



text4babySM

FOUNDING SPONSOR

Johnson & Johnson

Text4baby Tuesday

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

July 31, 2012

The 2012 Summer Olympics are underway and we hope the focus on athletics will inspire pregnant women and moms to be active in their own lives. Obesity is a rising epidemic in the United States and increases the risk for many health conditions including serious pregnancy-related complications, making it even more important to encourage fitness and nutrition for pregnant women and moms with babies under one. This week, the First Lady led the Presidential Delegation for the 2012 Olympics opening ceremonies on behalf of her [Lets Move!](#) initiative, and sent a text4baby message to encourage team spirit and fun fitness among text4baby users. Go team USA!

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

Take Action

We are looking for stories in Spanish from text4baby moms! Our [Facebook](#) page and new website, coming later this summer, will feature stories and photos of text4baby moms and babies. Tell the Spanish-speaking moms in your life to complete this [brief form](#) and share what they love about text4baby. Text4baby users can also complete this [form](#) in

CONNECT WITH US:

Become a fan on Facebook



SHARE THIS EMAIL:



CONTACT US

GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

English at any time.

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: North Carolina (64/1000)
- Group 2: Indiana (102/1000)
- Group 3: South Dakota (59/1000)

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 (41/1000)
- Group 2: Indiana (57/1000)
- Group 3: South Dakota (46/1000)

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

Contest Winner Spotlights

North Carolina swept in this week as winner of group 1 with an enrollment rate of 64/1000! NC partners are very enthusiastic about their text4baby promotional activities, including print and broadcast outreach, online marketing, and networking. Young Moms Connect (YMC)—within the NC Healthy Start Foundation—distributes text4baby flyers at trade shows and other visits around the state to community partners, agencies, and offices serving pregnant women. The young women in the YMC program say they've found the tips to be very helpful reminders. The NC Healthy Start Foundation and the NC Division of Public Health/Women's Health Branch crafted wallet cards with text4baby instructions in both Spanish and English for sharing with Community Care of North Carolina's 14 regional provider networks and for the state's Pregnancy Medical Home initiative. Both NC Healthy Start Foundation and YMC's websites feature the text4baby [button](#), and YMC promotes text4baby on their [Facebook page](#). Bev Holt, YMC Coordinator for the NC Healthy Start Foundation and marketing consultant, says, "We have been reaching out to parallel agencies in North Carolina that work with women about placing blurbs on text4baby on their websites, Facebook, or in their newsletters. [Our Spanish-speaking outreach coordinator] is also busy reminding Latina audiences to text BEBE."

In July, YMC led the effort for the [NC text4baby TV Ad](#) airing on the CBS affiliate station in Greensboro, the ABC affiliate in Durham, and the FOX affiliate in Charlotte. That same week, text4baby saw a spike in enrollment, with over half of the users from the Charlotte area and 7% from Guilford County, suggesting that the NC PSAs aired in Charlotte and Greensboro may have contributed slightly to the observed high enrollment in North Carolina.

Indiana led group 2 again this week with an enrollment rate of 102/1000! Local BET, VHI, and MTV stations and local radio stations are continuing to play the text4baby

PSAs. Last week, the Indiana Minority Health Coalition (IMHC) hosted another new partner conference call to welcome organizations and share how to get involved in promotion. Check out the IMHC [webpage](#) and [blog](#) for detailed information on statewide outreach efforts.

South Dakota won group 3 this week with an enrollment rate of 59/1000! The South Dakota Department of Health has been encouraging school nurses to share text4baby with all young families by promoting the service in school newsletters, parent/teacher conferences, and other school events. They are also including text4baby materials in packets sent to providers for other programs, including their prenatal weight gain project.

Partner Spotlight

Our committed partners at the [Lake County Health Department](#) in Leesburg, Florida have stepped up their game to get more moms enrolled in text4baby. Every year they participate in several baby showers where participating organizations invite pregnant clients and "shower" them with gifts and information. The baby showers have become a great opportunity to promote the text4baby [TV PSAs](#). Text4baby information is also included in new mom packets and posters are prominently displayed in the clinics. Thank you, Lake County, for helping us ensure that more women in your community are informed about text4baby!

