



# Text4baby Tuesday

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

**June 5, 2012**

A midwife, which means “with women”, provides mothers and families comprehensive prenatal care and a personalized touch before, during, and after childbirth.

This week, text4baby is exhibiting at the [American College of Nurse-Midwives Annual Meeting and Exposition](#) in Long Beach, California. In addition to hosting a booth at the expo, text4baby buckslips were placed in all of the registration bags, explaining how midwives can help promote the service. Thank you, nurse-midwives, for promoting text4baby and helping to get the word out!

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

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## Take Action

[Order](#) our new free, pre-printed tearpads today! Text4baby and [Connecting Kids to Coverage](#)—administered by the Centers for Medicare & Medicaid Services (CMS)—are pleased to announce a new tearpad to help you with your outreach. These free index-sized tearpads have information on free or low-cost health coverage options, Medicaid and CHIP, as well as text4baby, and will be a great new resource for your organization to help spread the word. We are accepting orders now although materials will not be available until September. We are also planning webinars to provide tips and strategies for text4baby partners and CHIPRA grantees to work together, so stay tuned!

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GENERAL INQUIRIES:

[INFO@TEXT4BABY.ORG](mailto:INFO@TEXT4BABY.ORG)

FOR MEDIA INQUIRIES, PLEASE CONTACT:

[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

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## 2012 State Enrollment Contest

### Weekly Winners

Each week during the State Enrollment Contest we are highlighting the States in each category (large, medium and small) 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:

- Large State: Michigan (34/1000)
- Medium State: Alabama (38/1000)
- Small State: South Dakota (52/1000)

### Overall Winners

The States in each category (large, medium and small) that have enrolled the highest rate of individuals in text4baby since contest start (5/17) are:

- Large State: Michigan (37/1000)
- Medium State: Oklahoma (40/1000)
- Small State: South Dakota (52/1000)

Weekly winners and overall winners of the contest are determined based on the population-adjusted rate of new text4baby enrollment (enrollment just during the Contest Period) using 2009 live birth data from CDC to approximate the number of new pregnancies and new infants for each state. Please visit our [website](#) for more information about the State Enrollment Contest and overall state enrollment charts by group.

### Contest Winner Spotlight!

Great job to all three of this week's winners! Michigan came out on top for the large state category for the 2nd week in a row.

In Alabama, text4baby enrollment is being led by the Alabama Department of Public Health, Circle of Care Center for Families, Eastside Women's Specialists, Fitness Fleet, LLC, Mobile County Health Department, Springhill Medical Center, and the University of Alabama at Birmingham Department of Obstetrics and Gynecology. These organizations have been promoting text4baby at state-wide conferences, and through the State Perinatal Advisory Council, health care providers, and WIC clinics. Key partnerships with the State Children's Health Insurance Program "ALL Kids" and delivering hospitals in the state have also played a role in their outreach efforts.

South Dakota, led by the South Dakota Department of Health, continues to distribute text4baby materials at events and meetings. We would like to thank all of the Michigan, Alabama, and South Dakota partners who have contributed to each of their state's success this past week in the text4baby State Enrollment Contest. We applaud all of your efforts!

### Partner Spotlights:

*WhyHunger's National Hunger Hotline Registering Summer Food Service Programs*  
The National Hunger Hotline (1-866-3 HUNGRY or 1-866-348-6479), a service of text4baby partner's [WhyHunger](#), is registering [Summer Food Service Programs](#) in their database. The hotline refers people in need of emergency food assistance to food pantries, government programs, and model grassroots organizations that work to improve access to healthy, nutritious food, and build self-reliance. [Contact](#) Why Hunger if your organization

is offering a summer food program.

#### *ACOG Distribution of Text4baby Stickers at Annual Clinical Meeting*

In conjunction with National Women's Health Week, [American Congress of Obstetricians and Gynecologists](#) (ACOG) sent an email to 37,500 members across the country with the header below, information on the program and its impact, a quote from ACOG President, and ways ob-gyns can get involved. There was a great response to the email. ACOG also distributed over 5,000 text4baby stickers to attendees of their Annual Clinical meeting in San Diego, CA. The stickers are designed to be placed on patient scales and bathroom mirrors in Doctor's offices. Thank you, ACOG!



