



# Text4baby Tuesday

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

**June 22, 2010**

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

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## 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.

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### CONTACT US

GENERAL INQUIRIES:

[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)

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

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## **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](#).

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## **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!

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## **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.

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## **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>. Once registered, you will receive the webinar login and dial-in information.

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## **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.](#)

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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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