Text4baby at the National Urban League Conference

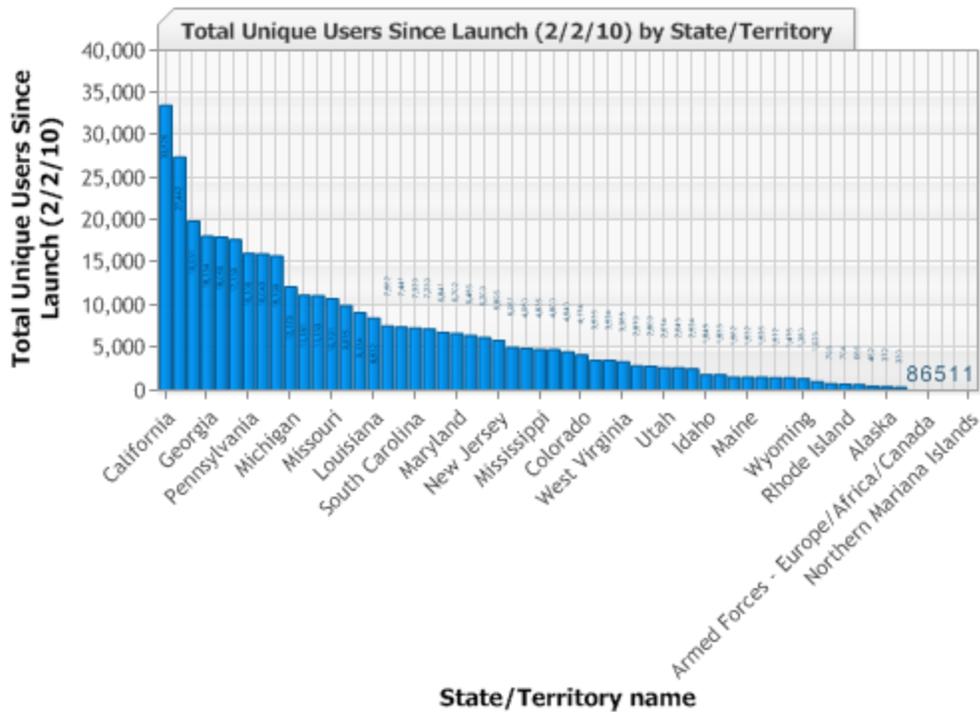
Text4baby staff exhibited with Johnson & Johnson at the [2012 National Urban League \(NUL\) Conference](#) last week. As the nation's largest civil rights and social justice conference, the event attracts thousands of community leaders, policymakers, academics, business leaders and artists. Spreading the word about text4baby at this event helps to reinforce text4baby's mission of individual empowerment through access and information. Text4baby is committed to working with NUL to reach moms and families.

Chance For Moms to Win Britax Car Seat for Participating in Survey

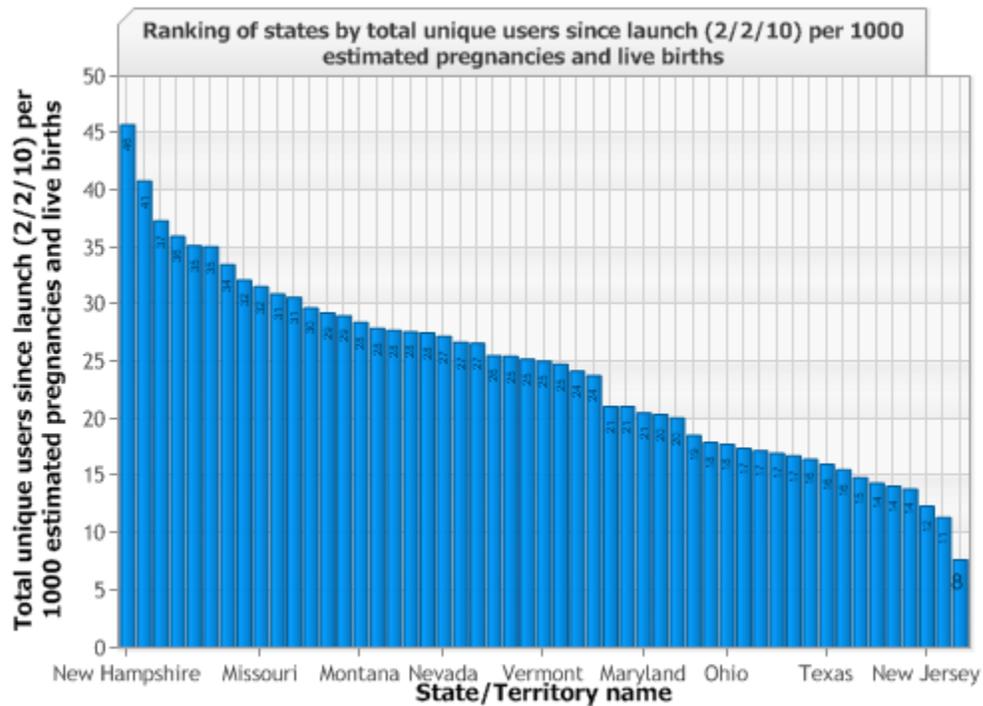
Sleep deprivation and driving with fussy infants can lead to distracted driving for many moms. [Safe Kids Worldwide](#) and [American Baby](#) magazine aim to learn more about moms' driving habits through an online survey running through August 2, 2012. Mothers with children under two can take the survey and be entered to win a Britax convertible car seat (retail value \$299). Check out the [official rules](#) and tell moms you know how to [enter](#).

Subscriber Update

Text4baby has now enrolled 386,762 individuals! Ninety-five percent of text4baby users who responded to a survey (n=26,557) 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 Children's Service Alliance of Spartanburg County (Spartanburg, SC)
- Micmac Service Unit, IHS (Presque Isle, ME)
- SER-Jobs For Progress National, Inc. (Irving, TX)

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

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](#).

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. 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.

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.

Information is reported as provided and does not necessarily represent the view of or the endorsement by the National Healthy Mothers, Healthy Babies Coalition. A complete copy of HMHB's disclaimer is available at <http://www.hmhb.org/disclaimer.html>.



[Unsubscribe <<Email Address>>](#) | [Update your profile](#) | [Forward to a friend](#)

|Text4baby Tuesday|

Copyright (C) 2012 National Healthy Mothers, Healthy Babies Coalition All rights reserved.