



Text4baby Tuesday

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

May 4, 2010

Last week, text4baby was on Capitol Hill! We thank our colleagues at HHS and WPI for co-hosting this educational briefing for members of Congress and their staff, partners and others. We greatly appreciate the support of our co-sponsors, including Congresswoman Lois Capps (D - CA), Congresswoman Kay Granger (R - TX), Congresswoman Tammy Baldwin (D - WI), Congresswoman Shelley Moore Capito (R - WV), Congresswoman Jan Schakowsky (D - IL) and Congresswoman Gwen Moore (D - WI).

See more below!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, new outreach partners include Options Early Head Start (CA), Vanderburgh County Health Department (IN), Weill Cornell Medical College (NY), South Nevada Health District and Ventura County Public Health (CA). Welcome! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

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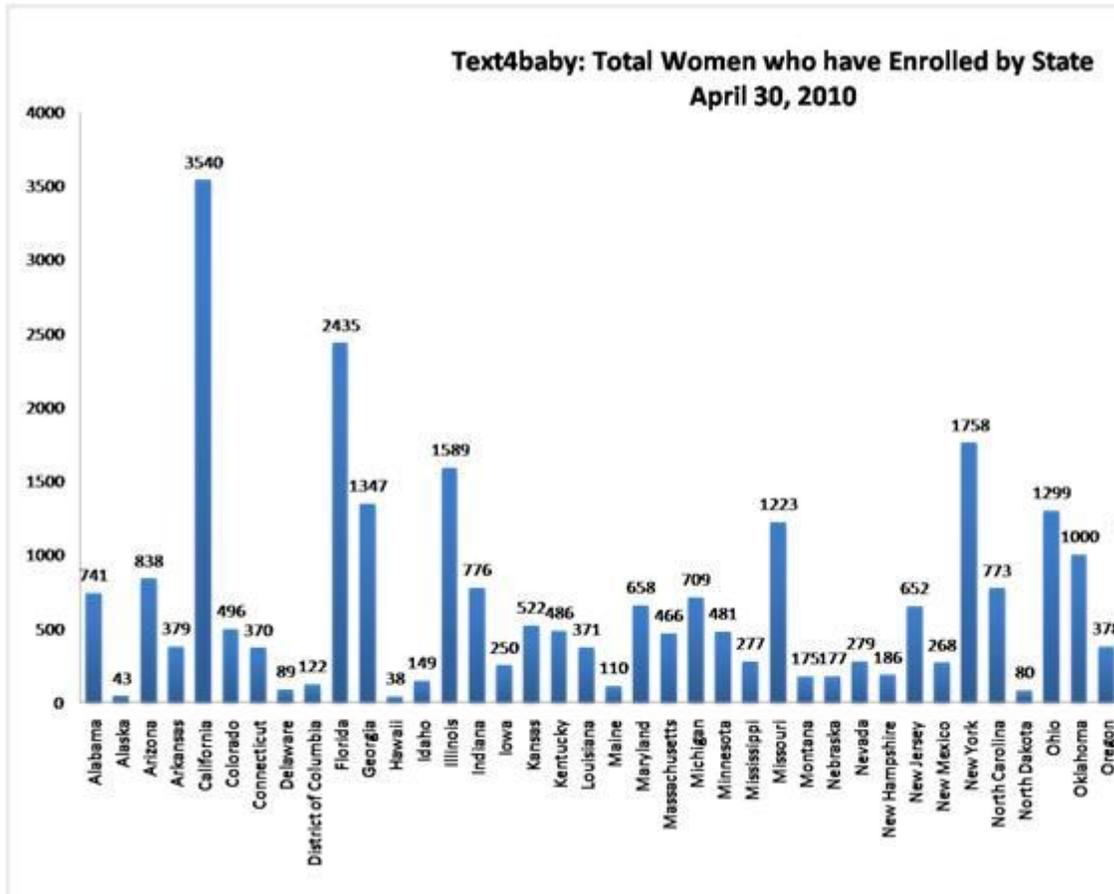
PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

Subscriber Update

We are excited to report that we now have 34,878 text4baby enrollees, with 94% of enrollees reporting that they would recommend the service to a friend.



[View](#) percentage of women in each state enrolled in text4baby weighted by population.

View subscriber breakdown by [pregnancy status](#) and [language](#).

Partner Spotlight

The Centers for Medicare & Medicaid Services (CMS) sent an informational bulletin to State Medicaid and CHIP directors promoting text4baby. The bulletin encourages directors to collaborate with State and local organizations in promoting the text4baby service. Virginia's text4baby promotional activities

were highlighted as an example of how collaborations with Medicaid managed care plans can effectively reach out to enroll pregnant women and new moms. [Read](#) the bulletin.

Text4baby B4 Congress!

Last week's Congressional Briefing in the Cannon Caucus Room was a tremendous success. Representative Capps, Chair of the Women's Caucus, passionately announced the role that text4baby has for women's health given the crisis of infant mortality and premature birth rates in the US, and made a commitment to host a press event in her home district in California. Dr. Wanda K. Jones, Principal Deputy Assistant Secretary for Health, HHS highlighted text4baby's success with enrollment just 3 months post launch, noting the importance of the public-private partnership. Hillary Chen, Policy Analyst, Office of Science & Technology Policy, Executive Office of the President discussed the White House involvement in this initiative and its role in mobile health. Judy Meehan, Executive Director, National Healthy Mothers, Healthy Babies Coalition thanked sponsors and partners working at the national, state and local levels to promote text4baby. Tina Sharkey, Chairman & Global President, BabyCenter highlighted the program's benefit to mothers, babies and families. Kimberly Bassett, Executive Director, CTIA-The Wireless Foundation spoke about the generous contribution of the wireless carriers to make this a free service. Watch the briefing at www.womenspolicy.org. Read Congresswoman Capps' [press release](#).

Text4baby Media

[*Take Two Texts and Call Me in the Morning*](#)

Forget to pick up your copy of Time Magazine featuring text4baby? [Read](#) the text4baby feature article online!

Upcoming Events: 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, May 12, 2:00-3:00 PM EST

Register for the webinar at

<https://www2.gotomeeting.com/register/497102826>. Once registered, you will receive the webinar login and dial-in information.

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.

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