



# Text4baby Tuesday

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

**July 24, 2012**

CTIA-The Wireless Foundation has selected text4baby for this year's *Industry Achievement Award for Outstanding Leadership!* This annual honor is announced alongside two Wireless Achievement Awards and VITA Samaritan Awards for those who have saved lives using wireless technology. Past honorees include the Red Cross, National Center for Missing and Exploited Children, and National Crime Prevention Council. The award was presented last night at the [CTIA-The Wireless Foundation 18th Annual Achievement Awards Dinner](#). A big "thank you" to CTIA, The Wireless Foundation, and the mobile providers who have committed to making text4baby free to all moms.

Sarah Ingersoll, Text4baby Campaign Director  
National Healthy Mothers, Healthy Babies Coalition

## Take Action

Don't forget to register for our [Connecting Kids to Coverage](#) and text4baby webinars for CHIPRA grantees and text4baby partners to learn more about how to integrate both services into outreach. This webinar will be offered on **July 31st from 12:00–1:00 pm EDT or 6:30 - 7:30 pm EDT**. Another webinar specifically for Federally Qualified Health

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PLEASE CONTACT:

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

Centers will take place on **July 31st from 1:00–2:00 pm EDT**. We hope you can join us!

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## **2012 State Enrollment Contest**

### **Weekly Winners**

This week's winners enrolled the highest rate of individuals in text4baby based on their estimated population of pregnant women and new moms:

- Group 1: Michigan (40/1000)
- Group 2: Indiana (65/1000)
- Group 3: West Virginia (47/1000)

### **Overall Winners**

The states in each category that have enrolled the highest rate of individuals in text4baby since contest start (5/17) are:

- Group 1: Michigan (39/1000)
- Group 2: Indiana (52/1000)
- Group 3: South Dakota (45/1000)

Please visit our [website](#) for more information about how the contest math is calculated.

### **Contest Winner Spotlights**

Michigan continues to win for group 1 with an enrollment rate of 40/1000! Their success is largely due to radio and television PSAs continuing to air, and the Michigan Primary Care Association and Department of Community Health promoting text4baby across the state. Thank you to our Michigan partners for your ongoing commitment!

Indiana led group 2 again this week with an enrollment rate of 65/1000! Indiana continues to do a fantastic job getting the word out about text4baby. Local BET, VHI, and MTV stations are now playing the text4baby TV PSAs, and an additional Latino radio station has started airing the radio PSA. Indiana Minority Health Coalition (IMHC) recently sent Indiana text4baby starter toolkits to their partners that included a tablecloth, posters, referral cards, and a number of incentive items for outreach at community events, such as bags, pens, mirrors, magnets, binky holders, and emery boards. IMHC is also encouraging their state partners to become national text4baby partners. This past weekend, IMHC showcased text4baby at their exhibit for the [Indiana Black Expo Summer Celebration](#), a 10-day event that draws African Americans to Indianapolis from both around the state and around the country (see photo below). Keep up the great work, Indiana partners!



A statewide press release announced West Virginia's text4baby contest victory in group 3 this week! The West Virginia Department of Health and Human Resources (DHHR) is continuing to contact radio and television stations to spread the word about text4baby. They are also providing text4baby materials at DHHR's Right From the Start conference exhibits. All regions have started to order free text4baby [resources](#), and providers are now placing materials in their waiting rooms. A DHHR Regional Care Coordinator will also be assisting a local newspaper reporter with a story about the Right From the Start program and text4baby. Thanks, West Virginia and DHHR!

### **Partner Spotlight**

Text4baby is successfully reaching WIC clients and staff throughout the country thanks to our committed partners. Text4baby business partner General Mills supported outreach efforts with a text4baby piece in their publication, "[Eat Better Early: Recipes and Tips to Help Raise a Healthy Family](#)," being sent to WIC mothers and mothers-to-be nationwide in upcoming months. The [USDA Food and Nutrition Service](#) has also generously included the text4baby WIC fact sheet in their July mailing to over 4,200 WIC agencies. Thank you General Mills and USDA for helping text4baby reach so many moms!

### **Text4baby in the Media**

Fox 16 News in Arkansas recently featured text4baby in a piece about family health. The [segment](#) highlights key information about the service and explains how women can sign up.

