



Text4baby Tuesday

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

August 16, 2011

This week, I'd like to offer a friendly reminder to take advantage of some of the exciting text4baby initiatives currently underway. Last Tuesday, we launched a new program for text4baby partners that enables them to borrow easy-to-use handheld camcorders so that they can document their text4baby promotional activities. To learn more about this program click [here](#). We also are in the home-stretch of the Summer Sign-Up Contest. If you haven't participated yet, you still have a few weeks left to help spread the word about text4baby and have a chance to win a year's supply of baby products and a special gift for mom. To learn more about this initiative, click [here](#). Have fun and good luck!

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

Welcome New Partners!

This week, we welcome the following new partners:

1. Adventist Midwest Health (Orland Park, IL)
2. Broadlawns Medical Center (Des Moines, IA)
3. Collaborative for Children (Houston, TX)
4. Delaware Valley Community Health, Inc. (Philadelphia, PA)
5. First 5 Ventura County (Ventura, CA)
6. Fulton County Department of Health & Wellness (Atlanta, GA)
7. Health Foundations Birth Center (Saint Paul, MN)
8. Louisiana State University Mid City Pediatric Clinic (Baton Rouge, LA)
9. Louisiana State University NBR Woman's Clinic (Baton Rouge, LA)
10. Maxim Healthcare Inc.

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PARTNERSHIP

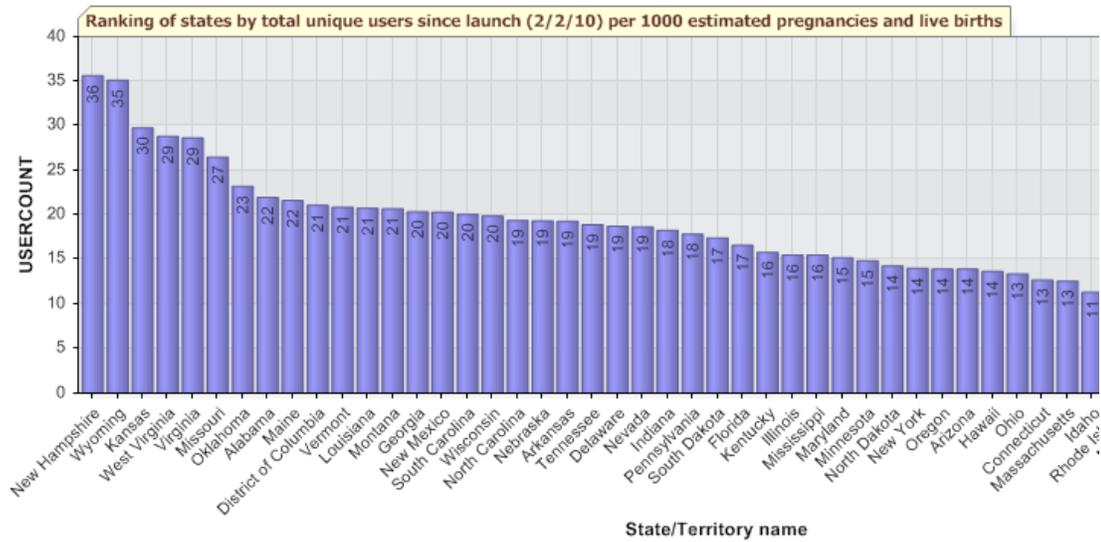
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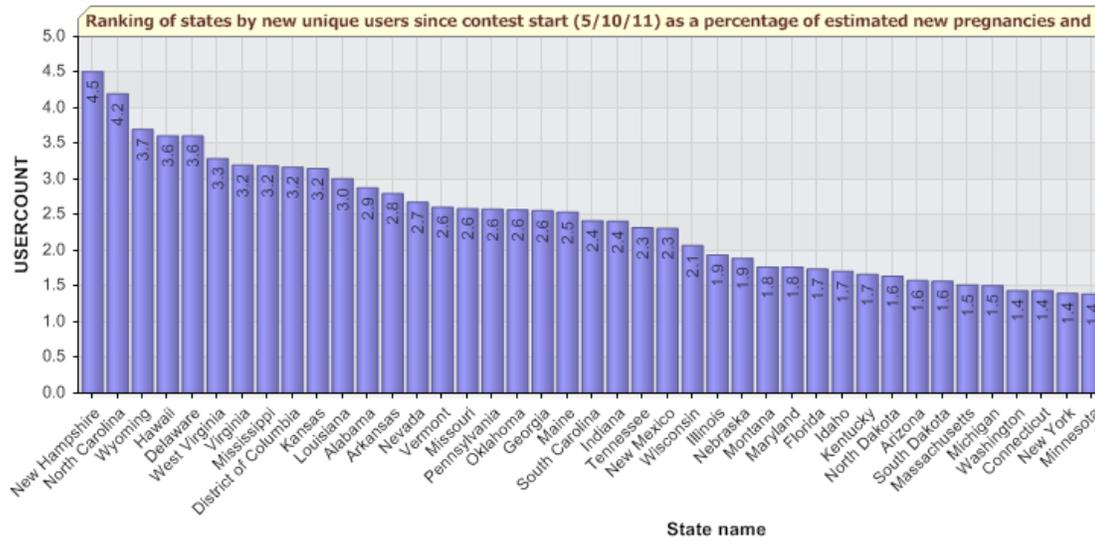
11. Midtown Pregnancy Support Center (New York, NY)
 12. Sentara Healthcare (Norfolk, VA)
 13. Three Rivers Health District (Saluda, VA)
 14. Webster County Health Department (Fort Dodge, IA)
- We greatly appreciate your commitment to spreading the word about text4baby! For a complete list of partners, visit: <http://text4baby.org/index.php/partners>.

