



Text4baby Tuesday

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

August 10, 2010

Last week, [text4baby was honored with a US Department of Health and Human Services HHSinnovates award!](#) Based on employee voting and Secretary Sebelius' selections, awards went to the top three innovative programs, chosen from 126 submissions. This was truly a celebration of the program's public-private partnership. A special thanks to all who have contributed to our program's success, including founding sponsor Johnson & Johnson; founding partners Voxiva, CTIA - The Wireless Foundation and WPP; and premier sponsors WellPoint, Pfizer and CareFirst BlueCross BlueShield.

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome Pathways Awareness, Access Community Health Centers (Madison, WI), Breastfeeding Coalition of Marion County (Pendleton, IN), Smart Beginnings of Franklin/Patrick (Rocky Mount, VA), Indianapolis Healthy Start (Indianapolis, IN), Telamon Corporation Delaware Head Start Programs (Georgetown, DE), Managed Health Services (WI), HCA Management Services, L.P. (National), San Luis Obispo County Health Agency, Maternal and Child Division (San Luis Obispo,

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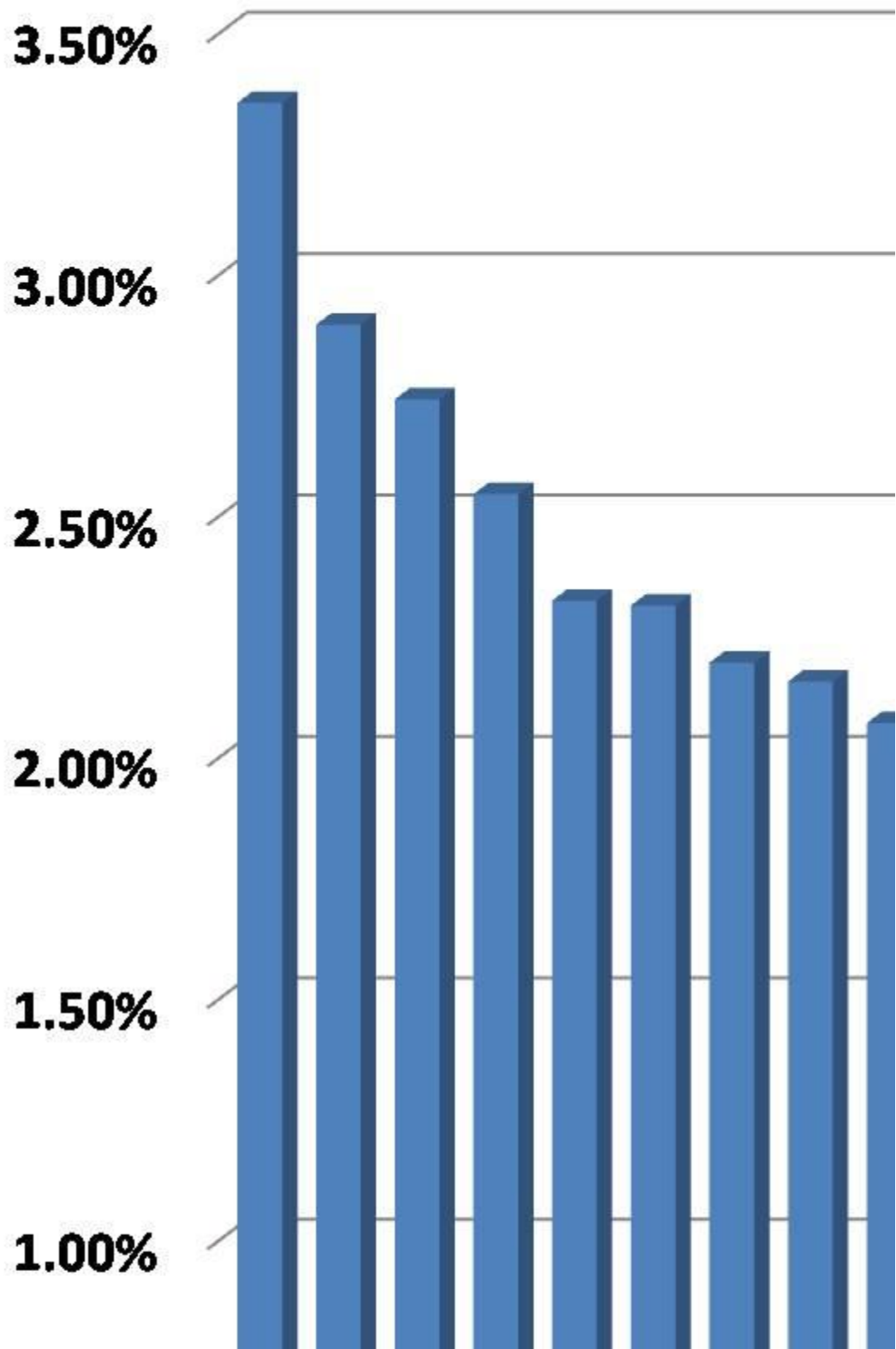
MEDIA@TEXT4BABY.ORG

CA), Delaware Division of Public Health. For a complete list of partners, visit:
<http://www.text4baby.ning.com/notes/Partners>.

Subscriber Update

We now have 66,778 text4baby enrollees, with 95% of enrollees reporting that they would recommend the service to a friend.

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