



# Text4baby Tuesday

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

**July 3, 2012**

Happy Independence Day! July 4th is the best holiday for cooking out, swimming, and watching fireworks with friends and family, but common 4th of July activities can cause serious injuries to children, especially those that involve firecrackers, water, and sun exposure. Be sure to stay safe! Read [more](#) from Safe Kids about keeping your baby and family out of harm's way this Wednesday and all summer.

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

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## Take Action

We are looking to feature text4baby partners like you on our website. Our updated site, launching later this summer, will highlight all the great work partners are doing around the country in a "Stories from the Community" section, featuring images, text, and videos. Complete this brief [form](#) with information about what text4baby means to you and your community and how you've been spreading the word and we'll add you to the website.

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## 2012 State Enrollment Contest

### Weekly Winners

Each week during the State Enrollment Contest we are highlighting the states in each category that enrolled the highest rate of individuals in text4baby based on their estimated population of pregnant women and new moms. This week the winners are:

- Group 1: Michigan (61/1000)

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#### CONTACT US

GENERAL INQUIRIES:

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

FOR MEDIA INQUIRIES,  
PLEASE CONTACT:

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

- Group 2: Indiana (84/1000)
- Group 3: Delaware (65/1000)

### **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 (43/1000)
- Group 2: Arkansas (59/1000)
- Group 3: South Dakota (51/1000)

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

### **Contest Winner Spotlights**

Michigan continues to lead group 1 with an enrollment rate of 61/1000. Way to go, Michigan partners!

Indiana lead group 2 for the first time this week with an enrollment rate of 84/1000! This comes as no surprise after significant media coverage of the official statewide Indiana Text4baby Campaign launch. On June 23rd, they continued promotion by attending the [Indiana Latino Expo](#). Check out the Indiana Text4baby Facebook [page](#) and [last week's](#) Text4baby Tuesday for more about Indiana's campaign activities.

Delaware, who came in first in the 2011 Text4baby State Enrollment Contest, lead group 3 this week with an enrollment rate of 65/1000! Last month, Delaware's state lead attended the Breast is Best 2012 Conference and connected with the Bayhealth Lactation Program Coordinator from Lewes, DE. Delaware continues to be a leader in outreach by promoting the service at conferences, and with continued support from Senator Tom Carper. Thank you for all of your hard work, Delaware!

### **Partner Spotlight**

Finney County Community Health Coalition in Garden City, Kansas recently developed a text4baby slide (below) to run at a local theater. They found information about marketing opportunities on the theater website, along with staff contact information. The slide was developed by a local graphic designer in English and Spanish using text4baby's updated graphics standards. It began playing in the theater in December 2011 and is now on all eight screens, shown before each film! Since the slide entered rotation and a billboard promoting text4baby was installed in Ford County in October 2011, Finney County has seen an increase in text4baby enrollment. The Coalition found the theater slide to be a relatively inexpensive and effective way to get the text4baby message out to a captive audience, since many residents go to the movies for entertainment in this rural area. The Coalition shared details on a recent Kansas text4baby partner call, prompting other partners to look into creating a slide for their local theaters. What a creative way to spread the word about text4baby! If you are interested in using the slide or would like more information, contact Katrina Lowry at [fchd.klowry@gcnet.com](mailto:fchd.klowry@gcnet.com).



### **Text4baby in Social Media**

Did you see last week's tweet from Congressman Frank Pallone (D), of New Jersey's 6th district, about text4baby? Check it out below and make sure you follow [text4baby on Twitter](#) and re-tweet our messages. Thank you for the shout-out, Congressman Pallone!



