



# Text4baby Tuesday

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

**June 12, 2012**

Text4baby is primarily a service for pregnant women and moms with babies under one, but we also know that we're reaching dads who sign up for the service. Additionally, many of our partners are dads, committed to helping families in their communities and being loving fathers to their own children. This week we want to wish all of the dads and dads-to-be out there a very Happy Father's Day! We hope you take some time out of your busy life to celebrate the joys of fatherhood. Thank you for the work you do in support of healthy children and families and text4baby.

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

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## Take Action

[Order](#) our new free, pre-printed tearpads today! Text4baby and [Connecting Kids to Coverage](#)—administered by the Centers for Medicare & Medicaid Services (CMS)—are pleased to announce a new tearpad to help you with your outreach. These free index-sized tearpads have 40 sheets per pad with information on free or low-cost health coverage options, Medicaid and CHIP, and text4baby. [We are accepting orders now for September availability](#)—please order immediately to ensure you get your share! There is no cost to partners. Stay tuned for upcoming webinars with tips and strategies on text4baby and CHIPRA partnerships!

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FOR MEDIA INQUIRIES,  
PLEASE CONTACT:  
[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

## **2012 State Enrollment Contest**

### **Weekly Winners**

Each week during the State Enrollment Contest we are highlighting the States in each category that enrolled the highest rate of individuals in text4baby based on their estimated population of pregnant women and new moms. This week the winners are:

- Group 1: South Dakota (65/1000)
- Group 2: Oklahoma (63/1000)
- Group 3: Michigan (40/1000)

### **Overall Winners**

The States in each category that have enrolled the highest rate of individuals in text4baby since contest start (5/17) are:

- Group 1: South Dakota (57/1000)
- Group 2: Oklahoma (47/1000)
- Group 3: Michigan (38/1000)

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!**

Great job to all three of this week's winners! Michigan led group 3 in enrollment for the third week in a row with an enrollment rate of 40/1000! Text4baby enrollment is led by a coalition of over thirty partners across the state who are working hard to reach pregnant women and moms of infants with critical health and safety information. Thanks to our Michigan partners for all of your tremendous work!

Oklahoma led enrollment for group 2 with an impressive enrollment rate of 63/1000! Text4baby partners leading the effort include Oklahoma Health Care Authority, Integris Health, Inc., Oklahoma City Inter-Tribal Health Board, the Oklahoma Healthy Mothers, Healthy Babies Coalition, and Valley View Regional Hospital. Keep up the great work!

Members of the South Dakota Infant Mortality Task Force within the Department of Health recently disseminated text4baby information, posters, and tearpads to domestic violence shelters and to the Teddy Bear Den in Sioux Falls, a program that gives pregnant women incentives (infant furniture, products, etc.) for participation in health promotion activities. The Task Force conducts regular assessments of the need for text4baby resources in field offices and sends additional materials. After South Dakota's weekly win last week, staff were congratulated and reminded that they will be able to pick up more text4baby outreach materials at their upcoming conference in a couple of weeks. Excellent work, South Dakota!

### **Text4baby in the Media**

We're finishing up the first half of 2012 in style! The National Healthy Mothers, Healthy Babies Coalition and Johnson & Johnson received a Gold award in the mobile

category of the Winter/Spring 2012 Web Health Awards. The awards program is organized by the [Health Information Resource Center](#) (HIRC), a 19-year old clearinghouse for professionals who work in consumer health fields, with a goal of recognizing high-quality digital health resources for consumers and health professionals. Thank you to HIRC for this honor!

### **“Parents Night Out” Event on June 21!**

Dr. Harvey Karp, best-selling author of *The Happiest Baby on the Block* and *The Happiest Toddler on the Block*, will be holding a live event on June 21st at 7:30pm local time in movie theaters across the country. During the event, there will be live demonstrations, footage of Dr. Karp’s techniques in action, and a hot-topic parenting Q&A. Dr. Karp will also share solutions from his new book *The Happiest Baby Guide to Great Sleep*, which comes out today! Head to [our website](#) to learn Dr. Karp’s 5 tips to soothe a crying baby and find out how you can attend the live event. Look for the text4baby PSAs playing before Dr. Karp speaks – let us know where you spot them!

### **BabyCenter's American Media Mom Report**

BabyCenter has announced the release of their 2012 American Media Mom Report, which provides findings about moms’ use of media, electronic devices, mobile phones, and social networking. The report is based on in-home research, in-depth surveys, and behavioral & secondary research by Nielsen. Since a report released last year, smartphone adoption among mothers has increased by ten percentage points to 65%. According to Nielsen's Mobile Insights data, moms are texting and using social media on their mobile devices at a higher rate than other audiences (86% compared to 71% of the general population). These findings reinforce the value of mobile health and text4baby to expecting and new moms. You can download the report for free [here](#).

