



Text4baby Tuesday

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

June 29, 2010

Last week, Secretary of State Hillary Clinton announced a partnership between the National Healthy Mothers, Healthy Babies Coalition (HMHB) and the Healthy Russia Foundation to launch text4baby internationally. The announcement was made in tandem with the Obama-Medvedev Presidential Summit in Washington, DC. [Read more](#) about our plans to share strategies for success in mobile health with our Russian counterparts.

Arlene Remick, MPH
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

Waimanalo Health Center (Waimanalo, HI), Essex Pregnancy and Parenting Connection (Newark, NJ), Healthy Mothers, Healthy Babies Coalition of Broward County, Inc. (Fort Lauderdale, FL), Marian Medical Center (Santa Maria, CA) and DAKOTACARE (SD). Welcome! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

Subscriber Update

We now have **51,921** text4baby enrollees, with **95%**

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PARTNERS@TEXT4BABY.ORG

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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 Cleveland MomsFirst (a program of the Cleveland Department of Public Health) had the airwaves buzzing with text4baby this month, as [text4baby PSAs](#) had 137 airings on four local Radio One stations! The PSAs also aired online more than 300 times at www.zhiphopcleveland.com, www.wzakcleveland.com, www.newstalkcleveland.com, and www.praisecleveland.com. In addition to the PSAs, MomsFirst has been promoting text4baby out in the community during management meetings, health fairs, and consortium activities. Callers dialing their referral line are told about text4baby as a resource, and text4baby posters will be displayed both at the Department of Health and at local partner organizations in the upcoming weeks.

Text4baby Media

Text4baby released an ad in a special Pregnancy and Wellness Report in the June 25th edition of *USA Today*. The report had broad distribution in the New York, Los Angeles and Chicago markets, and several organizations are distributing the report to their members and at their events, including the American Congress of Obstetricians and Gynecologists, March of Dimes, American Pregnancy Association and Academy of Breastfeeding Medicine. In addition, Destination Maternity will be carrying out a national distribution through their 24 superstores. The text4baby ad was sponsored by partners CTIA-The Wireless Foundation, Syniverse and founding sponsor, Johnson & Johnson.

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.

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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