



**text4baby**<sup>SM</sup>

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*Johnson & Johnson*

## Text4baby Tuesday

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

**August 21, 2012**

Do you stay connected to text4baby through Facebook? From Thursday, August 23rd through Friday, August 31st, anyone who “likes” text4baby’s Facebook page will be eligible to win a year’s supply of Johnson’s Baby products, courtesy of Founding Sponsor Johnson & Johnson! As a professional, you can share the products with a mom in need or donate to a great local organization. Just “like” us during that time and you’ll be automatically entered to win. Please share this great opportunity with friends, family, and moms you work with today! See our [website](#) for more information and [full contest rules](#).

Sarah Ingersoll, Text4baby Campaign Director  
National Healthy Mothers, Healthy Babies Coalition

### Take Action

Last week we told you about our initiatives for Infant Mortality Awareness Month (IMAM). To learn more and access tools and resources to help you promote IMAM activities in September, visit our [website](#). Text4baby is also hosting a [2012 Fall Sign-up Contest](#) as a competition for anyone who enrolls in text4baby in September. We invite you to share information about text4baby and this contest with members of your network and community. Take two minutes to

#### CONNECT WITH US:

Become a fan on Facebook



#### SHARE THIS EMAIL:



#### CONTACT US

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

FOR MEDIA INQUIRIES,  
PLEASE CONTACT:  
[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

help moms sign up for the service and they will be automatically entered to win a year's supply of Johnson's Baby products! For more information, see contest rules [here](#).

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## 2012 State Enrollment Contest

### Weekly Winners

This week's winners enrolled the highest rate of individuals in text4baby based on their estimated population of pregnant women and new moms:

- Group 1: Virginia (32/1000)
- Group 2: Indiana (62/1000)
- Group 3: South Dakota (61/1000)

### Overall Winners

The states in each category that have enrolled the highest rate of individuals in text4baby since contest start (5/17) are:

- Group 1: Michigan (54/1000)
- Group 2: Indiana (68/1000)
- Group 3: South Dakota (52/1000)

Please visit our [website](#) for more information about how the contest math is calculated.

### Contest Winner Spotlights

Virginia took over this week with a rate of 32/1,000 to lead the large states! It has been a busy time for Virginia's Family Access to Medical Insurance Service ([FAMIS](#)). Their CHIP & Medicaid enrollment increased by over 1,000 from June to July 2012, and, thanks to their efforts, the birth notice card sent to all new beneficiaries includes text4baby information. Mothers also receive a "new mom" letter describing text4baby.

Indiana led group 2 again this week with an enrollment rate of 62/1000! Last Saturday, Elkhart County Minority Health Coalition participated in a back-to-school event with over 3,000 attendees; 800 attendees visited a health fair where they learned about text4baby. Lake County Minority Health Coalition also participated in a back-to-school event with 3,000 attendees where a text4baby table displayed referral cards. The week prior, Lake County hosted their annual baby shower where they signed up 40 women for text4baby on the spot! See the [newspaper article](#) for photos and highlights. Also check out the Indiana Minority Health Coalition's [blog](#) for a story and video of an Indiana mom's experience using text4baby.

South Dakota is back as winner of group 3 this week with an enrollment rate of 61/1000! The South Dakota Department of Health has been encouraging school nurses to promote the service in school newsletters, parent/teacher conferences, and other school events. They are also including text4baby materials in packets sent to providers for other programs.

Great job to all three weekly winners!

### **Partner Spotlight**

The Nevada State Health Division (NSHD) has been doing an excellent job getting the word out about text4baby! Beginning in June, NSHD led an effort to secure text4baby radio spots on various stations throughout Nevada. And they've had a great response! NSHD issued a [press release](#), conducted a radio interview for KUNR, and supported a text4baby placement in the Newborn Babies: A Guide to Healthy Babies [special insert](#) in the Reno News and Review. They recently formed a partnership with Access to HealthCare Network to provide new enrollees seeking prenatal care with text4baby information. They have about 75 new enrollees per month who will receive a canvas tote with text4baby swag, and if they enroll at their appointment they will be entered into a drawing for a breast pump! NSHD also collaborated with Amerigroup to provide 42 providers with text4baby tearpad sheets, posters, and other goodies and they're working with their home visiting program to send out information. Big back-to-school events are also planned next week in Las Vegas. Lastly, to top off an impressive list of outreach activities, NSHD is working to get the text4baby PSAs placed in movie theaters. Keep up the great work, NSHD!

