



Text4baby Tuesday

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

July 5, 2011

Last week, we had a chance to meet with one of our newest text4baby Outreach Partners, Safe Kids USA. We learned a great deal about many aspects of their work to keep kids injury-free, including a recent initiative designed to share important messages about the dangers of children being trapped inside hot vehicles. Please see the item "The Risks of Leaving a Child Alone in a Car" below for more on this initiative and its importance during summer months as temperatures rise.

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

Welcome New Partners!

This week, we welcome the following new partners:

- National Fatherhood Initiative
- Safe Kids USA
- Healthy Start New Orleans (New Orleans, LA)
- Mason County Public Health (Shelton, WA)
- Clearwater Valley Hospital and Clinics, Inc (Cottonwood, ID)
- St. Mary's Hospital (Cottonwood, ID)

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

We now have 191,147 users enrolled in text4baby ! Ninety-six percent of enrollees report that they would recommend the service to a friend.

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

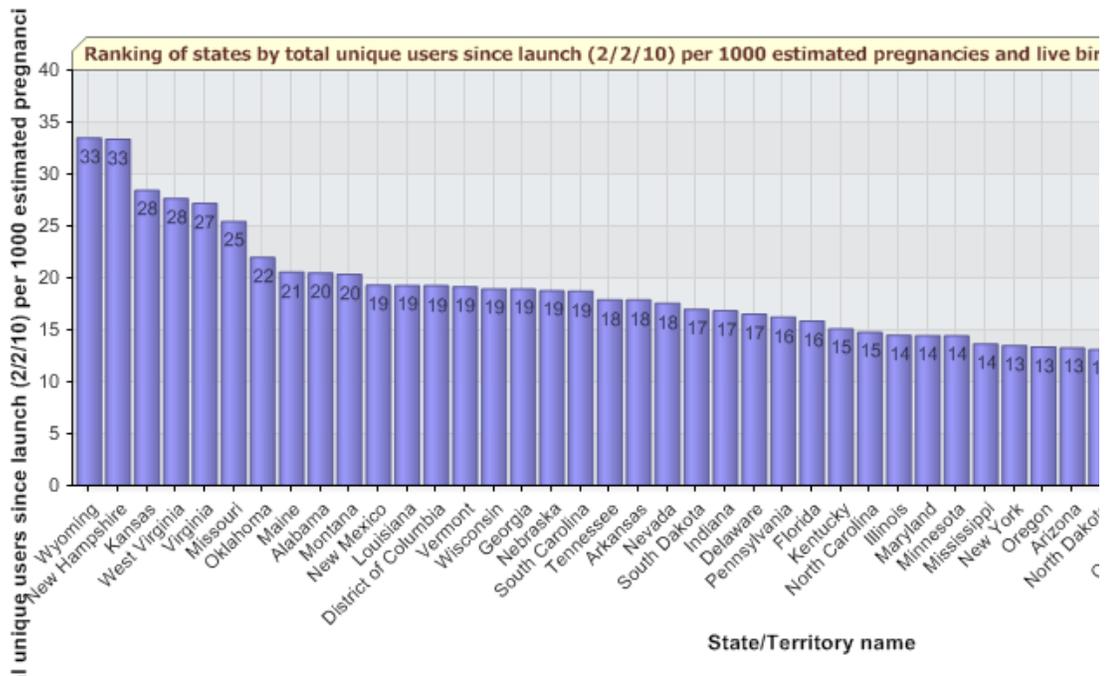
PARTNERS@TEXT4BABY.ORG

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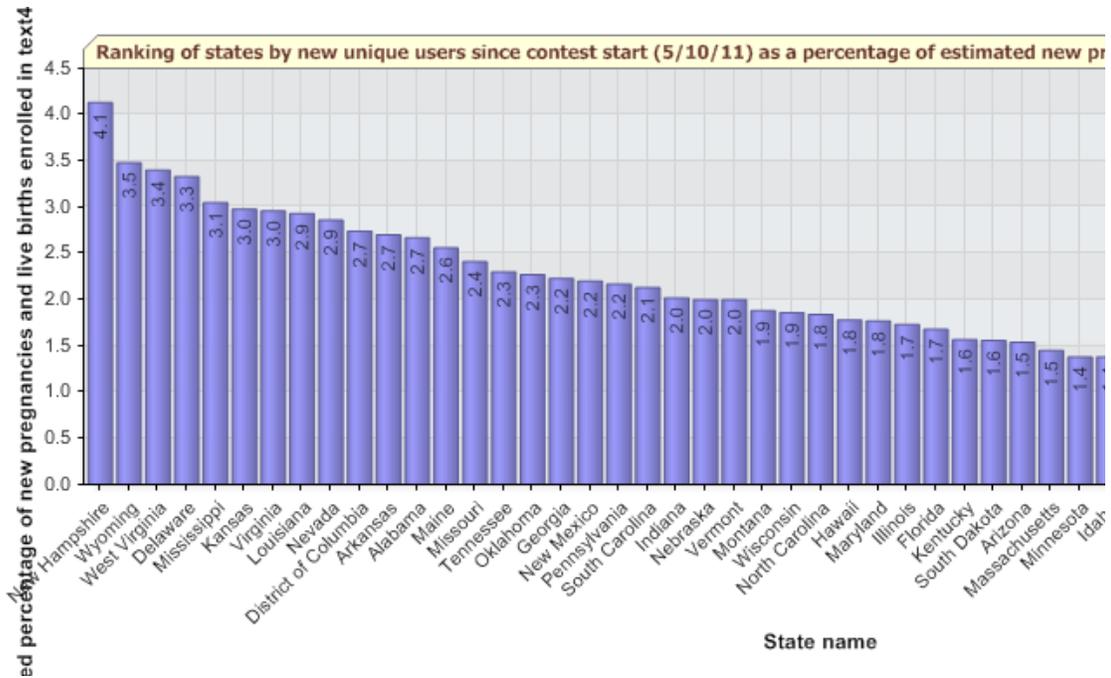
FOR MEDIA INQUIRIES,

PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG



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.

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

The Risks of Leaving a Child Alone in a Car

Text4baby partner, Safe Kids USA, would like to remind parents and caregivers about the risks of leaving a child alone in a car. Between 1997 and now, 498 children have died as a result of hyperthermia or heat stroke when unattended in vehicles. On average, 38 children die this way every year, with 49 deaths from heat stroke reported in 2010. It need not be a very hot day or even a sunny day for this to occur, and deaths have occurred with temperatures in the 70s on cloudy days. Vehicle-related hyperthermia deaths generally occur in one of three ways: 1) in 51% of the cases, the driver arrives at his destination and is so intent on the next activity that he gets out of the car, locks it up and heads directly to the office, inside the house or into a store leaving a baby in the back seat behind; 2) in 30% of cases, young, unattended children gain access to an unlocked car or trunk for play, are overcome by heat and are unable to leave the vehicle; and 3) in 18% of cases, the adult intentionally leaves the child alone in the car while they go to work or run an errand. They get distracted and may forget the child altogether. Children should never be left alone in a car- even for one minute. Safe Kids USA has taken a strong interest in changing driver behavior so unattended children are not left behind. Click [here](#) for more information, including tips to avoid a tragic accident.

Partner Spotlight

The H.J. Heinz Company recently promoted text4baby by including information about the service in “Benefit News”, a newsletter that reaches approximately 2,000 salaried employees. Additionally, the company provided HR Managers and Volunteer Culture of Health Leaders (employee volunteers that serve as health and wellness champions) with information about text4baby so that they can speak about the service to interested employees. To further publicize the service, Heinz supplied its factories with English and Spanish text4baby tearpads and posters. In its promotion of text4baby the company made sure to highlight the fact that the service is available in Spanish since approximately 20%-30% of its employee population is Spanish speaking. Thank you H.J. Heinz for getting the word out about text4baby to your employees!

text4baby in the Media

Association of Women’s Health, Obstetric and Neonatal Nurses

This month, text4baby is featured in an article in the peer-reviewed journal Nursing for Women’s Health, a publication of the Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN). The article examines the partnerships behind text4baby, some of the benefits of mobile health, how the service works, and the success of text4baby in reaching its target audience. The journal was released at the AWHONN Annual Conference. To read the abstract of the article, click [here](#). To see the full article, a subscription to the journal is required.

mHealth highlight

Even more: Five must-read mobile health reports

Mobihealthnews has added five mobile health reports to their growing list of “must-reads” for anyone who is interested in learning more about the field of mobile health. All five reports are free to download and offer a very thorough introduction to the mHealth space. Covering a wide variety of topics such as, “new horizons for health through mobile technologies,” these reports provide a comprehensive look at what’s new in mobile health for those old and new to the subject. Download the free reports [here](#)!

text4baby Banners

We are thrilled to hear that many of our partners will be holding or participating in health fairs and events this summer and are planning to promote text4baby. To help you capture the attention of event attendees, we encourage you to borrow one of our brand new text4baby banners. The banners are six feet long and two feet high and include the text4baby logo. Please contact info@text4baby.org if you would like to borrow one. And don't forget: Take pictures of your outreach activities! We'd love to feature you on our website.

Upcoming HMHB MCH Topics Webinar: Reducing effects of postpartum depression - provider education and maternal empowerment

Join the National Healthy Mothers, Healthy Babies Coalition for our latest MCH Topics Webinar: Reducing effects of postpartum depression - provider education and maternal empowerment on July 13, 2011 from 1:00pm to 2:00pm EST. Therapist and maternal mental health expert Susan Dowd Stone, MSW, LCSW will talk about the postpartum spectrum of perinatal mood disorders, including identification of signs and symptoms, risk factors for perinatal mood disorders, screening and effective community response to empower women and help them access services. To register for this webinar, click [here](#).

Text4baby Job & Internship 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 premier sponsors include WellPoint 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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