



Text4baby Tuesday

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

August 2, 2011

HMHB has another exciting initiative underway to help spread the word about text4baby. We are creating a television public service announcement (PSA) featuring text4baby babies. Please reach out to any text4baby moms you know and encourage them to submit up to five baby photos (under the age of one) to photos@text4baby.org. For more information on the photo submission guidelines, please see below. Thank you. We look forward to seeing every one of these sweet little beings!

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

Welcome New Partners!

This week, we welcome the following new partners:

- Adagio Health Seneca Office (Seneca, PA)
- Be Safe Publications (Tyler, TX)
- Contra Costa Health Plan (Martinez, CA)
- First 5 San Bernardino (San Bernardino, CA)
- Lifeskills Inc. (Bowling Green, KY)
- Memphis Health Center (Memphis, TN)
- Northeast Texas Public Health District (Tyler, TX)
- Perinatal Advisory Council: Leadership, Advocacy& Consultation (Tarzana, CA)
- Santa Clara County Public Health Department of Immunization (San Jose, CA)
- YWCA of Lubbock (Lubbock, TX)
- Worksite Wellness LA (Los Angeles, CA)
- South Texas Council on Alcohol and Drug Abuse (Laredo, TX)

We greatly appreciate your commitment to spreading the word about text4baby! For a complete list of partners,

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CONTACT US

GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

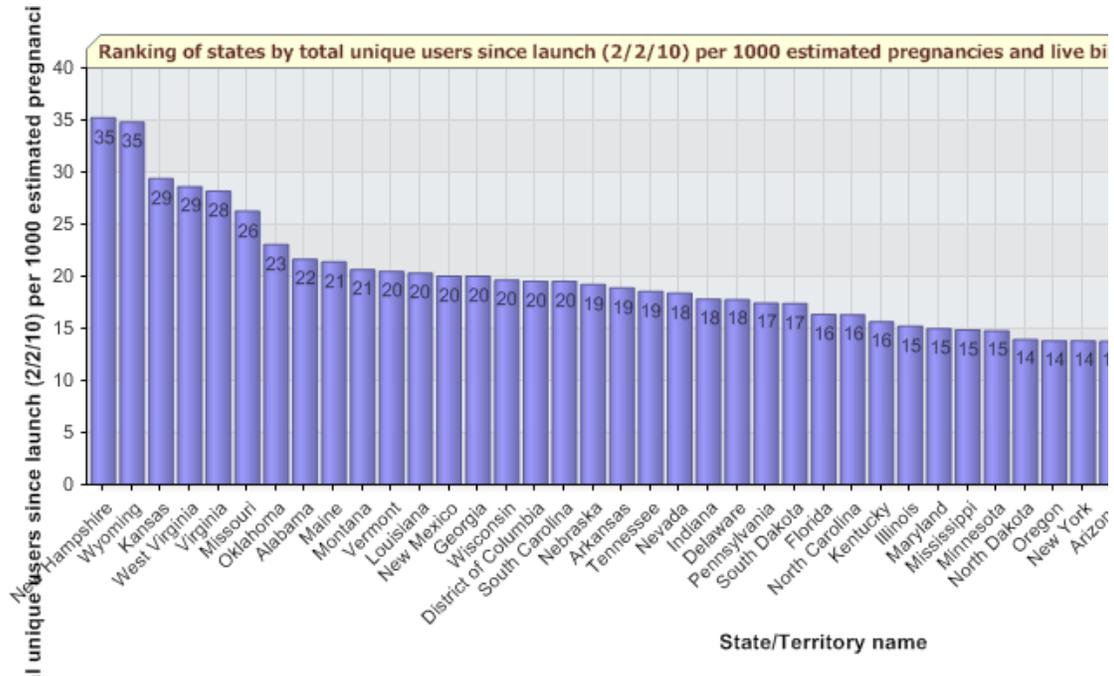
FOR MEDIA INQUIRIES,
PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

