



# Text4baby Tuesday

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

**May 8, 2012**

Mother's Day is this Sunday, May 13th and we'd like to wish you a very Happy Mother's Day from all of us at text4baby. Thank you for everything you do to help moms and families. You work daily to make a difference in communities across the country and we know your efforts are appreciated by the families whose lives you touch.

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

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## Take Action

Mother's Day and [National Women's Health Week](#) provide a great hook for media to play the text4baby [TV](#) and [radio PSAs](#) or do a feature story about the program and your work promoting it locally. Take a few minutes to call and ask them to play the PSAs using the phone numbers of your [television stations](#) and [radio stations](#) available through these links; your call will make a big difference. There are also [talking points and other resources](#) to help you with this effort.

## Subscriber Update

Text4baby has now enrolled 341,272 individuals! Ninety-five percent of text4baby users who responded to a survey (n= 21,733) reported that they would recommend the service to a friend.

### CONNECT WITH US:

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### CONTACT US

GENERAL INQUIRIES:

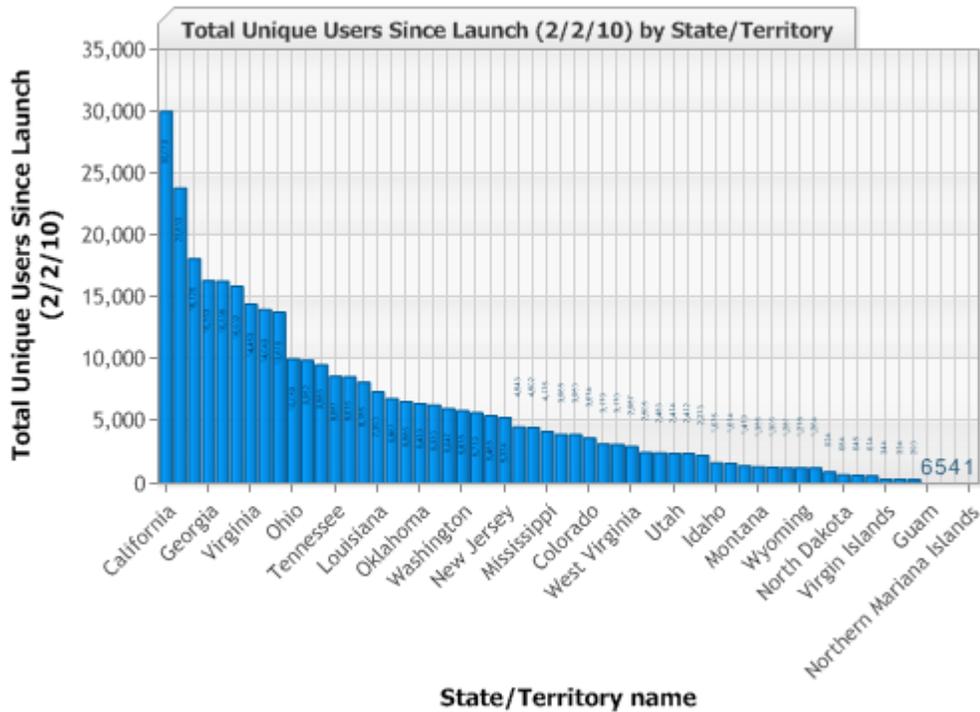
[INFO@TEXT4BABY.ORG](mailto:INFO@TEXT4BABY.ORG)

PARTNERSHIP INQUIRIES:

