spread the word about text4baby! For a complete list of partners, visit: <http://text4baby.org/index.php/partners>.

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## Subscriber Update

We now have **178,658** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

### CONNECT WITH US:

[Become a fan on Facebook](#)

 [Join us on Ning](#)

 [Follow us on Twitter](#)

### SHARE THIS EMAIL:



### CONTACT US

#### GENERAL INQUIRIES:

[INFO@TEXT4BABY.ORG](mailto:INFO@TEXT4BABY.ORG)

#### PARTNERSHIP INQUIRIES:

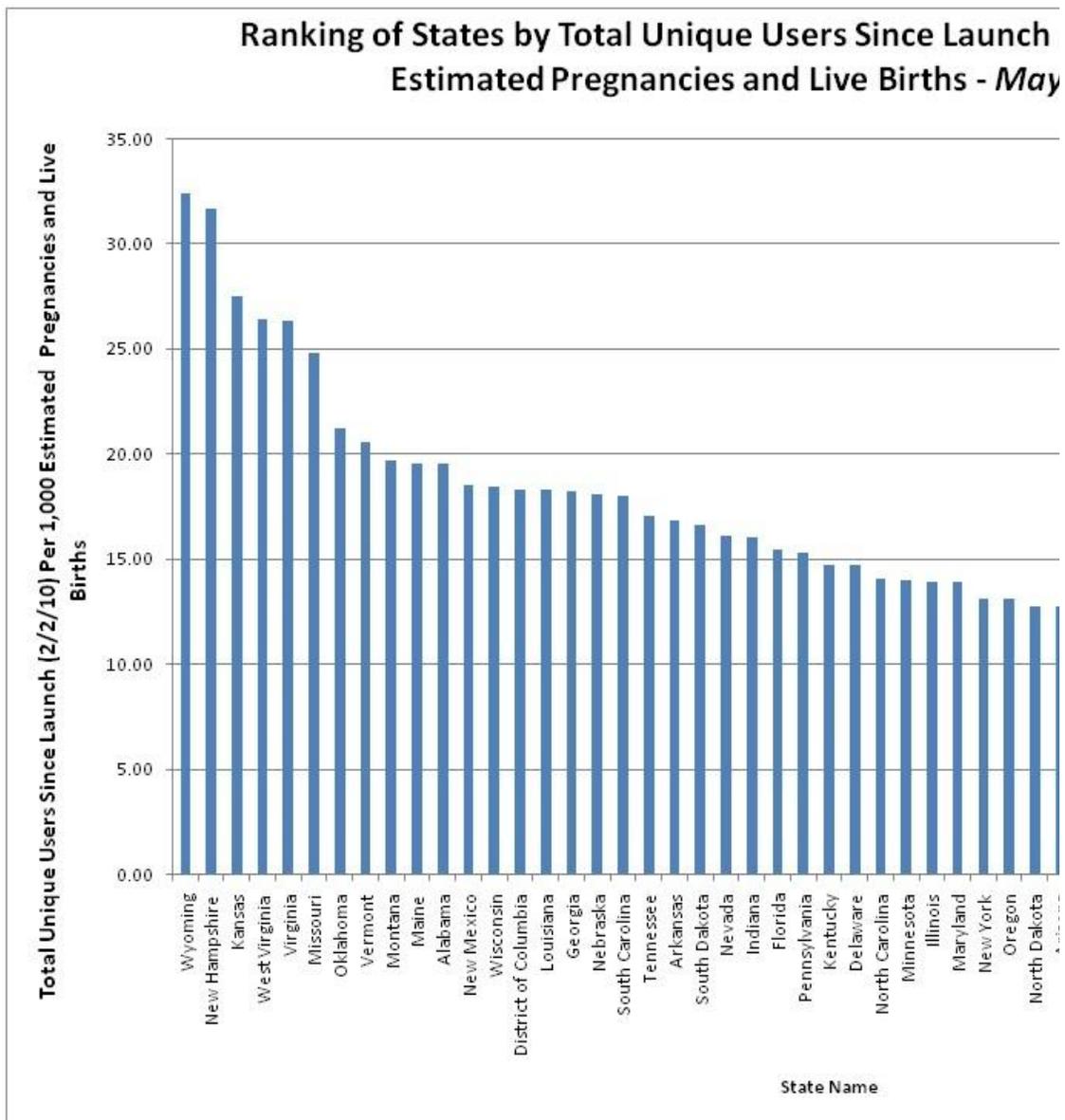
[PARTNERS@TEXT4BABY.ORG](mailto:PARTNERS@TEXT4BABY.ORG)

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FOR MEDIA INQUIRIES,

PLEASE CONTACT:

[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)



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. Visit <http://www.text4baby.org/index.php/get-involved-pg/2-uncategorised/104> for more information about this chart and how it is calculated.