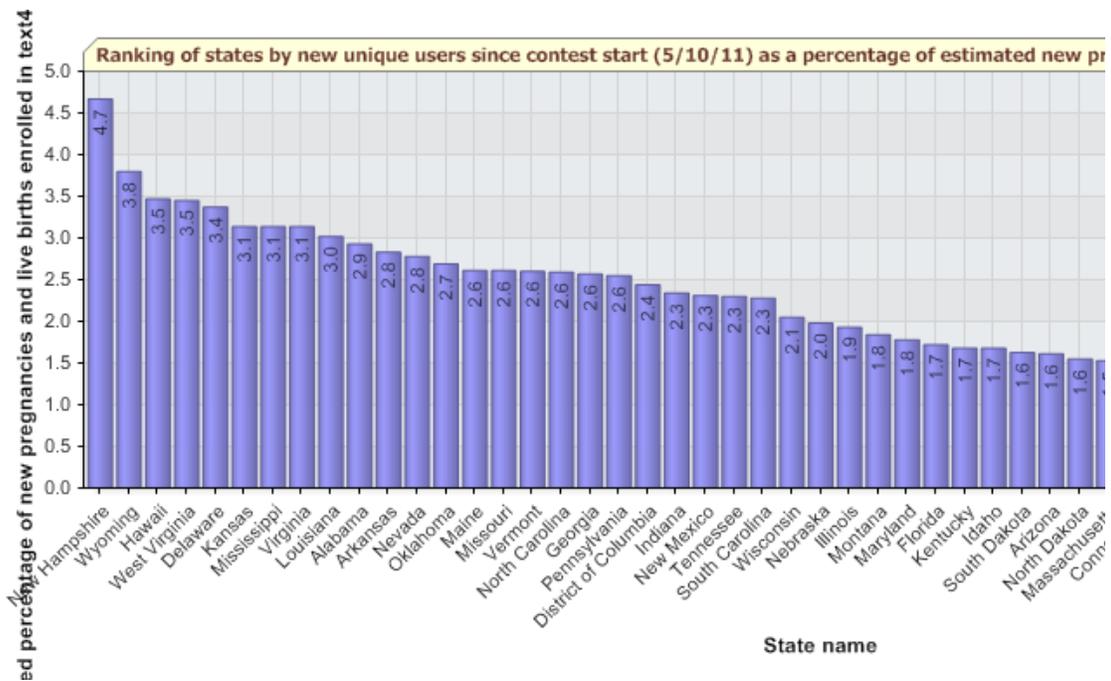
visit: <http://text4baby.org/index.php/partners>.

Subscriber Update

Text4baby has now enrolled more than **204,968** 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) Wyoming, 3) Hawaii, 4) West Virginia, 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

Medica, a health insurance company headquartered in Minneapolis, Minnesota and active in the Upper Midwest, is a proud supporter of text4baby. Medica has spread the word about the service to its 1.6 million members in multiple ways, including through press releases, provider and member newsletters, their Healthy Pregnancy Program’s Web site and on their Facebook page, www.facebook.com/Nurturing2. Medica also includes text4baby information in all introductory Healthy Pregnancy Program mailings for pregnant members and promotes the program during member contacts. Text4baby has been promoted internally to Medica employees through the employee webpage, newsletters, and presentations. Thank you to Medica for helping to get the word out about text4baby!

Text4baby in the Media

Connecticut State Representatives

Last week, Connecticut Speaker of the House Christopher G. Donovan and Connecticut State Representative Diana Urban, House Chair of the Select Committee On Children, both encouraged participation in text4baby (see the [Bethwood Patch](#)). Speaker Donovan said, “We know that good maternal health is critical to ensuring healthy babies. Text4baby’s innovative outreach methods will help Connecticut women access the information they need to give their kids a good start.” The article also highlighted the

promotional activities of Lily's Kids Inc., text4baby's state lead agency in Connecticut. Connecticut currently has more than 1,635 users enrolled in text4baby. To read more about text4baby in Connecticut, click [here](#).

Text4baby Enrollment Card Design Contest Winners

Last month, at the social media conference, Evo '11, in Park City, Utah, Johnson & Johnson sponsored a text4baby Enrollment Card Design Contest. Conference attendees and their children were invited to design text4baby enrollment cards. The three winning text4baby enrollment cards were chosen by a panel of judges including Ana Roca Castro, founder of Latinos in Social Media (LATISM), Nan Streeter from the Utah Department of Health, and Sarah Ingersoll, text4baby Campaign Director. Click [here](#) to see the winning cards from Mary Pool, Lucy Johnson (age 6), and Emily Knight. These cards will be printed by the Utah Department of Health and distributed throughout the state to community partners. They are also available on text4baby.org for others to use in their promotional efforts. To watch videos of the winners describing the inspiration, click here: [Mary Pool](#), [Lucy Johnson](#), and [Emily Knight](#).

Mobile Fast Fact

According to the Pew Internet and American Life Project, 35% of those who do not own a cell phone live in households where someone else has a cell phone. Additionally Pew's findings suggest that people who live in rural areas are less likely to have a cell phone than those who live in suburban or urban areas. 72% of people in rural areas have a cell phone, vs. 82% of those in suburban areas and 85% in urban areas. Read more about cell phone access [here](#).

Text4baby PSA Photo Submission Guidelines

Text4baby is producing a TV public service announcement (PSA) featuring text4baby babies. We are looking for photos of babies under age one from moms who are currently enrolled in text4baby or who have graduated from the service. The pictures should be of the baby only. Each individual may submit up to five photos. We will reply to your submission with a consent form which requests your name, address, and some other details and which we need you to email back to us in order to use your photos. Photos must be received before August 10, 2011 for consideration. To submit the photos, email photos@text4baby.org.

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.

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