



# Text4baby Tuesday

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

## July 12, 2011

The **Summer Sign-Up Contest** is on! This Contest provides an opportunity for text4baby fans to spread the word about the service to friends, family, colleagues, patients, and other pregnant women and new moms. The top 20 contestants who enroll the most women in the text4baby service between Friday, July 8, 2011 and September 10, 2011 will win a year's supply of Johnson's Baby products and a special gift for mom, courtesy of text4baby's Founding Sponsor, Johnson & Johnson. The Summer Sign-Up Contest provides individuals with a way to reach more women with prenatal and infant health information and to contribute to helping their state win the State Enrollment Contest, which is underway. To find out more about the Contest, visit:

<http://text4baby.org/index.php/refer>. Good luck and have fun!

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

## Welcome New Partners!

This week, we welcome the following new partners:

1. The Clinic-Family Health Care, Inc. (Denton TX)
2. Division of Women's Community Health, Department of OB/GYN, University of Cincinnati College of Medicine
3. Lone Star Community Health Center, Inc. (Conroe, TX)
4. Southern Bands Health Center (Elko, NV)
5. The University of Tennessee Extension McMinn County (Athens, TN)
6. Volunteers of America, Texas (TX)
7. Wellness Pointe (Longview, TX)

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### GENERAL INQUIRIES:

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

### PARTNERSHIP INQUIRIES:

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

[G](#)

FOR MEDIA INQUIRIES,

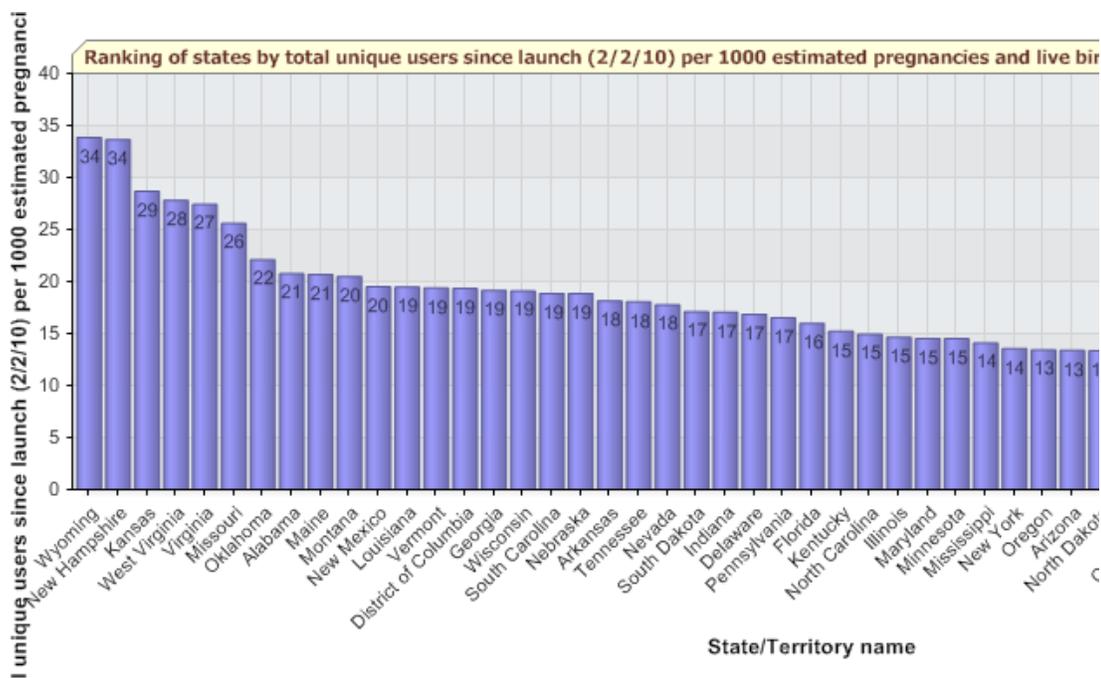
PLEASE CONTACT:

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

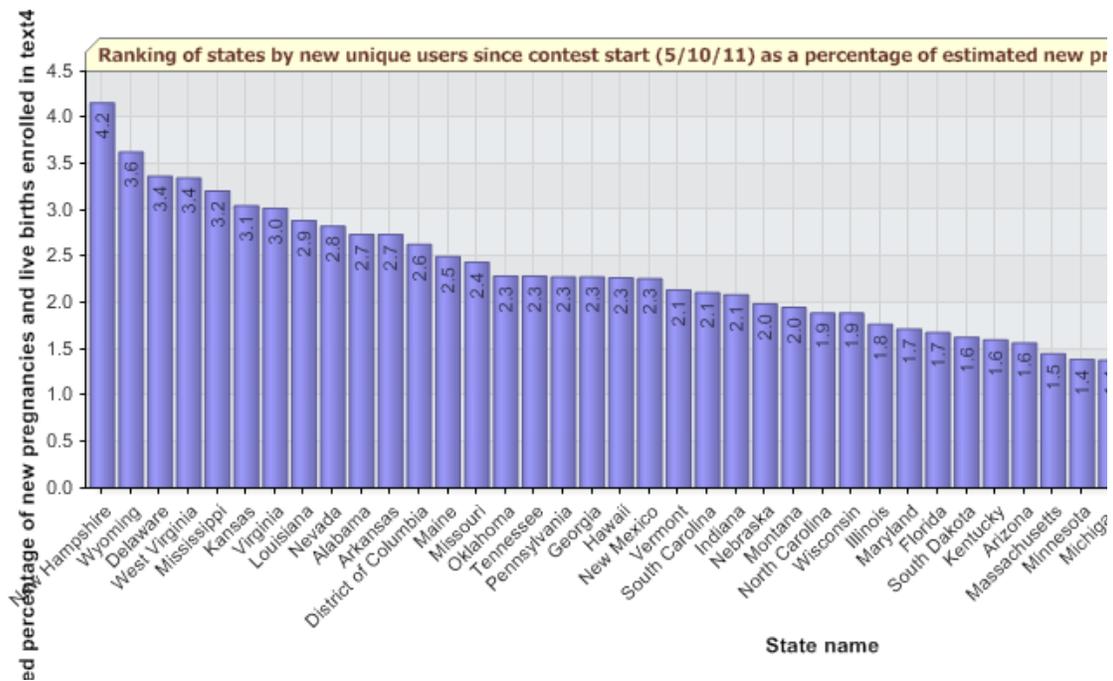
We greatly appreciate your commitment to spreading the word about text4baby! For a complete list of partners, visit: <http://text4baby.org/index.php/partners>.

### Subscriber Update

Since launch, **194,255** users have enrolled in text4baby! Ninety-six percent of surveyed users report 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](#) for more information on how this chart is calculated.



The chart above shows an estimate for population-adjusted text4baby enrollment during the Contest period. Click [here](#) for more information on how the chart is calculated. **The top three states this week are: New Hampshire, Wyoming, and Delaware.**

To view the total number of subscribers in each state and the subscriber breakdown by pregnancy status and language, click [here](#).

### Partner Spotlight

The Utah Department of Health (DOH) supports the text4baby program in several ways. The Utah DOH has provided local health and WIC agencies with posters and tearpads. Text4baby is also promoted through the case management program they run for their public employees. Text4baby information appears on the DOH Maternal and Infant Health Program web site and the [Baby Your Baby](#) program website, which provides helpful information and resources to pregnant women and moms in Utah. Most recently, Nan Streeter, Director, Maternal and Child Health Bureau, served as a judge for the text4baby Enrollment Card Design Contest that took place at the evo'11 Conference in Park City, Utah on July 7th- 9th. The text4baby Enrollment Card Design Contest, sponsored by Johnson & Johnson, invited conference attendees and their children to design text4baby enrollment cards. The three winning text4baby enrollment cards were chosen by a panel of judges and will be hosted on the text4baby website for partners to use. The Utah DOH also plans to print the winning enrollment card and distribute it to local health clinics throughout the state. Thank you to the Utah DOH for helping get the word out about text4baby!

### Text4baby in the Media

CBS Philly: Health Watch

This week, text4baby was featured in the Health Watch news segment on CBS: Philly. In addition to providing background about the service, the segment highlighted text4baby user Stephanie Harris and how the program has benefited her by sending 3 messages a

week with things she needed to know as her pregnancy progressed. National Healthy Mothers, Healthy Babies Coalition CEO Judy Meehan was also quoted, explaining, “The text messages contain information on critical health topics like immunization, nutrition, oral health, safe sleep and a variety of other issues.” To see the article and video online, click [here](#).