View the total number of subscribers in each [state](#) enrolled in text4baby. View the subscriber breakdown by [pregnancy status](#) and [language](#).

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### Partner Spotlight

The Missouri Department of Health and Senior Services recently created a GIS map using text4baby data to visually chart enrollment in the service by county. This is a terrific example of how partners can use data to help guide their text4baby outreach efforts. To

view the map, click [here](#).

### **Text4baby in the News**

#### *CNN Health Minute- Why Texting Helps Pregnant Moms*

Last week, CNN featured text4baby in a Health Minute video segment. John Lisk reported on the program's background and interviewed text4baby user Stephanie Harris about her experience with the service. The video also includes commentary on text4baby content and the role of text messaging in mobile health from National Healthy Mothers, Healthy Babies Coalition CEO Judy Meehan, and GWU School of Public Health professor William Evans. To watch the video, click [here](#).

### **Text4bebe News**

#### *Univision Radio Chicago*

Last week, Giselle Plata, Hispanic Outreach Coordinator at the National Healthy Mothers, Healthy Babies Coalition, spoke about text4baby on Univision Radio Chicago for two of their weekend morning shows. The stations, *La Kalle 106.7* and *Que Buena Chicago* feature a community social service program that airs every Sunday in Chicago. The program's audience is largely Spanish-speaking communities residing in Chicago, but also includes online listeners across the state. For both shows, Ms. Plata shared a brief overview of text4baby and the radio host Aileen Ocana shared instructions with her audience on how to enroll in the Spanish-language service. To listen to the program, click [here](#).

### **Weekly Mobile Health Fast Fact**

#### *Can Text Messaging Improve Medication Adherence?*

Researchers at National Jewish Health are conducting a study to test the efficacy of health information and medication reminders sent via text message on adolescent's adherence to asthma medication regimens. This pilot study will be a month-long program that will send a series of text messages to teens, which will vary from reminders to take their asthma medication to helpful tips on how to use their medication properly. Researchers hope to learn if teenagers are receptive to this type of communication from their health care providers. The researchers also will aim to see if receiving text messages translates into stricter adherence to medication regimens. If a correlation is found, then researchers will conduct a more long-term study to see if text messages can have a positive impact on asthma outcomes. Click [here](#) to read more about this study.

### **Upcoming Webinars**

#### *New Website Training*

Text4baby will hold a webinar on how to navigate the new [www.text4baby.org](http://www.text4baby.org) website and access all the available tools for your text4baby promotional activities. The webinar will take place on Wednesday, June 1, 2011 at 2:00pm EST. Those interested can register here: <https://www1.gotomeeting.com/register/336138088>.

### **Text4baby Job & Internship Openings**

#### *Multicultural Outreach Coordinator*

The National Healthy Mothers, Healthy Babies Coalition is seeking a Multicultural Outreach Coordinator to help develop and nurture relationships with text4baby partners serving women of color, Spanish-speaking women, and faith-based communities. Responsibilities include developing and implementing audience-specific outreach strategies for local, state, and national partners, managing relationships with specific key partners, supporting the Campaign Director in managing and responding to Spanish-language media requests, attending events and conferences both locally and nationally, managing Spanish-language partner materials and tools, and working closely with

Director of Education to review and update Spanish-language text4baby messages and to support evaluation and feedback processes around the Spanish content. The ideal candidate will have a Bachelor's degree in public health or related field. Qualifications include 2-5 years of office work experience and written and oral fluency in Spanish. This full-time, exempt position is based in Alexandria, Virginia. To read the full job description go to <http://www.idealists.org/view/job/pT3Zk8b24n2D/>. Interested candidates should email their resume or CV, cover letter, and salary history to [hr@text4baby.org](mailto:hr@text4baby.org) with "Multicultural Outreach Coordinator" in the subject line. *No phone calls please.*

#### *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](mailto: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](mailto:hr@text4baby.org) with "Partner Outreach Intern" in the subject line. *No phone calls please.*

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Visit [www.text4baby.org](http://www.text4baby.org) for more information about the campaign.

For more on maternal and child health, visit the [National Healthy Mothers, Healthy Babies Coalition](#).

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#### *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.

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