



Text4baby Tuesday

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

June 26, 2012

The 2012 Text4baby State Enrollment Contest is off and running! The contest runs through October 21st, so keep up the hard work and help your state win. Check out our [website](#) for more information, weekly winners, and resources, and be sure to let us know what you're doing to increase enrollment to be featured on our website and in Text4baby Tuesday.

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

Take Action

Don't forget to register for the [Children's Defense Fund \(CDF\) national conference](#) to join 3,000 leading advocates for children and people living in poverty. The conference will be on July 22-25th in Cincinnati, Ohio and will be focused on action to help shape a robust national conversation about the urgent needs of children and those living in poverty in 2012. Text4baby and CDF have been working together recently to ensure every child has the best possible start in life. Please consider participating in this important conference by [registering](#) today!

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:

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- Group 1: West Virginia (39/1000)
- Group 2: Arkansas (203/1000)
- 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 (54/1000)
- Group 2: Arkansas (60/1000)
- Group 3: Michigan (40/1000)

Please visit our [website](#) for more information about how the contest math is calculated.

Contest Winner Spotlights

Michigan has continued to lead group 3 for the fifth week in a row with an enrollment rate of 43/1000! The Michigan Primary Care Association has been reaching out to Federally Qualified Health Centers across the state with information about text4baby to ensure that patients learn how to sign up. Additionally, thanks to the Michigan Department of Community Health, the text4baby radio and TV PSAs continue to run statewide. Thanks to our 30+ Michigan partners who are spreading the word about text4baby around the state!

Arkansas lead group 2 this week with an enrollment rate of 203/1000! The [University of Arkansas for Medical Sciences' Department of Obstetrics and Gynecology](#) has been instrumental in Arkansas' success. Posters in English and Spanish have been provided to key hospital and community partners. The department utilized existing infrastructure to promote text4baby within the organization and used their award-winning telemedicine program, [Angels](#), to share the service with their patients. This initial investment has made a huge impact for hundreds of mothers throughout the state!

It's no surprise that West Virginia is a new winner for group 1 with an enrollment rate of 39/1000! Over the past few weeks the West Virginia Department of Health and Human Services' [Right From the Start program](#) has been contacting TV and radio stations, and a regional care coordinator recently conducted a television interview about text4baby. They also promote text4baby at local conferences and baby showers, text4baby information is included in a mailer distributed statewide to all pregnant women receiving WV Medicaid coverage, and the [WV Birth Score Office](#) sends text4baby flyers to health care providers. Text4baby also participated in the recent Community Advisory Network (CAN) meeting hosted by the WVU National Center of Excellence in Women's Health. Lastly, a representative from WV Senator Rockefeller's office presented on text4baby to several Institute of Medicine board members and Robert Wood Johnson Foundation health policy fellows. Excellent work, West Virginia!

Partner Spotlight

The Indiana Text4baby Campaign Off to a Fantastic Start!

At the beginning of the month, Carl Ellison from the [Indiana Minority Health Coalition](#) (IMHC) and others were featured on an IndyStyle WISH-TV television

[segment](#) and on the Medically Speaking radio show for WTLC Indianapolis. Following these interviews, the IMHC officially launched the statewide [Indiana Text4baby Campaign](#). The Indiana State Health Officer headlined an event with a local text4baby user who spoke highly of the service stating, "There's a lot of information you wouldn't think to ask your doctor...It's been a great experience for me." A strong media presence included local affiliates from NBC, CBS, and FOX, and resulted in an [Indianapolis Star](#) article and one in the [Post Tribune](#). Also, a team of practice consultant nurses from [Anthem Blue Cross and Blue Shield's Indiana Medicaid Plan](#) have been actively promoting the service with their state's *40 Weeks of Pregnancy: Every Week Counts* toolkits. There was a notable spike in enrollment (97% increase compared to an average week) after the launch event and promotional activities, which stayed above average through last week. To keep the momentum going, IMHC attended the [Indiana Latino Expo](#) and the statewide 2012 Pregnant and Parenting Teen Conference to promote the service. Check out [IMHC's blog](#) highlighting the great text4baby outreach in Indiana, as well as recent media coverage on IMHC's [text4baby page](#). Keep up the great work, Indiana!

Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) Conference Promotion

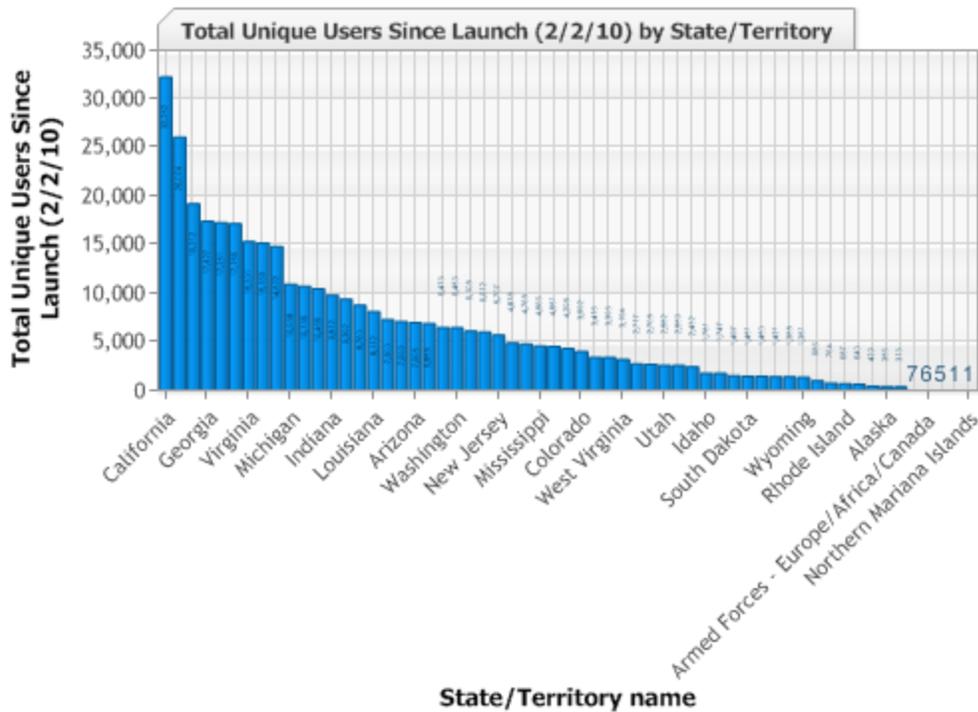
This week, our colleagues at AWHONN are sharing a customized fact sheet in conference bags to 3,200 nurses attending their annual conference in Washington, DC. The fact sheet explains how text4baby supports nurses in their patient education efforts and the best ways they can promote it to patients in every encounter. Text4baby is also working with AWHONN on text messages related to delaying elective induction, ensuring babies make it to full-term. Thanks AWHONN for your ongoing commitment to moms and babies everywhere!

Strong Start Funding Opportunity Update

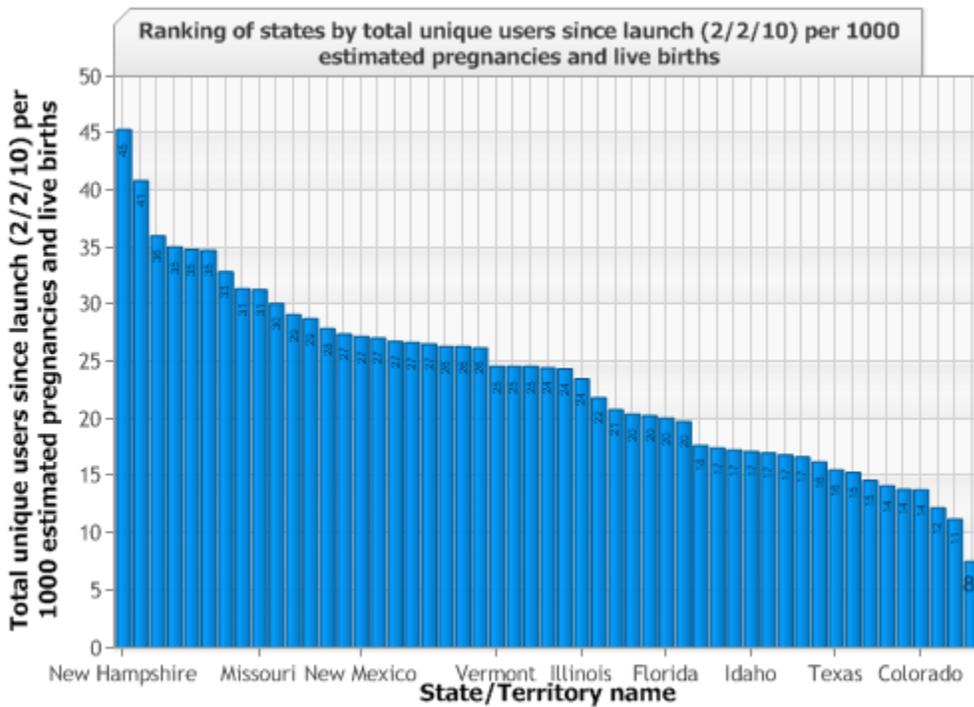
The Centers for Medicare & Medicaid Services (CMS) is very pleased with the high level of interest in the [Strong Start for Mothers and Newborns Funding Opportunity Announcement](#) (FOA). They have received numerous questions and suggestions about the initiative from organizations throughout the country interested in testing new models of prenatal care with the potential to improve maternal and child health while reducing costs. Applications were due on June 13, 2012; however, stakeholders have raised important issues since CMS announced the call for applications. In order to address these issues, CMS is revising the FOA and providing further clarifications, including extending the application deadline to allow applicants the time they need to develop innovative models in response to these changes. Please continue to visit the [site](#) for more information and an updated deadline, which should be posted shortly.

Subscriber Update

Text4baby has now enrolled 368,229 individuals! Ninety-five percent of text4baby users who responded to a survey (n=24,439) 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](#).

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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