Subscriber Update

Text4baby has now enrolled more than **212,248** individuals! Ninety-six percent of enrollees report 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](#) 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. The top five states currently winning the State Enrollment Contest are: 1) New Hampshire, 2) North Carolina, 3) Wyoming, 4) Hawaii, and 5) Delaware.

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

Partner Spotlight

FQHC Partner Feedback

Our FQHC partners recently completed a short satisfaction survey related to their experience with text4baby, promotional strategies, and suggestions for future enhancements. We received responses from forty percent (17) of the 52 FQHC's that were sent emails, reflecting national diversity including the following states: CT, DE, HI, KS, IL, MO, NE, TX, VA, WA, WV, WI. We are happy to report that overall the feedback from the respondents was positive! Approximately 94% said that their experience with text4baby so far has been "Excellent" or "Very good". We are also pleased to see so many text4baby promotional resources being utilized, with 98% of respondents placing posters throughout the clinics, and 88% of respondents distributing materials during patient visits. The most recommended enhancements to the service include reminders for pre-natal visits, post-partum visits, well baby visits and immunizations. We are looking at new ways to bolster our support for our FQHC partners and we appreciate the feedback which helps us to improve our service. We want to say a big thank you to our FQHC Partners!

Text4baby in the Media

Inside text4baby's Winning Silver Anvil Campaign

Last week, the Public Relations Society of America featured text4baby in their Public Relations Strategist newsletter. In June of this year, the PRSA honored text4baby with its "Best of Silver Anvil Award," given to organizations that have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness. The article primarily focuses on the PR activities of Hill & Knowlton, who promoted the

service's launch. The article highlights various promotional partners such as the White House Office of Science and Technology Policy, MTV, and spokesperson Sherri Shepherd. To read the entire article, click [here](#).

Weekly Mobile Health Fast Fact

According to a 2010 PricewaterhouseCooper Health Research Institute Report, those insured by Medicaid use text messaging more than those with other types of insurance. Not only do 79% of those with Medicaid insurance use text messaging, but 58% of those who text, send and receive more than six text messages per day. In contrast, those insured by Medicare text the least, with only 43% of that population using text messages. To learn more about text message usage by insurance type, click [here](#).

Please take two minutes to vote for text4baby!

We want to share the text4baby story at South by Southwest (SXSW), the annual music, film and interactive conference in Austin next spring. We recently submitted a presentation proposal, but we need your votes to be selected to speak at this exciting conference. Please take a minute to vote for the text4baby presentation by visiting [this website](#) (you will need to create an account to vote). With enough votes, we will be able to spread the word about this fantastic program at SXSW. Thank you so much!

Text4baby Initiatives for Partners

Less than One Month Left in the Summer Sign-Up Contest!

Have you participated in the text4baby Summer Sign-Up Contest yet? If not, there's still time! The Summer Sign-Up Contest is an opportunity for text4baby fans to spread the word about the service to pregnant women and new moms. Not only will you be doing good by telling moms how they can receive free health tips and expert information, but the top 20 contestants to enroll the most text4baby users will win a year's supply of Baby products and a special gift for mom that you can use yourself, donate to an organization or give to a deserving mom. It's easy to participate! Just click [here](#).

Legacy Camera Program

To help Outreach Partners document their text4baby promotional activities, lessons learned, and feedback from moms, HMHB has 10 Flip brand video cameras (very easy-to-use handheld camcorders) available for partners to borrow free of charge. We hope that this program will make it easier for our Outreach Partners to share their success with others around the country. To learn more about this program and how to borrow a camera, click [here](#).

Text4baby Job Openings

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 the premier sponsor is WellPoint. 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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