### **National Premature Infant Health Coalition (NPIHC) Webinar**

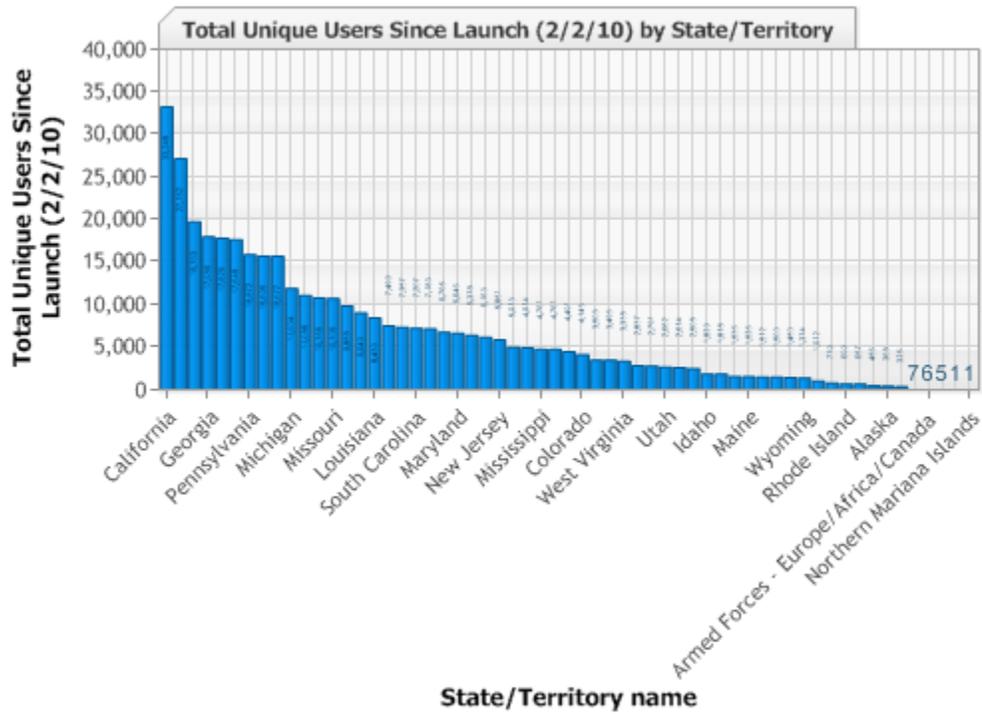
[Register](#) for the next NPIHC webinar—Vision Development and the Link to Overall Development in the Premature Infant—on Thursday, August 9th from 2 p.m. to 3 p.m. EDT. Glen T. Steele, O.D. FCOVD, will discuss eye care and development during infancy; how vision links to overall development; current approaches to care; and opportunities for parents and providers.

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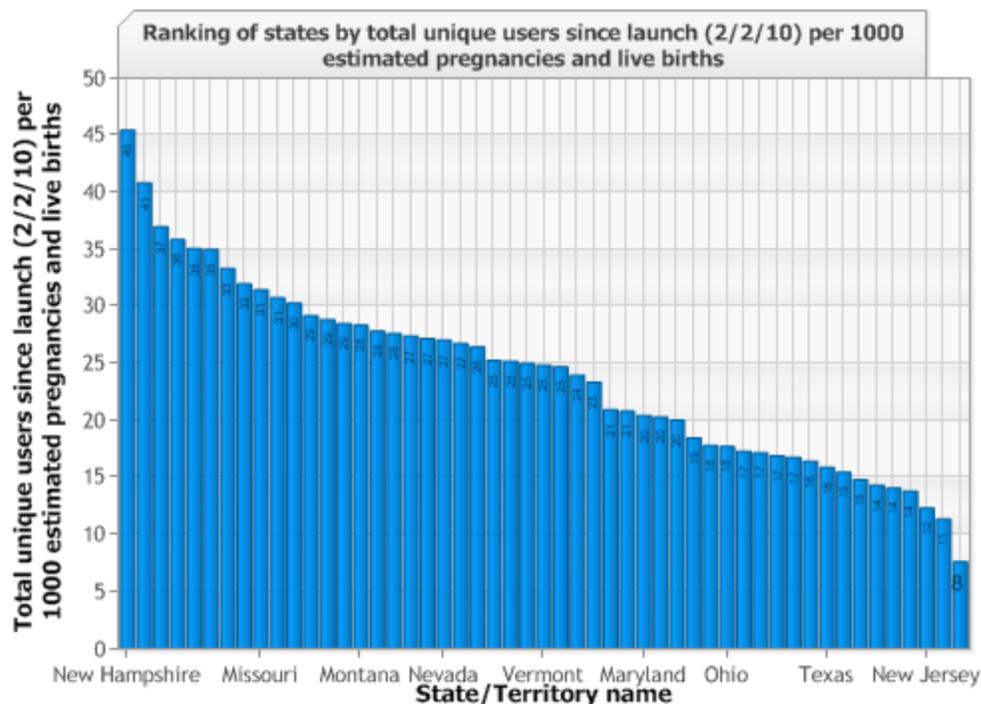
### **Subscriber Update**

Text4baby has now enrolled 382,415 individuals! Ninety-five percent of text4baby users who responded to a survey (n=26,128) reported 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](#) to view all states and for more information on how this chart is calculated.



The chart above shows the total number of unique users who have enrolled in text4baby, per state, adjusted to account for the estimated number of pregnancies and infants in each state, since launch on 2/2/10. 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](#).

**Welcome New Partners!**

We are thrilled to welcome additional partners from across the country:

- Alaska Women’s Care (Anchorage, AK)
- Minority Healthy Coalition of grant county, Inc. (Marion, IN)
- MUSC Women's Health (Charleston, SC)

For a complete list of text4baby partners, click [here](#).

**Text4baby Initiatives for Partners**

*Legacy Camera Program*

Don’t forget! HMHB has easy-to-use, handheld camcorders available for partners to borrow free of charge. Get creative in telling your story or that of the moms you work with so others may see your successful text4baby promotional activities. To learn more about this program and how to borrow a camera, click [here](#).

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. U.S. government partners include the White House Office of Science and Technology Policy, the Department of Health and Human Services, the U.S. Social Security Administration, the U.S. Department of Agriculture, the Department of Defense Military Health System, and the U.S. Consumer Product Safety Commission. 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 partner.

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