



Text4baby Tuesday

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

July 20, 2010

Today, we're speaking at the [American Academy of Pediatrics](#) (AAP) about the way they promote text4baby to their membership. AAP is a membership organization of over 60,000 pediatricians and pediatric sub-specialists. Thanks for hosting us!

Arlene Remick, MPH
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome the Santa Barbara County Health Department (Santa Barbara, CA). For a complete list of partners, visit <http://text4baby.ning.com/notes/partners>.

Subscriber Update

We now have **60,203** text4baby enrollees, with **95%** of enrollees reporting that they would recommend the service to a friend.

(click on the image to enlarge)

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PARTNERSHIP INQUIRIES:

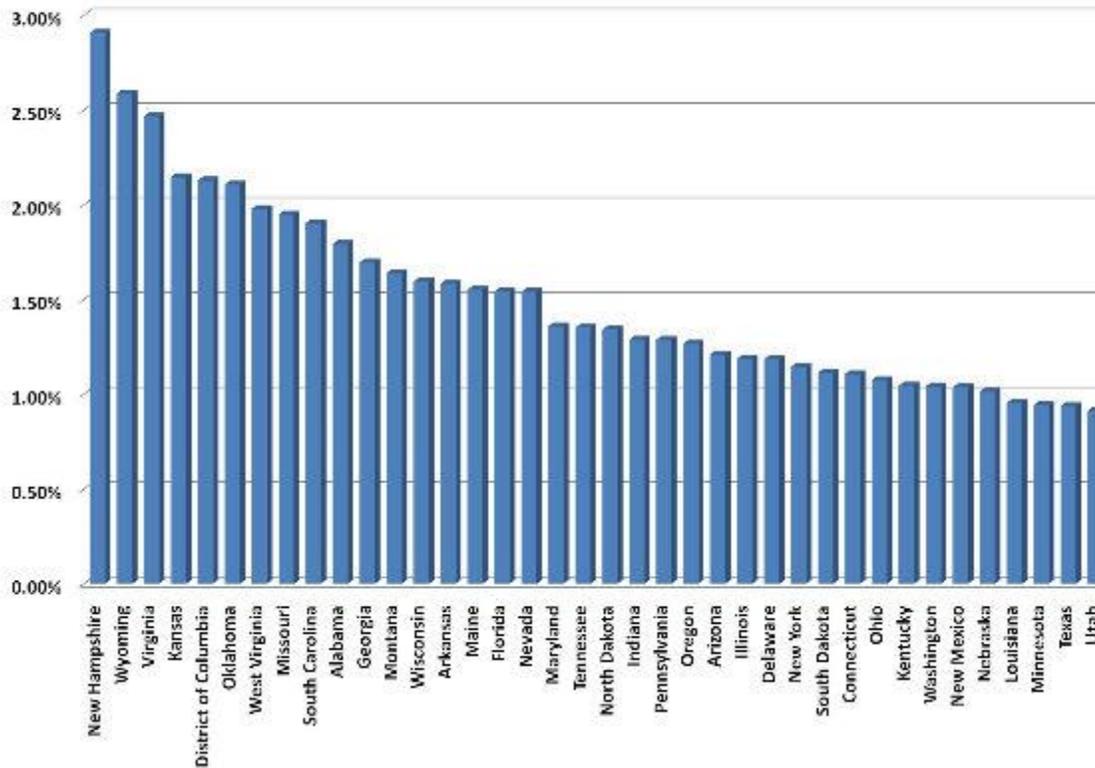
PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,

PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

Average percentage of pregnant women in each state who have enrolled in te:
July 19, 2010



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

Partner Spotlight

On Tuesday, July 6th, text4baby Outreach Partner Baby's Bounty, an organization that provides baby clothes and infant supplies to families in need in Las Vegas, was visited by Nevada Congresswoman Dina Titus. Congresswoman Titus spoke to community members about the text4baby program and the reminders pregnant women and new moms receive through the service. Segments of [this video](#) appeared on the local ABC evening news and Univision. Also check out the Congresswoman's [tweet](#) about text4baby! Many thanks to both Baby's Bounty and Congresswoman Titus for their support of text4baby!

Text4baby Media

[From texting to apps, using cell phones for health](#)

"Mobile phones provide [the] opportunity for persons to get the feedback they need when they need it," summarized Charlene Quinn in an Associated Press article that looks at the ongoing development in the intersection of health and

cellular phones. Text4baby was highlighted as one of the "biggest [text-messaging programs] offered to date." Other topics include: diabetes alerts, cancer prevention (via text messages encouraging increased sunscreen use), medicine adherence and blood pressure/blood sugar monitoring. Read the full article [here](#).

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>.

mHealth Highlight

Obama's Apps for Healthy Kids

The First Lady recently launched a competition as part of her "[Let's Move](#)" campaign. The competition's aim is to create mobile apps that encourage kids and parents alike to "make healthier decisions and help curb childhood obesity." Some examples of these apps (and their catchy titles) include: Rhythmic Kids, Work it Off! and iNutri8-Basic. For more details on these apps, including brief video pitches, and the competition as a whole, visit the original article [here](#).

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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