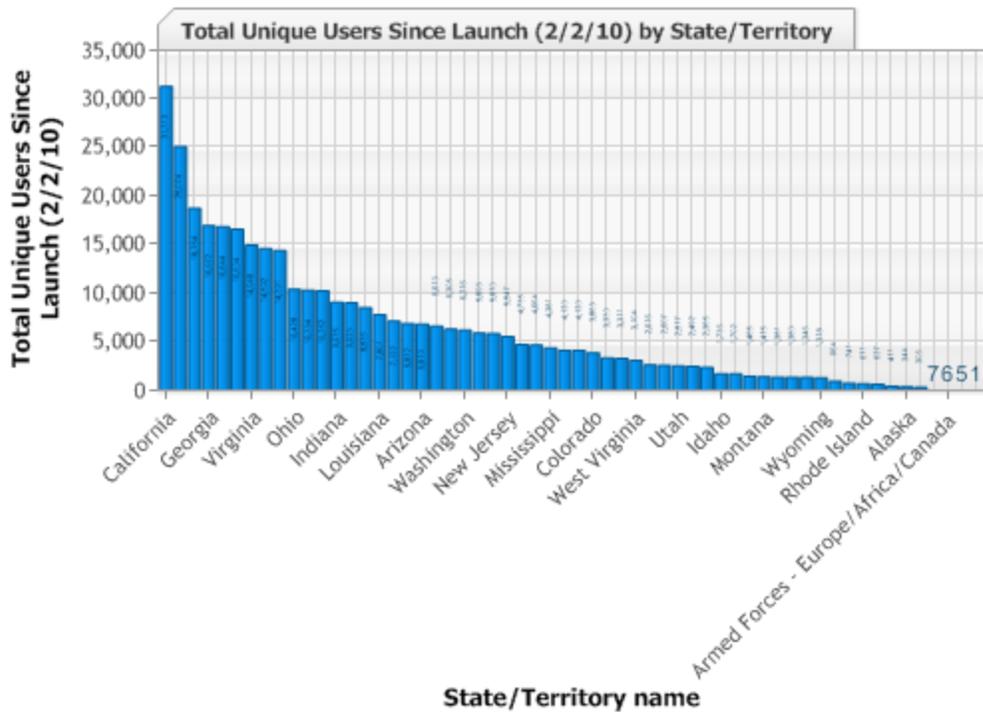
### **HMHB Webinar: Powerhouse Nutrients for Pregnancy and Lactation**

Join the National Healthy Mothers, Healthy Babies Coalition for our latest Emerging Science Webinar: Powerhouse Nutrients for Pregnancy and Lactation on Thursday, June 21st from 1:00–2:00pm Eastern Time. Our speaker, Mary Harris, PhD, RD, will share the most recent evidence on the role of major nutrients such as folic acid, vitamin D, and omega-3 DHA as they relate to optimal pregnancy outcomes and infant neurocognitive development. Dr. Harris will also address these nutrients and science surrounding prevention of preterm delivery and optimal maternal weight gain and infant birth weight; the most appropriate level of folic acid intake; identify the benefits of omega-3 DHA intake during pregnancy and lactation upon infant visual, social, cognitive, and psychomotor development; and will share the best food sources of omega-3’s and safe seafood consumption during pregnancy. [Register](#) today!

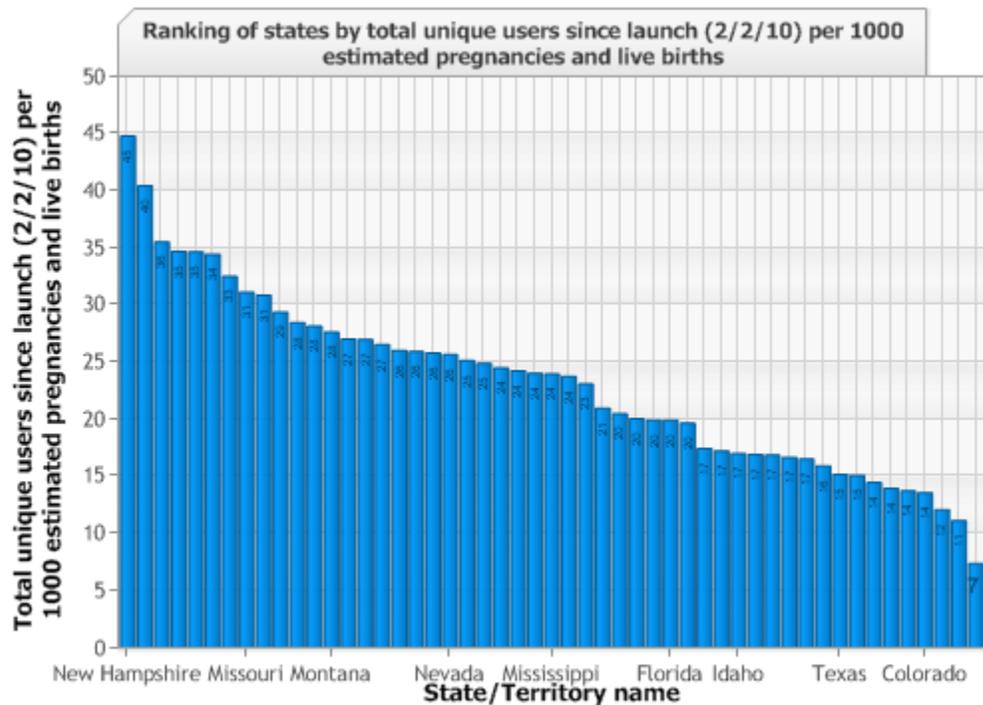
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### **Subscriber Update**

Text4baby has now enrolled 358, 251 individuals! Ninety-five percent of text4baby users who responded to a survey (n=23,274) 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:

- Horowitz Center for Health Literacy, School of Public Health (College Park, MD)
- Purdue HHS Extension (West Lafayette, IN)
- HHS- Mendocino County (Ukiah, CA)

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

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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 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](#).

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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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