June 19, 2012

This Thursday marks the official start of summer! This fun-filled season offers ample opportunities to share text4baby with friends and family at barbeques, pool parties, and outdoor concerts. As summer schedules fill up, busy moms will be thrilled to have this fast, easy way to get critical health and safety reminders. Enjoy the sunshine, and don’t forget that sunscreen for you (and baby!)

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

Take Action
If you haven’t already become a fan, be sure to join us on Facebook to participate in exciting conversation with text4baby users around the country. Our Facebook page is also a great way to stay up-to-date on text4baby partnerships, activities, and other maternal and child health updates!

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 (72/1000)
- Group 2: Tennessee (41/1000)
Group 3: Michigan (43/1000)

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 (61/1000)
- Group 2: Oklahoma (44/1000)
- Group 3: Michigan (39/1000)

Weekly and overall contest winners 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 Spotlights
Excellent job to all three of this week’s winners! Michigan led group 3 in enrollment for the fourth week in a row with an enrollment rate of 43/1000! Michigan text4baby enrollment efforts are led by a coalition of over thirty partners across the state 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!

Tennessee is a new winner for group 2 with an enrollment rate of 41/1000! Text4baby partner Centennial Pediatrics stated that their providers ensure parents are made aware of text4baby during prenatal consultations, child’s first visit to the office, and through flyers in the waiting rooms, patient newsletters, and social media channels. Keep up the great work!

South Dakota led in group 1 for the third week in a row with an enrollment rate of 72/1000! Partners continue to spread the word about text4baby to their community by disseminating materials throughout South Dakota. Great work, South Dakota!

Partner Spotlight
The Wood County Health Department in Wisconsin Rapids is hosting a county-wide Text4baby Enrollment Contest to coincide with the national contest. Wood County will be promoting the service at a number of community health events and through social media. Text4baby users are invited to post on Wood County’s Facebook page for a chance to win a car seat, hand breast pump, or infant massage gift certificate! The health department is also playing text4baby’s animated videos in English and Spanish in their lobby to encourage moms to enroll. Wood County currently has 145 individuals signed up for text4baby and hopes to reach many more through their summer contest. Check out some local news coverage on their efforts. Keep up the great work!

Text4baby Sends Another Pertussis SMS
In response to a request from the New Mexico Department of Health and in collaboration with the Centers for Disease Control and Prevention, text4baby is sending another alert about pertussis to 44 states and U.S. territories. Participants will receive a text encouraging them to talk to their doctors about getting a pertussis shot in an effort to help protect their baby from getting this dangerous and sometimes deadly disease. For more information about pertussis, please see the National Healthy
Mothers, Healthy Babies’ interview with Dr. Ari Brown.

Text4baby in the Media
Health Net, a managed care organization with more than 5.6 million members across the country, recently announced the launch of a national public service campaign to increase awareness of prenatal and infant health. The campaign includes the promotion of the two text4baby TV PSAs—on the Health Net website, at its Community Solutions Centers, and with its associates, members, contracting providers, and insurance brokers. Read this press release to learn more about their campaign. Health Net, Inc. was one of the first health plans to partner with text4baby in California, Arizona, and Oregon and we thank them for their long-standing support and promotion of the service. If you are interested in promoting the text4baby PSAs, contact your text4baby Outreach Coordinator or email info@text4baby.org.

“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 this Thursday, 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! Last week, text4baby sent out a text message referring users to a webpage featuring the 5 simple steps that parents can use to soothe a crying baby (the 5 S’s). Look for the text4baby PSAs playing before Dr. Karp speaks—and let us know where you spot them! Head to our website to learn about Dr. Karp’s 5 S’s and find out how you can attend the live event.

HMHB Webinar: Powerhouse Nutrients for Pregnancy and Lactation
Join the National Healthy Mothers, Healthy Babies Coalition for the latest Emerging Science Webinar: Powerhouse Nutrients for Pregnancy and Lactation on Thursday, June 21st from 1:00–2:00pm Eastern Time. Expert 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 the science surrounding prevention of preterm delivery; optimal maternal weight gain and infant birth weight; the most appropriate level of folic acid intake; the benefits of omega-3 DHA intake during pregnancy; 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!

Subscriber Update
Text4baby has now enrolled 363,997 individuals! Ninety-five percent of text4baby users who responded to a survey (n=24,093) 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
欢迎新伙伴！

我们很高兴欢迎来自全国各地的新合作伙伴:

- 中心为产前倡导者在普罗维登斯医院（华盛顿，DC）

欲了解合作方列表的完整列表，请点击这里。

**Text4baby工作机会**

我们正在寻找一名充满热情的消费者营销专家加入我们的Text4baby大家庭，担任新的营销和传播总监。理想的候选人将拥有15+年的媒体和企业关系经验，并将领导全面的消费者营销活动，以扩展当前的340,000名用户到100万甚至更多。这位领导者将利用Text4baby在短短2年多的时间内建立的庞大信任、认知和合作伙伴网络，通过新的战略性企业合作伙伴关系来实现这一目标。了解更多并申请，请点击这里。

**Text4baby合作伙伴的倡议**

**遗产相机计划**

别忘了！HMHB提供易用的手持摄像机供合作伙伴免费借用。发挥创意，讲述你的故事或你与的妈妈们合作的成功Text4baby促销活动。了解此计划并如何借用相机，点击这里。

访问www.text4baby.org了解有关活动的更多信息。更多关于母子健康的信息，请访问National Healthy Mothers, Healthy Babies Coalition。

**关于Text4baby**

Text4baby的实现得益于广泛、包括政府、企业、学术机构、专业协会、土著机构和非营利组织在内的公共-私营伙伴关系。创始人包括HMHB，Voxiva，CTIA - 无线基金会，以及Gray Healthcare Group（一家WPP公司）。Johnson & Johnson是创始人，美国政府合作伙伴包括白宫办公室科学与技术政策，卫生与人类服务部，美国社会保障管理局，美国农业部，国防部军事健康系统，以及美国消费者产品安全委员会。移动健康平台由Voxiva提供，免费短信服务由参与的无线服务提供商慷慨提供。实施合作伙伴包括BabyCenter，Danya International，Syniverse Technologies，Keynote Systems和乔治华盛顿大学。MTV Networks是一家媒体合作伙伴。

你正在接收到这份通讯，因为您之前对Text4baby表示了兴趣。
National Healthy Mothers, Healthy Babies Coalition and our text4baby program. If you wish to unsubscribe, please click on the link below.

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