



# Text4baby Tuesday

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

**June 9, 2010**

Last Friday, I had the privilege of talking to the country's Healthy Start project directors at their meeting in Washington, DC. Healthy Start is a program of the Health Resources and Services Administration at HHS and focuses on getting women into prenatal care early in pregnancy. The National Healthy Start Association was one of the first text4baby outreach partners. Thank you for all of your hard work!

*Arlene Remick*  
National Healthy Mothers, Healthy Babies Coalition

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## Welcome New Partners!

North Carolina Department of Health and Human Services, Baltimore City Healthy Start (Baltimore, MD), Clatsop County Department of Public Health (Astoria, OR), Wellcare Health Plans, Inc. (National). Welcome! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

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## Subscriber Update

We now have **45,523** text4baby enrollees, with **94%** of enrollees reporting that they would recommend the service to a friend.

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

FOR MEDIA INQUIRIES, PLEASE CONTACT:  
[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

[View](#) percentage of subscribers in each state enrolled in text4baby weighted by population.

View subscriber breakdown by [pregnancy status](#) and [language](#).

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### **Partner Spotlight**

Text4baby partner MaineCare, the Medicaid administrator for the State of Maine, recently published a blurb about text4baby in their newsletter, which reaches 216,000 distinct members by mail and will also be available in the 16 eligibility offices around the State as well as other State agencies. In addition, MaineCare will be adding a voice message about text4baby to a series of messages that members hear when they call the Member Services phone number and are placed on hold. This line receives about 10,000 calls a month and text4baby will be the “message of the day” indefinitely.

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### **Text4baby Media**

*The Mighty Midwest*

This week, we would like to highlight our partners in Kansas and Missouri, who have done a great job of promoting text4baby to the media in the Midwest. In the [Shawnee Dispatch](#), the Kansas State Health Officer and

Director of Health in the Kansas Department of Health and Environment discusses prematurity in Kansas and cites text4baby as one of the strategies the State is using to help mothers bring their pregnancies to full term. In [Columbia, MO](#), local NBC affiliate, KOMU, has posted a story about text4baby on their website. The director of a local Missouri organization, My Life Clinic, says that she provides “referrals to text4baby for any women who come here with a positive pregnancy test.”

[Read More from Kansas](#)  
[Read More from Missouri](#)

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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 16th, 2:00-3:00 PM EST

Register for the webinar at

<https://www2.gotomeeting.com/register/970539347>. Once registered, you will receive the webinar login and dial-in information.

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### **mHealth Highlight**

[\*After health reform, employers will play, not pay – but employees will\*](#)

An article in last week’s [HealthPopuli](#) covers a survey of employers’ reaction to the latest health legislation, the Patient Protection and Affordable Care Act (PPACA). Over 600 mid- to large-sized employers were polled on what actions they would take in their workplace if this reform increases the organization’s health care benefit costs.

At 88% and 74%, the top two responses are, respectively: to pass cost increases on to employees in the form of higher premium contributions; and to reduce health benefits and programs, from changing plan options, to restricting eligibility and increasing deductibles. The majority of the responses pass the weight of health care costs to the employee. [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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