



Text4baby Tuesday

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

July 6, 2010

While supplies last, we are giving away 100 text4baby tear pads for free to each partner who completes a [brief survey](#) about their experience with the text4baby program. We would love to get your feedback on ways we can improve our technical assistance, new materials needed for your outreach efforts, and testimonials from your clients. Please share your thoughts!

Arlene Remick, MPH
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome the following new outreach partners: A Better Childbirth Program (Tampa, FL), United Way of Madison County (Anderson, IN), United Way of Connecticut (CT), Wesley Medical Center LLC dba Wesley Medical Center (Wichita, KS), California Physicians' Service dba Blue Shield of California (CA), City of Minneapolis Department of Health and Family Support (Minneapolis, MN), EmblemHealth Services Company, LLC (NY), Molina Healthcare, Inc. (National). For a complete list of partners, visit <http://text4baby.ning.com/notes/partners>.

Subscriber Update

CONNECT WITH US:

[Become a fan on](#)

[Facebook](#)

 [Join us on Ning](#)

 [Follow us on Twitter](#)

SHARE THIS EMAIL:



CONTACT US

GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,

PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

We now have **54,016** text4baby enrollees, with **95%** of enrollees reporting that they would recommend the service to a friend.

View total number of subscribers in [each state](#) enrolled in text4baby.
View subscriber breakdown by [pregnancy status](#) and [language](#).

Partner Spotlight

The Supplemental Food Programs Division at the US Department of Agriculture sent a mailing promoting text4baby to all of their Regional, State and Local WIC Offices. They enclosed four, 8 x 10 inch sample text4baby posters and encouraged their offices to order additional text4baby materials, including posters and tear-pads, printed by USDA. WIC offices can find an order form at http://www.nal.usda.gov/wicworks/Learning_Center/ mailing/text4babyform.pdf. Thanks to USDA!

Upcoming Event: Starting Obesity Prevention in Infancy by

Addressing Myths about Baby Behavior

HMHB invites its colleagues in Maternal and Child Health to join a webinar with a nationally recognized researcher.

Sometimes mothers feel that their breast milk is not enough for their child, or they start solid foods early because the baby "just sleeps better with cereal." Focus group data from UC Davis' studies of California WIC participants confirm that infants' crying and waking are primary triggers for inappropriate infant feeding behaviors. These behaviors can increase risk for excessive weight gain, subsequent childhood obesity, and diabetes.

Jane Heinig, PhD, IBCLC, Executive Director of the UC Davis Human Lactation Center will be discussing how to be better prepared to respond to mothers' concerns and to promote positive interactions between caregivers and infants.

When: Monday, July 12th, 12:00-1:00 PM EST

Register for the webinar at
<https://www1.gotomeeting.com/register/263578264>.

mHealth Highlight

[*mhealth and maternal and newborn mortality*](#)

A [Mobile Health Watch](#) blog describes the five main points that maternal and child health programs must achieve in order to create the most effective programs to reduce maternal and newborn mortality across the world. The article also links to other women's issues, such as human trafficking and infectious diseases, that, along with maternal and child health issues, are being addressed with mobile technology. [Read More](#).

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, Pfizer 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.

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) 2010 National Healthy Mothers, Healthy Babies Coalition All rights reserved.