



# Text4baby Tuesday

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

**June 15, 2010**

Representative Lois Capps (D-CA) and the Ventura County Health Care Agency co-hosted a [text4baby kick-off event last week!](#) I would like to take this opportunity to thank Rep. Capps for her leadership in championing text4baby as a free, accessible resource that can make a difference in the health and well-being of California families. Read more in our Partner Spotlight below.

*Arlene Remick*  
National Healthy Mothers, Healthy Babies Coalition

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## Welcome New Partners!

New Mexico Department of Health, Honoring Our Children (Lac Courte Oreilles Community Health Center, Hayward, WI), Community Health Center of Snohomish County (Everett, WA), Chicago Family Health Center (Chicago, IL), Tri-State Community Health Center (Hancock, MD), Crozer-Chester Medical Center WIC Program (Chester, PA), Children's Hospital and Medical Center (Omaha, NE), Health Partners of Philadelphia, Inc. (PA), ODS Health Plan, Inc. (OR), CenCal Health (CA). Welcome! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

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## Subscriber Update

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### CONTACT US

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[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)

We now have **47,633** text4baby enrollees, with **94%** of enrollees reporting that they would recommend the service to a friend.

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

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### **Partner Spotlight**

Congresswoman Lois Capps (D-CA) has been a great advocate for the text4baby program. Following the Congressional Briefing in April, Capps distributed a [press release](#) expressing her support of text4baby and sent a letter to members of the House of Representatives encouraging her colleagues to host text4baby events in their local districts. Over the last two weeks, Congresswoman Capps has attended two events in California to launch the text4baby campaign. On June 4th, she spoke about text4baby at a clinic in Santa Maria. Last week, the Congresswoman partnered with text4baby Outreach Partner, Ventura County Health Care Agency in Oxnard, CA, to co-

host a [kick-off event](#) for text4baby. They had a great turnout! Local radio station KMLA 103.7 hosted a live broadcast. Representatives from AT&T and Verizon Wireless attended, as well as local health care providers, and pregnant women and new moms from the community.

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## **Upcoming Event: Intro to Text4baby Webinar**

**\*Updated Registration Link Below\***

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, June 16th, 2:00-3:00 PM EST

Register for the webinar at

<https://www2.gotomeeting.com/register/639168147>. Once registered, you will receive the webinar login and dial-in information.

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## **mHealth Highlight**

### [Aneesh Chopra CTO Seeks Private-Public Healthcare Innovation](#)

In his keynote speech at the Health Information and Management Systems Society's annual Virtual Conference and Expo last week, Aneesh Chopra (US Chief Technology Officer) noted three focuses of the Obama Administration regarding healthcare and technology: promoting broadband (a "mobile revolution"), open competitive markets/entrepreneurship in the field, better connection between the government and local communities. Chopra highlighted text4baby as a program that has "spurred innovation to advance the health of the U.S. patient." [Read more.](#)

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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, 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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