



Text4baby Tuesday

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

June 2, 2010

Last week, text4baby was mentioned by Aneesh Chopra, U.S. Chief Technology Officer, at the [Games for Change \(G4C\) Festival](#). The program was also recognized by Sonal Shah, White House Director of the Office of Social Innovation and Civic Participation, at the [Gov 2.0 Expo](#). We thank the White House staff for their continued promotion of the service!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

Washington State Department of Health, Mississippi Chapter, American Academy of Pediatrics (MS), North Carolina Chapter of March of Dimes (NC), Lane County Public Health Division (Eugene, OR), Tompkins County Health Department (Ithaca, NY), Wood County Health Department (Wisconsin Rapids, WI), Unity Health Insurance (WI).

Welcome! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

Subscriber Update

We are excited to report that we now have **43,788** text4baby enrollees, with **94%** of enrollees reporting that they would recommend the service to a friend.

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MEDIA@TEXT4BABY.ORG

[View](#) percentage of subscribers in each state enrolled in text4baby weighted by population.

View subscriber breakdown by [pregnancy status](#) and [language](#).

Partner Spotlight

The New Hampshire text4baby Coalition (NH Coalition), led by the state Department of Health and Human Services WIC and MCH sections, issued a [press release](#) last week in celebration of National Public Health Week resulting in substantial media coverage, including [newspaper articles](#) and [interviews](#). The NH Coalition has also sent mass emails to colleagues and partners statewide. To encourage expansion of the coalition, they set up a NH email (text4baby@dhhs.state.nh.us) for public and private organizations in NH to join the campaign. Finally, they have printed customized text4baby posters and flyers and made them available to their contract agencies and district offices around the state.

Text4baby Media

[*Eye on New York: On Family*](#)

In an online CBS news segment, local New York reporters follow three-week-

old Destiny and her mother, Susan Slater, as they describe their experience using text4baby. Slater, a mother of 7, says that she was surprised by how helpful the service is, saying “I thought I knew everything there is to know about being a mom.” Text4baby Outreach Partner Cheryl Hunter-Grant, LMSW, of the Lower Hudson Valley Perinatal Network also appears in this clip, giving a thorough interview of the program. We thank this committed partner and enthusiastic user for their wonderful promotion and testimony!

[View it here.](#)

Upcoming Event: Intro to Text4baby Webinar

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 2, 2:00-3:00 PM EST

Register for the webinar at

<https://www2.gotomeeting.com/register/970539347>. Once registered, you will receive the webinar login and dial-in information.

mHealth Highlight

[*Mobile Health 2010*](#)

Organized by BJ Fogg, PhD of Stanford University, the Mobile Health 2010 conference on May 24-25 was designed to “highlight how today’s mobile technology can improve the health of everyday people.” Speakers came from a variety of backgrounds, from government workers to iPhone app developers. Paul Meyer, chairman and president of Voxiva, which offers the technical platform for the text4baby service, participated. [Read more.](#)

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, 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.

You are receiving this communication because you previously expressed interest in the 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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