Congratulations to Text4baby Founding Sponsor, Johnson & Johnson, for receiving the Service to America Corporate Leadership Award from the National Association of Broadcasters. The Award recognizes non-broadcast businesses that exemplify an extraordinary focus on community service and corporate social responsibility. Thank you for your support of text4baby and dedication to improving the health and well-being of people worldwide.

Arlene Remick, MPH
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

Mental Health America of Georgia (GA), Community Health Center of Franklin County (Turners Falls, MA), East Texas Community Health Services, Inc. (Nacogdoches, TX), Iliuliuk Family and Health Services (Unalaska, AK), A Healthy Maine Partnership, Washington County: One Community (Machias, ME), Allied Pediatrics of New York (Riverhead, NY), United Health Centers of the San Joaquin Valley (Parlier, CA) and St. Andrew Development, Inc.
(York, PA). Welcome! For a complete list of partners, visit http://text4baby.ning.com/notes/Partners.

Subscriber Update

We now have 49,736 text4baby enrollees, with 95% 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.

Partner Spotlight

Text4baby Outreach Partner, Brookshire Brothers Food & Pharmacy, located in Texas and Louisiana, have incorporated text4baby into their company’s promotional plan. They are educating physicians and promoting the service through local pregnancy help centers. They have posted flyers in their pharmacies and inserted information into their bags. Check out the picture of the text4baby flyer on one of their pharmacy awareness tables!

Text4baby Media

*Text4baby program helps expectant mothers and new moms*

NBC affiliate KY3 in Springfield, MO featured a story about text4baby. Casey Mathers, a mother of five, talked about how the text4baby program keeps mothers up-to-date on important health information during pregnancy and baby's first year.

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 30th, 2:00-3:00 PM EST
Register for the webinar at [https://www2.gotomeeting.com/register/901550307](https://www2.gotomeeting.com/register/901550307). Once registered, you will receive the webinar login and dial-in information.

**mHealth Highlight**

*When your carpet calls your doctor*

The Economist reviews the trends in wireless health among physicians and patients in the U.S. There are many new technologies that have the potential to make a significant impact on health outcomes. Paul Meyer of Voxiva is interviewed and describes the potential of text4baby as a program with worldwide potential. Read more.

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.

---

**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.

Information is reported as provided and does not necessarily represent the view of or the endorsement by the National Healthy Mothers, Healthy Babies Coalition. A complete copy of HMHB’s disclaimer is available at [http://www.hmhb.org/disclaimer.html](http://www.hmhb.org/disclaimer.html).