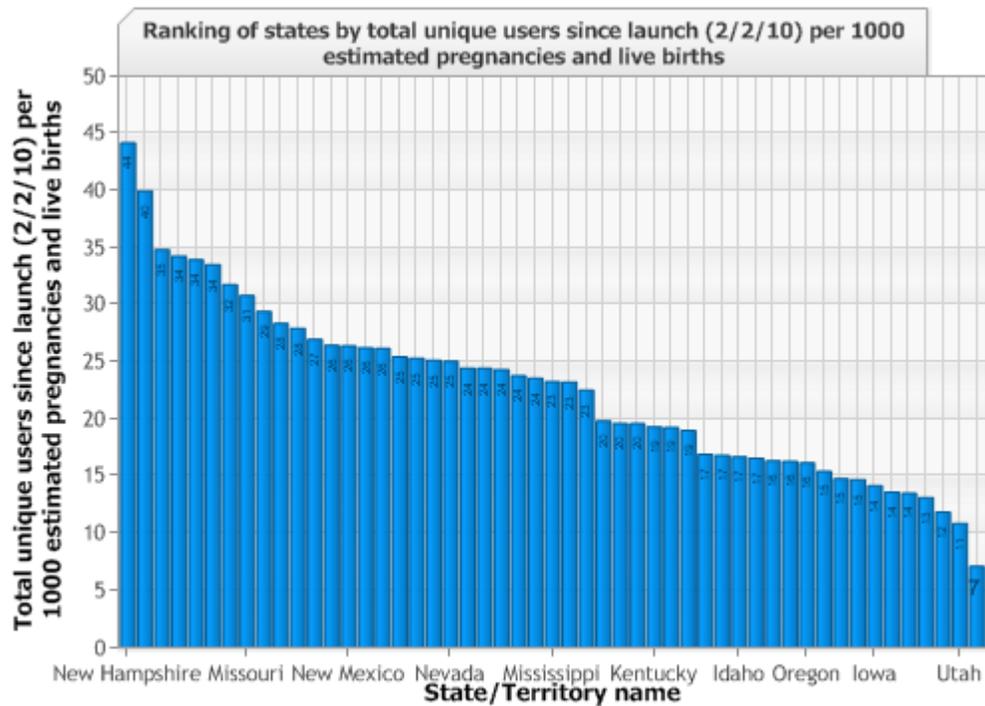
[PARTNERS@TEXT4BABY.ORG](mailto:PARTNERS@TEXT4BABY.ORG)

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 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](#).

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### **Welcome New Partners!**

We are thrilled to welcome additional partners from across the country:

- South Carolina First Steps to School Readiness (Columbia, SC)
- Valley View Regional Hospital (Ada, OK)
- Virginia Physicians for Women (Richmond, VA)

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

### **What to Expect When You're Expecting is hitting theatres**

On May 18th, the romantic comedy [What to Expect When You're Expecting](#) will hit theaters. The film, featuring Cameron Diaz and Jennifer Lopez, presents a great opportunity to highlight issues of motherhood and the value of health services like text4baby. Text4baby PSAs will be playing in select theaters throughout that week. Check out the film – and look for our PSAs if you live in Chicago, Los Angeles, New York City, Washington D.C., Indiana, Atlanta, or Miami. [WhatToExpect.com](#) has also posted the text4baby web button their site. Learn more on our [website](#).

### **Partner Spotlight**

CIGNA, a global health service company, is promoting text4baby through their Healthy Pregnancies, Healthy Babies® program and through CIGNA's 24-hour health information line and the web button on [myCIGNA.com](#), a personalized website for those enrolled in the health plan. Members are already using the button to register for text4baby. Thank you, CIGNA, for working collaboratively to help bring important health information to pregnant women!

### **Text4baby in the Media**

Check out this week's [Million Moms Challenge](#) article, *Texting for Good: How Your Mobile Phone Can Save Your Baby*. In addition to explaining the service, the author speaks to the value of text4baby in offering concise health information to a population of women typically overwhelmed with information. They also [tweeted](#) the article and posted it on [Facebook](#). Thanks, Million Moms Challenge!

### **National Women's Health Week Webinar**

The National Healthy Mothers, Healthy Babies Coalition is celebrating National Women's Health Week with a webinar on the mental health needs of moms before, during, and after pregnancy on **Wednesday, May 16th from 2-3pm EDT**. Featuring therapist, author, and maternal mental health expert Susan Dowd Stone, MSW, LCSW, the webinar will offer an overview of this critical issue and spotlight the importance of prevention and awareness. [Register](#) today!

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### **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 330,000 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](#).

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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. 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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