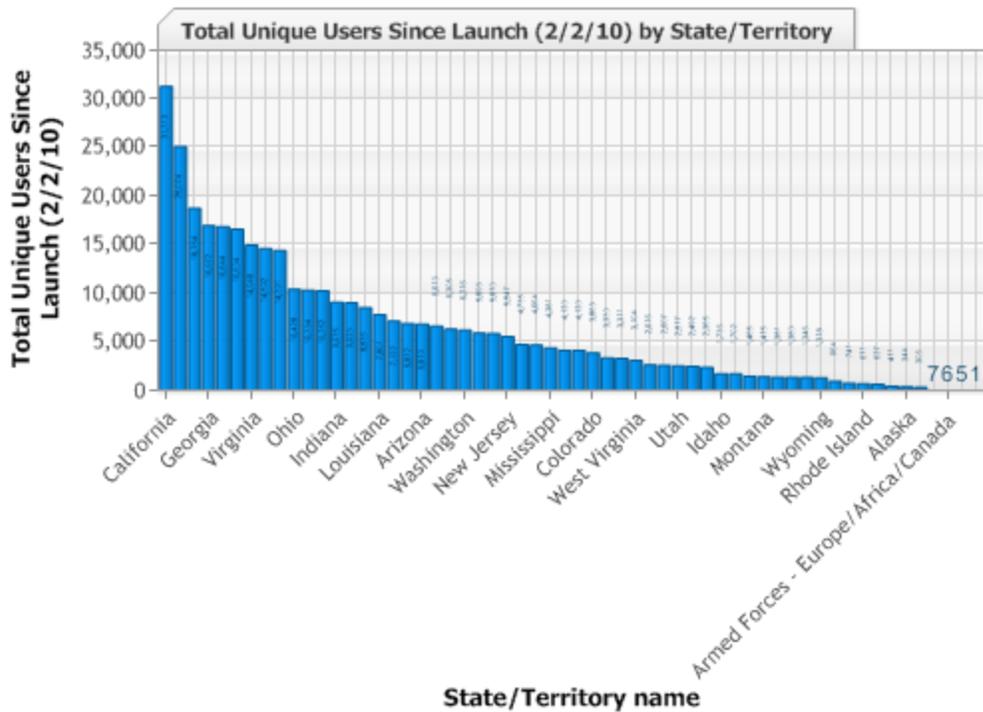
#### **National Premature Infant Health Coalition (NPIHC) Summit Next Week!**

Have you heard about the presenters lined up for the free NPIHC summit, [Connections 2012](#), on June 15th? You won't want to miss it! The list of registrants includes a multidisciplinary group of NICU staff and neonatologists; premie parents and parent advocates; representatives from national, state, and local organizations; and more! In town early? Come to the networking reception from 4:30-7:30pm on Thursday, June 14th. The Summit will take place at the Phoenix Park Hotel in Washington, DC. [Register](#) today and email [agoodman@hmhb.org](mailto:agoodman@hmhb.org) with questions.

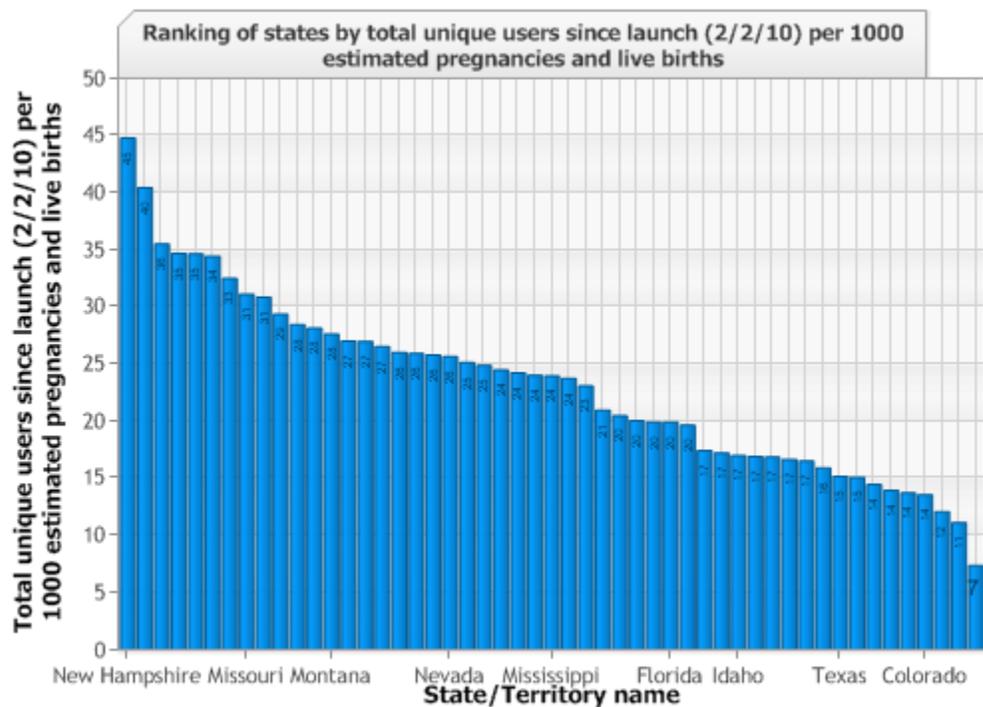
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#### **Subscriber Update**

Text4baby has now enrolled 356,247 individuals! Ninety-five percent of text4baby users who responded to a survey (n=23,274) 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](#).

### **Welcome New Partners!**

We are thrilled to welcome additional partners from across the country:

- Carolinas Medical Center-Myers Park OB-GYN (Charlotte, NC)
- Hera Ob/Gyn Medical Group (Modesto, CA)
- Humana Inc. (KY)
- Mother & Child Health Coalition (Kansas City, MO)

For a complete list of text4baby partners, click [here](#).

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### **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](#).

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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. 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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