#### Will County Health Department

Illinois text4baby partner Will County Health Department was featured in an article in the Channahon-Minooka Patch. Focusing on the important issue of the U.S. infant mortality rate, the article highlights the county health department’s involvement with text4baby and includes sample messages. Community Health Center CEO Mary Coffey is quoted speaking about the role of text4baby in mhealth, saying “Mobile health services around the world have demonstrated the ability to help change patient behavior and improve health outcomes... We believe this program can have a significant impact on maternal and child health.” To read the article, click [here](#).

#### **mHealth highlight**

##### *Study: Texting may help smokers quit faster*

A study recently published in the British medical journal, *The Lancet*, found smokers to be twice as likely to succeed in quitting smoking if they receive supportive text messages as they attempt to quit. Smokers received five messages a day for the first five weeks of the study, and then three texts per week for 26 weeks after that. According to Caroline Free, the lead researcher on the study from the London School of Hygiene and Tropical Medicine, smokers reported that the messages helped them through the quitting process by providing support and making them feel less isolated. While only 10.7% of those smokers that received motivational messages during the study remained smoke free after six months, that rate was double the quit rate of those who did not receive the messages. The study adds to growing research that supports the use of text messaging as a way to contribute to behavior change. To learn more about this study click [here](#).

#### **Upcoming HMHB MCH Topics Webinar: Reducing Effects of Postpartum Depression - Provider Education and Maternal Empowerment**

Join the National Healthy Mothers, Healthy Babies Coalition for our latest *MCH Topics Webinar: Reducing Effects of Postpartum Depression - Provider Education and Maternal Empowerment* on July 13, 2011 from 1:00pm to 2:00pm EST. Therapist and maternal mental health expert Susan Dowd Stone, MSW, LCSW, will talk about the postpartum spectrum of perinatal mood disorders, including identification of signs and symptoms, risk factors for perinatal mood disorders, screening, and effective community response to empower women and help them access services. To register for this webinar, click [here](#).

#### **Text4baby Job & Internship Openings**

##### *Multicultural Outreach Coordinator*

The National Healthy Mothers, Healthy Babies Coalition is seeking a Multicultural Outreach Coordinator who is fluent in Spanish to help develop and nurture relationships with text4baby partners serving women of color, Spanish-speaking women, and faith-based communities. Responsibilities include developing and implementing audience-specific outreach strategies for local, state, and national partners, managing relationships with specific key partners, supporting the Campaign Director in managing and responding to Spanish-language media requests, attending events and conferences both locally and nationally, managing Spanish-language partner materials and tools, and working closely with Director of Education to review and update Spanish-language text4baby messages and to support evaluation and feedback processes around the Spanish content. The ideal

candidate will have a Bachelor's degree in public health or related field. Qualifications include 2-5 years of office work experience and written and oral fluency in Spanish. This full-time, exempt position is based in Alexandria, Virginia. To read the full job description go to <http://www.idealists.org/view/job/pT3Zk8b24n2D/>. Interested candidates should email their resume or CV, cover letter, and salary history to [hr@hmhb.org](mailto:hr@hmhb.org) with "Multicultural Outreach Coordinator" in the subject line. *No phone calls please.*

#### *Partner Relations Manager*

The National Healthy Mothers, Healthy Babies Coalition is seeking a Partner Relations Manager to oversee outreach to the participating nonprofit and governmental organizations that are core to the text4baby program. The text4baby team seeks an experienced maternal and child health leader to manage our network of over 500 existing partners while establishing strategic new partnerships to advance the program. Responsibilities include serving as the primary contact with senior staff at key national nonprofit, major medical, and federal partners and supervising the outreach staff. The ideal candidate will have demonstrated success managing collaboratives, campaigns or multi-stakeholder initiatives and have a passion for leveraging new technology to improve the health of mothers, babies, and families. Qualifications include 5 - 10 years experience in maternal child health field. This full-time, exempt position is based in Alexandria, Virginia. To read the full job description go to <http://www.idealists.org/view/job/32bCxN8BCFPbD/>. Interested candidates should email their resume or CV, cover letter, and salary history to [hr@hmhb.org](mailto:hr@hmhb.org) with "Partner Relations Manager" in the subject line. *No phone calls please.*

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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 the premier sponsor is WellPoint. 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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