



Text4baby Tuesday

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

July 26, 2011

Cities across the country are engaged in innovative ways to promote text4baby-- and Los Angeles is no exception. With approximately 150,000 births in Los Angeles County every year, partners in this sprawling metropolis are figuring out ways to reach more women with the service through WIC programs, health plans, local coalitions, and health departments. Last week, I had the opportunity to meet with partners and other organizations in L.A. and left the meeting inspired by their energy and commitment. If all U.S. cities, large and small, share the same passion for text4baby then we are destined for great success!

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

Welcome New Partners!

This week, we welcome the following new partners:

- A Safe Haven for Newborns (FL)
- All our Kids Network of Cicero, Illinois Department of Human Services (Cicero, IL)
- Families Fighting Flu
- Henry County Hospital (New Castle, IN)
- Mississippi State Department of Health
- Pregnancy Resource Center (Pinedale, WY)
- Wilkes County Health Department (Wilkesboro, NC)

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

Text4baby has now enrolled more

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

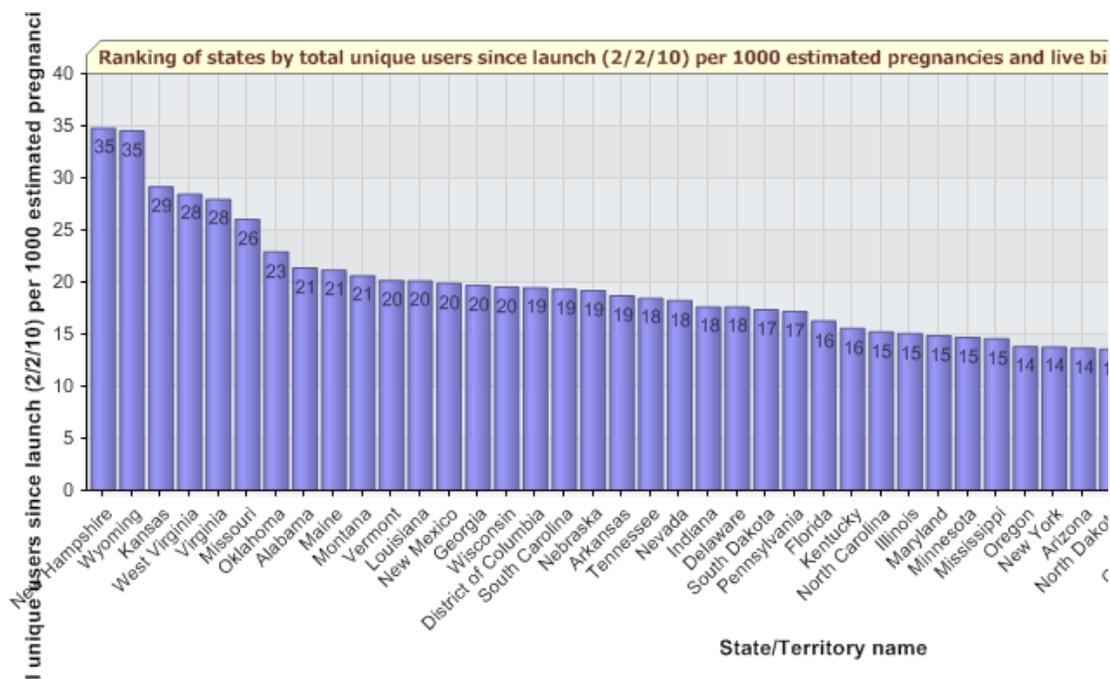
PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

