



# Text4baby Tuesday

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

**August 17, 2010**

This week, the text4baby team will be in Atlanta presenting at the [2010 National Conference on Health Communication, Marketing and Media](#), hosted by the Centers for Disease Control and Prevention (CDC). If you're at the conference, stop by our session on Thursday, August 19 at 10:00am in Omni Hotel Room Grand D2/E!

Arlene Remick  
National Healthy Mothers, Healthy Babies Coalition

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## Welcome New Partners!

This week, we welcome the Massachusetts Department of Public Health and the Massachusetts WIC Nutrition Program, Children's Community Health Plan (WI), Health Traditions Health Plan (WI, MN, IA), and Lake County Health Department (Highland Park, IL). For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

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## Subscriber Update

We now have 69,181 text4baby enrollees, with 95% of enrollees reporting that they would recommend the service to a friend.

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GENERAL INQUIRIES:

[INFO@TEXT4BABY.ORG](mailto:INFO@TEXT4BABY.ORG)

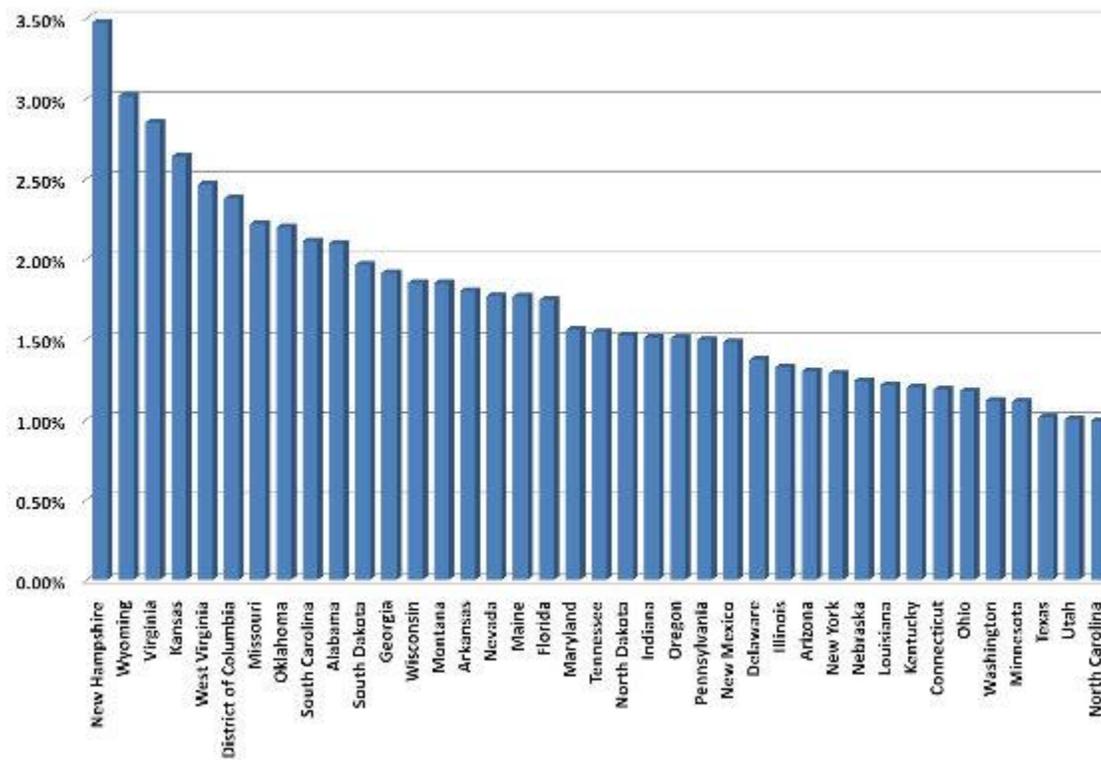
PARTNERSHIP INQUIRIES:

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FOR MEDIA INQUIRIES,  
PLEASE CONTACT:

[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

Breakdown of Total Enrollees Weighted by Average Expected Pregnancies Per Year by St  
August 13, 2010



View total number of subscribers in [each state](#) enrolled in text4baby.  
View subscriber breakdown by [pregnancy status](#) and [language](#).  
(click on the image above to enlarge)

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## Partner Spotlight

Independent Health, a health plan partner serving eight counties in Western New York, is creatively reaching out to its network of members through a variety of strategies. They are mailing information about text4baby to over 10,000 pregnant members, spreading the word through their home visiting program, and distributing materials to patients in their Buffalo clinics. Throughout Fall 2010, Independent Health will also be promoting text4baby on their website at [www.independenthealth.com](http://www.independenthealth.com).

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## Upcoming Events and Conferences

### *Intro to text4baby Webinar*

New to text4baby? Join us for an introduction to the program and learn how

your organization can become an outreach partner. Partners will find this webinar helpful to learn more about the program and ask questions.

When: Wednesday, August 25th, 2:00-2:30 PM EST.

Register for the webinar at <https://www1.gotomeeting.com/register/462250001>.

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### **Text4baby Media**

¡Text4baby en español! Radio station El Zol 99.1 translated and produced our text4baby radio public service announcement (PSA) into Spanish. They are airing the PSA on their station for the rest of the year. ¡Gracias! Follow the link to listen to the PSA: [El Zol 99.1 Radio Public Service Announcement \(Spanish\)](#).

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### **mHealth Highlight**

[\*TXT 4 Health: well-being, global health, chronic disease management\*](#)

Text4baby is spotlighted in a recent mHealth article about the global trend around managing health via mobile phone. The article also describes other innovative mHealth services throughout the world. For more on these programs, [read the full article](#).

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**Visit [www.text4baby.org](http://www.text4baby.org) for more information about the campaign. For more on maternal and child health, visit [the National Healthy Mothers, Healthy Babies Coalition](#).**

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#### *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.

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