



Text4baby Tuesday

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

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 barbecues, 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)

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- 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!

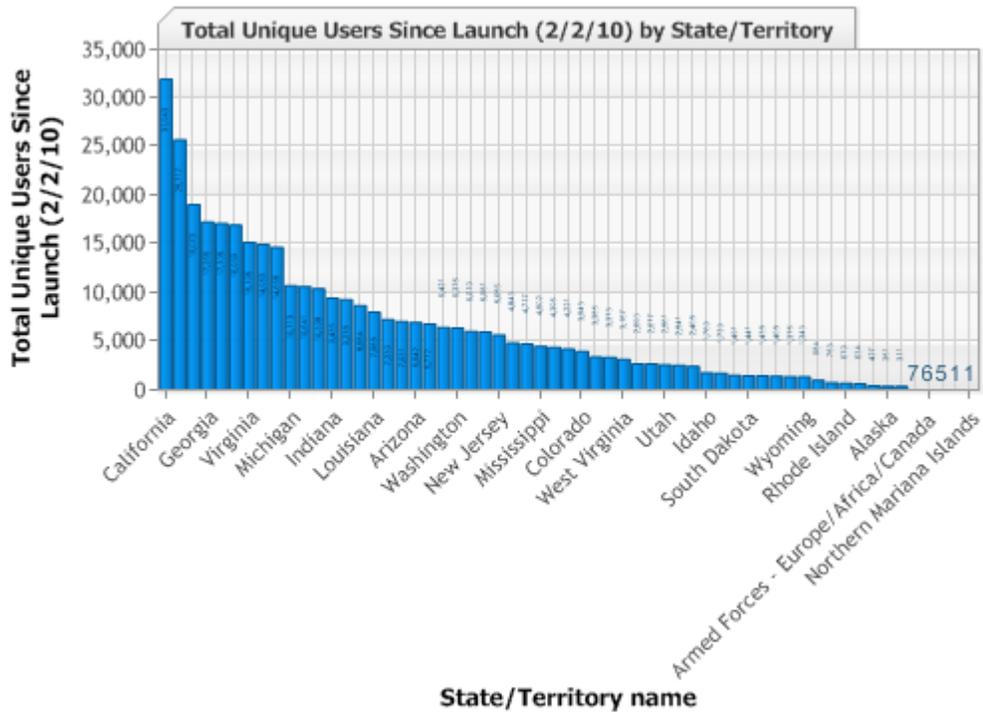
Dr. Harvey Karp, best-selling author of *The Happiest Baby on the Block* and *The Happiest Toddler on the Block*, will be holding a live event this Thursday, June 21st at 7:30pm local time in movie theaters across the country. During the event, there will be live demonstrations, footage of Dr. Karp’s 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

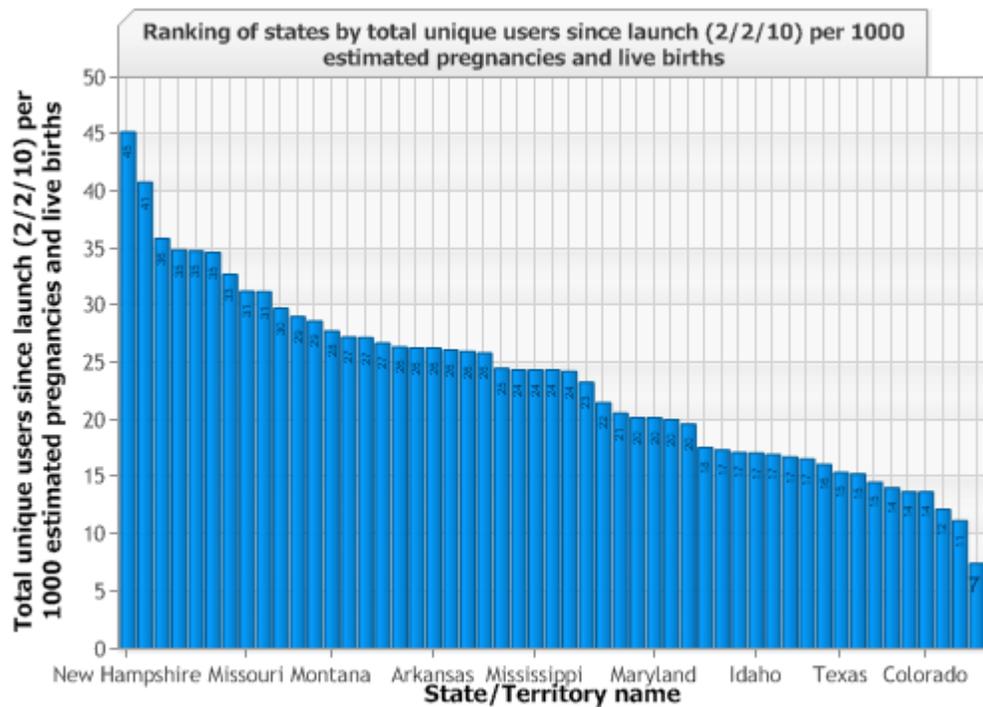
Join the National Healthy Mothers, Healthy Babies Coalition for the latest Emerging Science Webinar: Powerhouse Nutrients for Pregnancy and Lactation on Thursday, June 21st from 1:00–2:00pm Eastern Time. Expert Mary Harris, PhD, RD, will share the most recent evidence on the role of major nutrients such 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

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:

- The Center for Perinatal Advocacy at Providence Hospital (Washington, DC)

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

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](#).

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. 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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