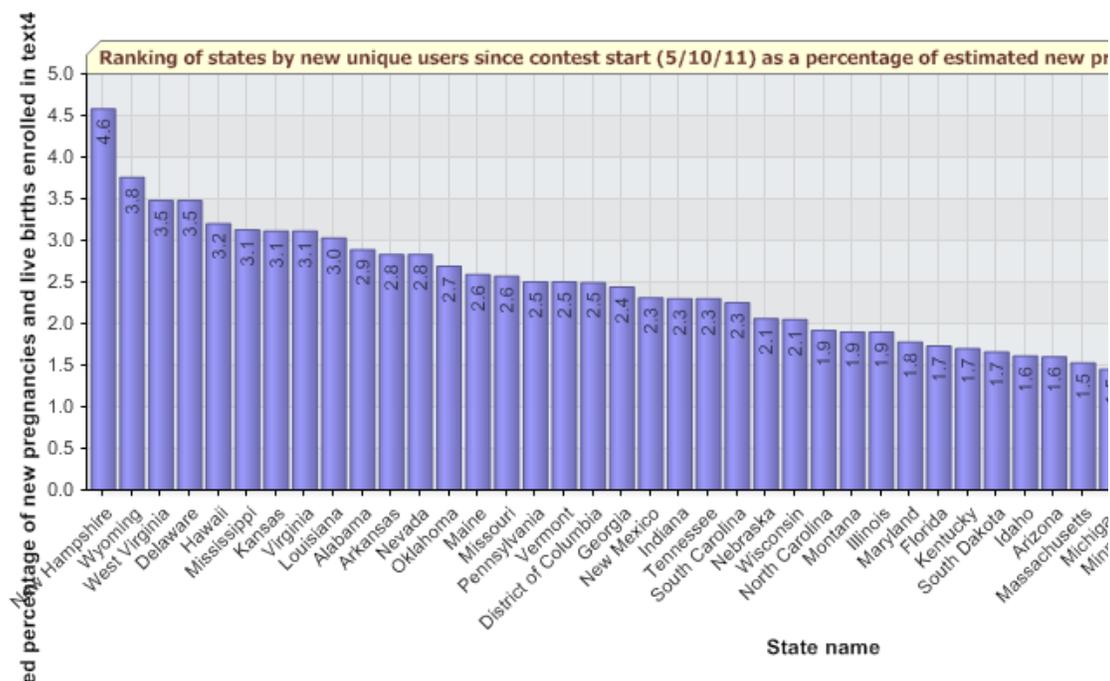
FOR MEDIA INQUIRIES,
PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

than **201,440** individuals! 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. The top five states currently winning the State Enrollment Contest are: 1) New Hampshire, 2) Wyoming, 3) West Virginia, 4) Delaware, and 5) Hawaii.

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

Partner Spotlight

Thank you again to all of the partners who participated in the Sharing Session in Los Angeles last Friday and to the Los Angeles County Department of Public Health for co-hosting the meeting. During the Sharing Session, the Public Health Foundation Enterprise (PHFE) WIC, which reaches 326,000 individuals/month, described how they have trained staff with a script to promote text4baby in their education programs and one-on-one appointments. First 5 LA discussed how they are planning to engage their community coalitions in a prenatal campaign. Health Net, one of first health plans to sign on as a text4baby Outreach Partner, promotes the service through commercial and state health plans and has information about text4baby on their website and in their newsletters. L.A. Care Health Plan, the nation's largest public health plan, serves more than 850,000 Los Angeles County residents through four free or low-cost health insurance programs. L.A. Care promotes text4baby by distributing co-branded flyers, posters and information at health fairs, health education classes, and at Family Resource Centers. Information is also hung in provider offices or given to patients. Additionally, members learn about text4baby through the plan's 11 Regional Community Advisory Committees (RCACs).

Summer Sign-Up Contest

Have you participated in the text4baby Summer Sign-Up Contest yet? If not, now is your chance! The Summer Sign-Up Contest is an opportunity for text4baby fans to spread the word about the service to pregnant women and new moms. Not only will you be doing good by telling moms how they can receive free health tips and expert information, but the top 20 contestants to enroll the most text4baby users will **win a year's supply of Baby products and a special gift for mom that you can use yourself, donate to an organization or give to a deserving mom.** It's easy to participate! Just click [here](#). Have fun and good luck!

Text4baby in the Media

Pregnancy Education Goes Mobile

Recently, an article about text4baby was featured in the quarterly magazine, *Marketing Health Services*. The article, written by Judy Meehan, CEO of the National Health Mothers, Healthy Babies Coalition and Stacie Paxton, Vice President at Hill & Knowlton, provides a comprehensive overview of the launch and promotion of the service by a multitude of diverse organizations and stakeholders, ranging from MTV to Sherri Shepard and Congresswoman Lois Capps. To read the article, click [here](#).

mHealth News

In U.S. Smartphones Are Helping Minorities Leapfrog Over Digital Divide

There is increasingly more evidence that smartphone usage in the U.S. is enabling a "leapfrog effect" over the digital divide. According to a new [report](#) by the Pew Research Center's Internet & American Life Project, 44% of African Americans and Hispanics say that they own a smartphone, compared to 30% of non-Hispanic whites. In part this is because owning a smartphone with an internet data plan costs a lot less than owning a computer and paying for broadband internet at home. Pew also found that African

Americans and Hispanics are more likely than whites to use their phone to access email or the internet. To read more on the leapfrog effect click [here](#).

Text4baby Job 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 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 with "Partner Relations Manager" in the subject line. *No phone calls please.*

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 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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