### **Text4baby in the Media**

Media partner MTV Tr3s airs an episode of Quiero Mi Baby next week with a segment about text4baby! The show will air on Aug 27 at 9:00pm Eastern Time. To find your Tr3s station and tune in, [visit this page](#) and enter your zip code. When you spot the text4baby mention, be sure to share it on social media (tag “text4baby” on Facebook and include #text4baby in your tweets). Many thanks Tr3s for your ongoing support of text4baby! ¡Muchas gracias Tr3s por apoyar a text4baby!

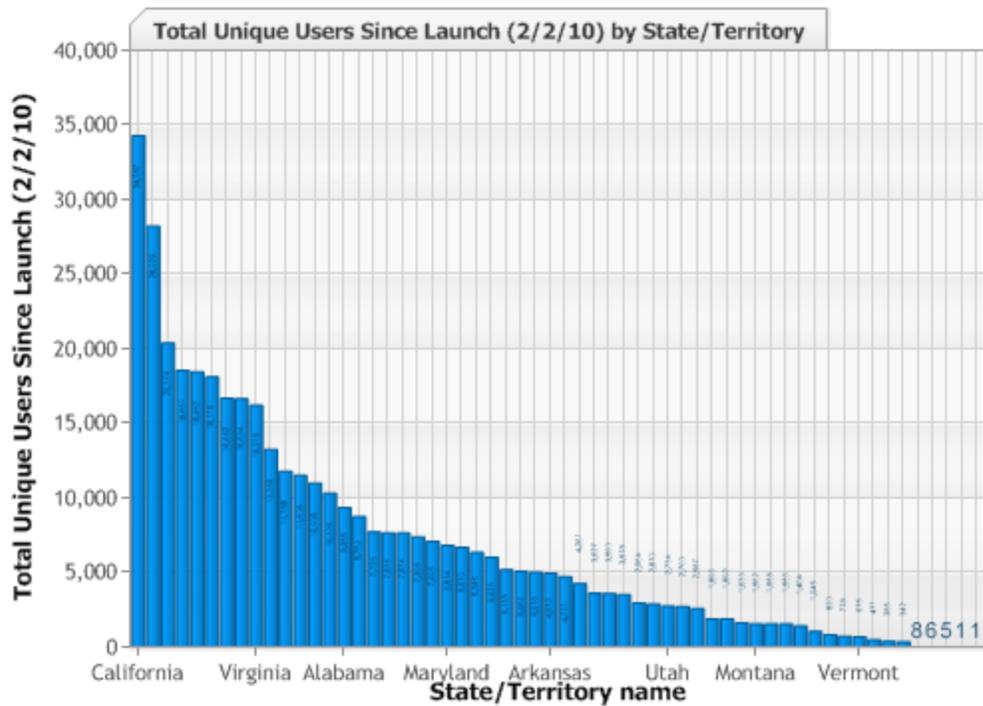
### **Text4baby Seeking Interns**

National Healthy Mothers, Healthy Babies Coalition (HMHB) is seeking three text4baby interns for the fall semester. Hours are flexible, but we are looking for candidates who can commit to 20 or more hours per week. This position is unpaid but HMHB is happy to work with students to obtain necessary credit for college or graduate requirements. Check out full descriptions for the [Partner Outreach Intern](#) position, [Media Outreach Intern](#) position, and the [Data and Evaluation Intern](#) position for more information.

