



Text4baby Tuesday

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

July 13, 2010

Last week, text4baby worked in partnership with the Centers for Disease Control and Prevention to share important messages about pertussis (whooping cough) with our subscribers. California residents were informed about the epidemic in their state: "Whooping cough is spreading in CA. To protect baby, you and everyone near your baby need a whooping cough booster shot. More from CDC: 1-800-232-4636." Other users received a reminder that EVERYONE near baby needs to be vaccinated: "You and everyone near your baby need a whooping cough booster shot. Don't risk spreading serious disease to your baby. More from CDC: 1-800-232-4636."

Arlene Remick, MPH
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome the following new outreach partners: Minnesota Department of Education, Lake Cumberland District Health Department (Somerset, KY), Neighborhood Health Plan of Rhode Island (RI), Capital District Physicians' Health Plan (NY), Partnership Health Plan of California (CA), Luzerne County Head Start, Inc. (Wilkes-Barre, PA), and PatriciaNanAnderson.com. For a complete list of partners, visit <http://text4baby.ning.com/notes/partners>.

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,

PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

Subscriber Update

We now have **56,159** text4baby enrollees, with **95%** of enrollees reporting that they would recommend the service to a friend.

View total number of subscribers in [each state](#) enrolled in text4baby.
View subscriber breakdown by [pregnancy status](#) and [language](#).

Funding Announcement

The US Department of Health and Human Services is seeking proposals from States to implement activities that assist pregnant and parenting teens and women in accessing health, education and social services. If you're a text4baby partner, you'll be interested to know that the announcement names text4baby

as an example of a service the States can utilize to link pregnant and parenting teens to existing resources and services. Applications are due August 2, 2010. [Find out more!](#)

Partner Spotlight

During the General Mills re-launch of their Spanish-language lifestyle magazine and website for Latina moms, Qué Rica Vida, text4baby information was included in their [media kit](#). General Mills also placed a text4baby ad in their [Feeding Dreams](#) publication. Feeding Dreams is a program that recognizes people who have made a positive impact in their community.

Upcoming Events and Conferences

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, July 28th, 2:00-3:00 PM EST
Register for the webinar
at <https://www1.gotomeeting.com/register/844636968>.

National Council of La Raza Annual Conference

Text4baby wraps up our exhibit today in San Antonio at the National Council of La Raza Annual Conference. Thank you to Johnson & Johnson for sharing your exhibit space with us!

National Association of County and City Health Officials (NACCHO)

This week, text4baby will be exhibiting at the NACCHO conference. Come visit our booth, number 712!

2010 Genetic Alliance Annual Conference

This Friday, HMHB chief executive officer, Judy Meehan, will be speaking at the Genetic Alliance Conference in Washington, DC about communicating genetics information using text messaging. Find out [more](#).

mHealth Highlight

[US government launches mobile app store](#)

USA.gov opened their new apps store last week. They released 18 mobile apps, five related to health and safety. These include Product Recalls, BMI Calculator, Medline Plus Mobile, My Food-a-Pedia and UV Index. Find out more at <http://apps.usa.gov>.

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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