



# Text4baby Tuesday

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

**July 19, 2011**

We are so excited about the momentum that the text4baby campaign is gaining this summer! This week, we are just shy of having 200,000 users enrolled in text4baby. We also are well on our way to having 600 Outreach Partners. Thanks to those of you who have helped promote text4baby to potential users and for inspiring other organizations to become a part of this important campaign. Keep up the good work!

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

## Welcome New Partners!

This week, we welcome many new partners, especially from the Lone Star State:

- Aliviane, Inc. (El Paso, TX)
- Blue Cross and Blue Shield of Louisiana (LA)
- Blue Cross Blue Shield of Tennessee, Cover Tennessee Program (TN)
- The Center for Health Care Services- Project Carino (San Antonio, TX)
- Chicago CPR, a division of Safety Squad, LLC
- Cross Timbers Community Health Center (DeLeon, TX)
- Crowley Public Library (Crowley, TX)
- DeKalb County Health Department ( DeKalb, IL)
- Family First A project of Alpha Home, Inc. (San Antonio, TX)
- First 5 Inyo County (Bishop, CA)
- First 5 Santa Barbara County ( Santa Barbara, CA)
- Kimberly M. Brooks, Ph.D. & Associates (Silver Spring, MD)
- MAXIMUS (THSteps) (TX)

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## CONTACT US

### GENERAL INQUIRIES:

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

### PARTNERSHIP INQUIRIES:

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

FOR MEDIA INQUIRIES,  
PLEASE CONTACT:

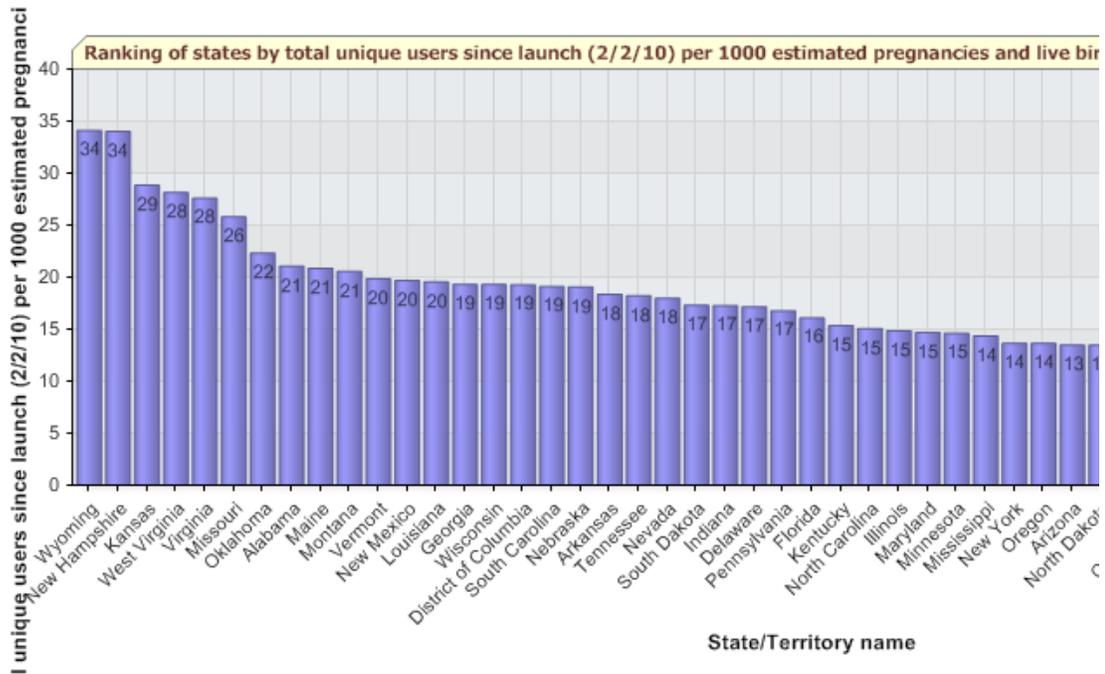
[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

- My Children's (Carrollton, TX)