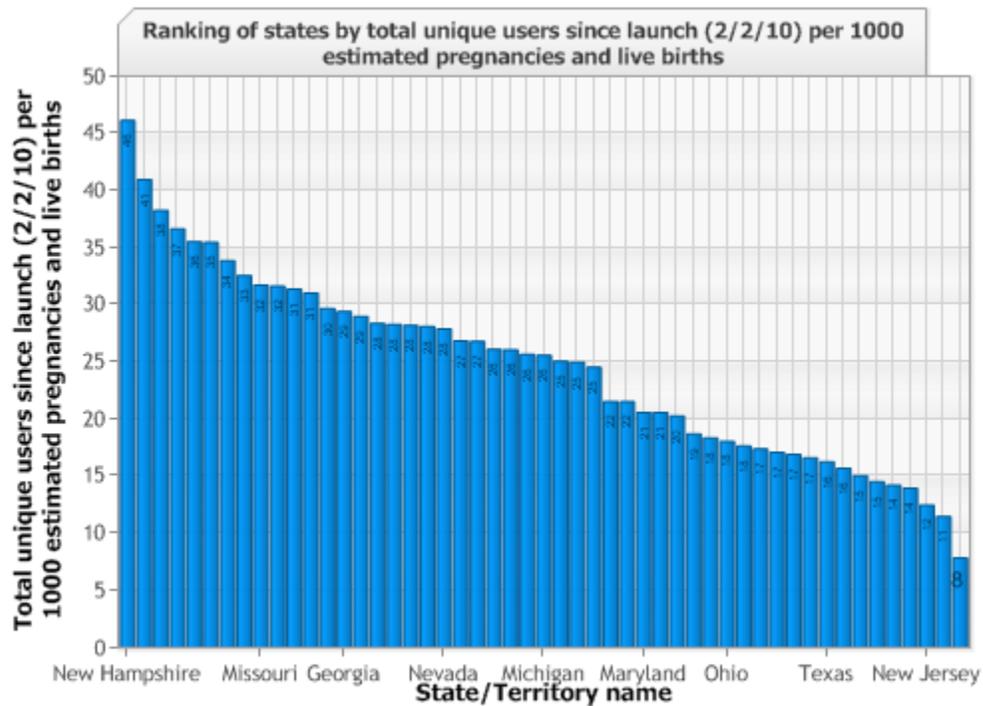
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### **Subscriber Update**

Text4baby has now enrolled 398,145 individuals! Ninety-five percent of text4baby users who responded to a survey (n= 27, 075) reported 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](#) to view all states and for more information on how this chart is calculated.



The chart above shows the total number of unique users who have enrolled in text4baby, per state, adjusted to account for the estimated number of pregnancies and infants in each state, since launch on 2/2/10. Click [here](#) for more information on how the chart is calculated.

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

### **Welcome New Partners!**

We are thrilled to welcome additional partners from across the country:

- Better Health, LLC (Miami, FL)
- Clear Health Alliance (Miami, FL)
- Lone Start Circle of Care (Georgetown ,TX)
- Simply Healthcare Plans (Miami, FL)

For a complete list of text4baby partners, click [here](#).

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### **Text4baby Job Opening**

We're seeking a Digital Program Associate to join the text4baby team to develop and implement a digital engagement and enrollment strategy and expand text4baby's digital presence, including development of social media content. The ideal candidate will have a minimum of 3-5 years of experience in digital marketing with hands on experience implementing web, social media, and internet based tools; a BA/BS degree; and knowledge of and interest in US healthcare. The Digital Program Associate will work closely with text4baby leadership to ensure that implementation of the digital strategy is coordinated with partner outreach, mass media, and the overall text4baby enrollment campaign. To learn more and apply, click [here](#).

### **Text4baby Initiatives for Partners**

#### *Legacy Camera Program*

Don't forget! HMHB has easy-to-use, handheld camcorders available for partners to borrow free of charge. Get creative in telling your story or that of the moms you work with so others may see your successful text4baby promotional activities. To learn more about this program and how to borrow a camera, click [here](#).

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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. U.S. government partners include the White House Office of Science and Technology Policy, the Department of Health and Human Services, the U.S. Social Security Administration, the U.S. Department of Agriculture, the Department of Defense Military Health System, and the U.S. Consumer Product Safety Commission. 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 partner.

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