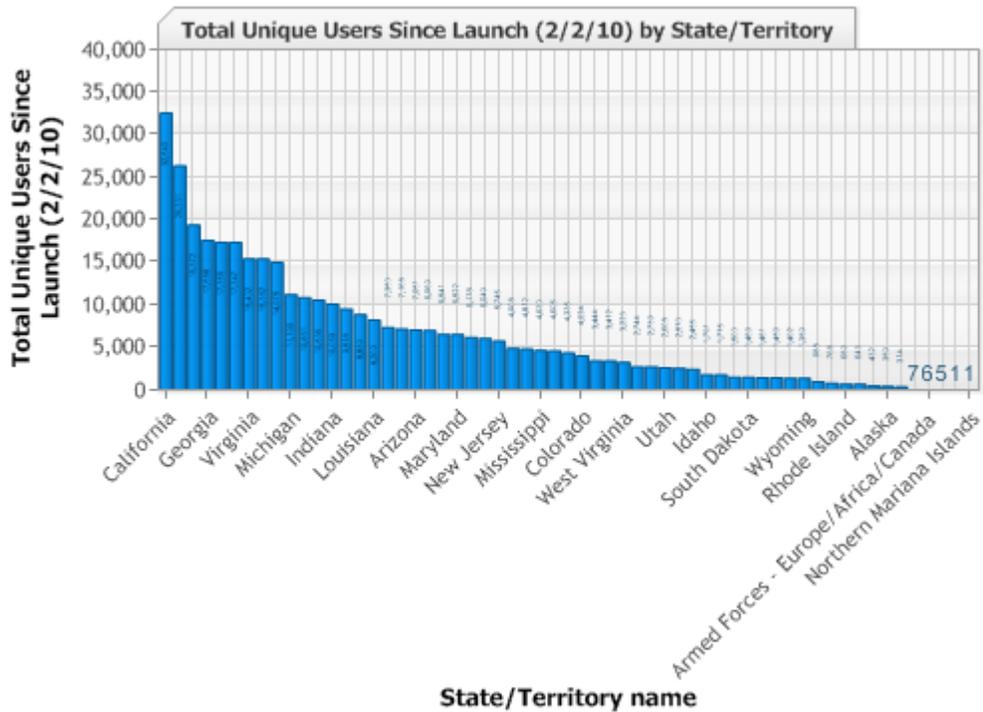
### **Text4baby's New Address!**

We've moved! As of July 1st, our new address is 4401 Ford Avenue, Suite 300, Alexandria, VA 22302. Please update your records.

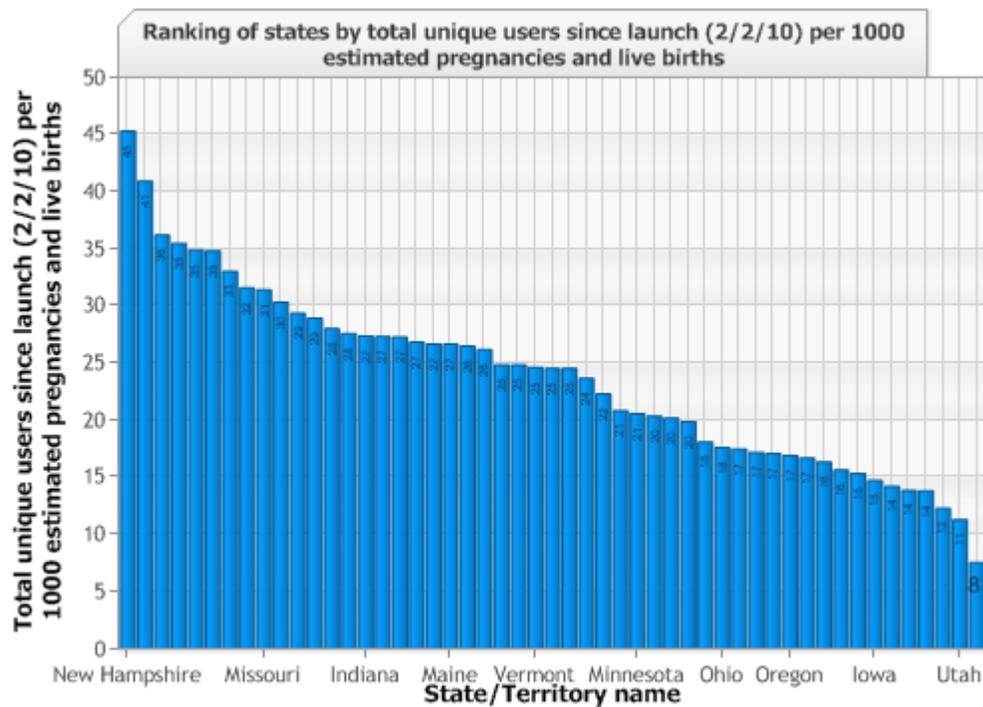
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### **Subscriber Update**

Text4baby has now enrolled 372,030 individuals! Ninety-five percent of text4baby users who responded to a survey (n=24842 ) 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:

- The Leaguers, Inc. (Newark, NJ)
- The Regional Medical Center (Orangeburg, SC)
- Society for Maternal-Fetal Medicine

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

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### **Text4baby Job Opening**

We're looking for an enthusiastic consumer marketing expert to join the text4baby family as our new Marketing and Communications Director. The ideal candidate will have 15+ years of experience in media and corporate relations and will help lead a broad-scale consumer marketing campaign to expand enrollment in this valuable service from the current 340,000 to one million and beyond. This leader will leverage the tremendous trust, awareness, and network of partners that text4baby has built over 2+ years to achieve this goal through new strategic corporate partnerships. To learn more and apply, [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](#).

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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. 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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