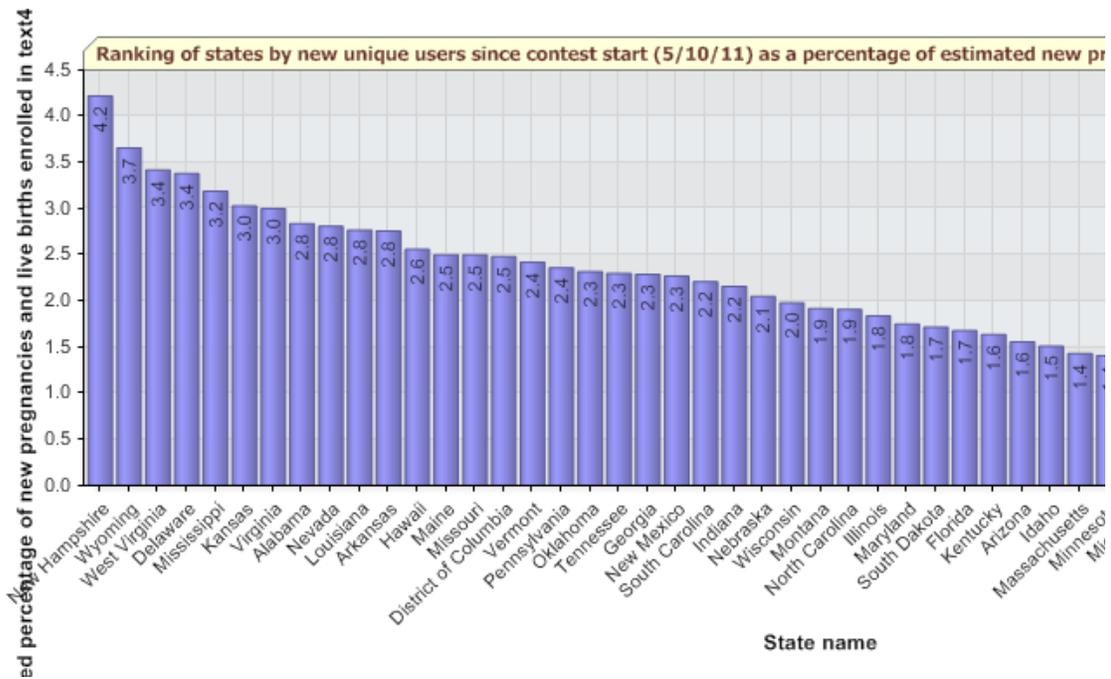
We greatly appreciate your commitment to spreading the word about text4baby! For a complete list of partners, visit: <http://text4baby.org/index.php/partners>.

### Subscriber Update

We now have **197,432** text4baby enrollees! Ninety-six percent of enrollees 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.

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

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### Partner Spotlight

The New Mexico Department of Health (DOH) has been busy getting the word out about text4baby. The DOH recently sent text4baby posters to 42 rural and urban Public Health offices. These clinics serve Spanish, English and Native American clients. Additionally, the DOH sent 33 letters to midwives and midwifery practices to remind them to promote text4baby. Enclosed in the letter was a sample of each of the four images from the text4baby tear-off pads. Finally, the DOH sent letters or emails about text4baby to 13 Birthing Network services in Albuquerque and other cities in New Mexico. As a result of these efforts, the DOH has reached more agencies and people in the state than ever before. Thank you to the New Mexico Department of Health for promoting text4baby!

### Text4baby in the Media

#### MTV Tr3s

Last week, Latino music and culture network MTV Tr3s featured text4baby on their blog Blogamole. The post promoted both the English and Spanish language services, highlighting the fact that the messages are FREE. They also promoted the [Summer Sign-up contest](#), where the top 20 contestants to refer women who sign up for text4baby will receive a year's supply of baby products. To read the blog entry, click [here](#).

#### Delaware Senator Tom Carper

Last week, United States Senator Tom Carper from Delaware gave a shout out to text4baby on Facebook and Twitter. The Senator used social media to highlight Delaware's performance in the State Enrollment Contest and Westside Family

Healthcare's work in promoting text4baby. Delaware is now in fourth place in the State Enrollment Contest. Thanks to Senator Carper for encouraging continued momentum for text4baby in Delaware!

### **Mobile Fast Fact**

Did you know that 5% of all adult texters send more than 200 text messages a day or more than 6,000 texts a month? Check out Pew Internet & American Life Project's "Cell Phones and American Adults" report [here](#) to find out more about cell phone usage in the U.S.

### **HMHB MCH Topics Webinar: Preventing Child Death from Hyperthermia**

Join the National Healthy Mothers, Healthy Babies Coalition for our latest MCH Topics Webinar: Preventing Child Death Resulting from Hyperthermia (Heat Stroke) in Cars and Trucks on **July 25, 2011 from 1:00 – 2:00pm EST**. A panel of experts from Safe Kids, USA will talk about the incidence of child deaths in cars and trucks caused by heat stroke, tips for raising awareness, and share free resources available for parents and providers. Speakers will include Martin R. Eichelberger, M.D., founder of Safe Kids Worldwide and renowned expert in the field of pediatric trauma care and injury control, Jan Null, CCM, former meteorologist with the National Weather Service and leading researcher on the topic of Hyperthermia Deaths of Children, and Lorrie Walker, Training Manager & Technical Advisor, Safe Kids Buckle Up Program. To register for this webinar, click [here](#).

### **Text Messages Educate on Birth Defects Prevention**

Sign up now to receive free text messages from the Centers for Disease Control (CDC) National Center on Birth Defects and Developmental Disabilities (NCBDDD) with reminders and tips on how to prevent birth defects. Text REMINDERS to 87000 to receive three text messages per week with reminders to take folic acid and other health information. Birth defects of the brain (anencephaly) and spine (spina bifida) happen during the first weeks of pregnancy, often before a woman knows she is pregnant. Text messages from NCBDDD provide information about things to do before you are pregnant to help prevent birth defects. For more information go to <http://www.cdc.gov/Features/PregnancyHealthTips/>.

### **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@text4baby.org](mailto:hr@text4baby.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@text4baby.org](mailto:hr@text4baby.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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