



# Text4baby Tuesday

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

**August 23, 2011**

Our text4baby Outreach Partners do wonderful things to promote the service, but they may not realize the impact their efforts have on enrollment in their communities. To help Outreach Partners track enrollment in their states, HMHB and Voxiva provide Outreach Partners with access to a database that contains zip-code level enrollment data. Since March, 135 text4baby Outreach Partners have obtained access to local data, helping them improve their enrollment in local communities most in need. If you're already an Outreach Partner, simply download the [Data Use Agreement found here](#) and follow the instructions to access to this useful local data. Not yet a partner? Fill out and submit the [MOU here](#). Don't forget to keep us posted about how your organization is using the data to help your state win the [State Enrollment Contest!](#)

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

## Welcome New Partners!

This week, we welcome the following new partners:

- Centennial Pediatrics (Nashville, TN)
- Denver Health and Hospital Authority (Denver, CO)
- Healthy Moms and Babies (Detroit, MI)
- Healthy Start of St. Lucie County (Pierce, FL)
- Moms for Hope (Murfreesboro, TN)
- Northern Louisiana Medical Center (Ruston, LA)
- ProCare Health Plan, Inc. (Detroit, MI)
- The Texas Council of Child Welfare Boards (TX)
- Zeta Phi Beta Sorority, Beta Omega Zeta Chapter's Stork Nest (Albany, GA)

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

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PARTNERSHIP

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

[Y.ORG](#)

FOR MEDIA INQUIRIES,

PLEASE CONTACT:

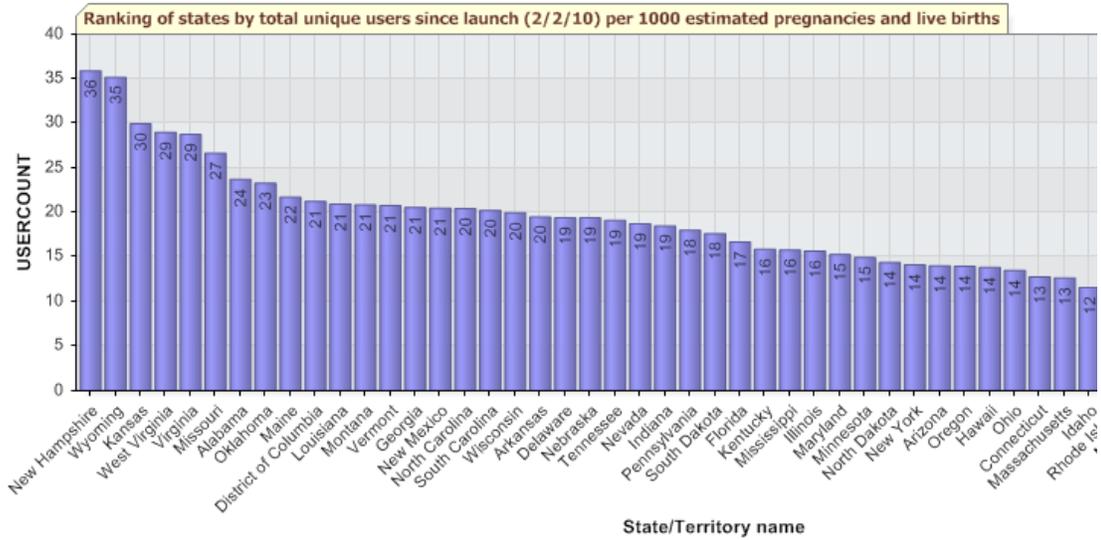
[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

[G](#)

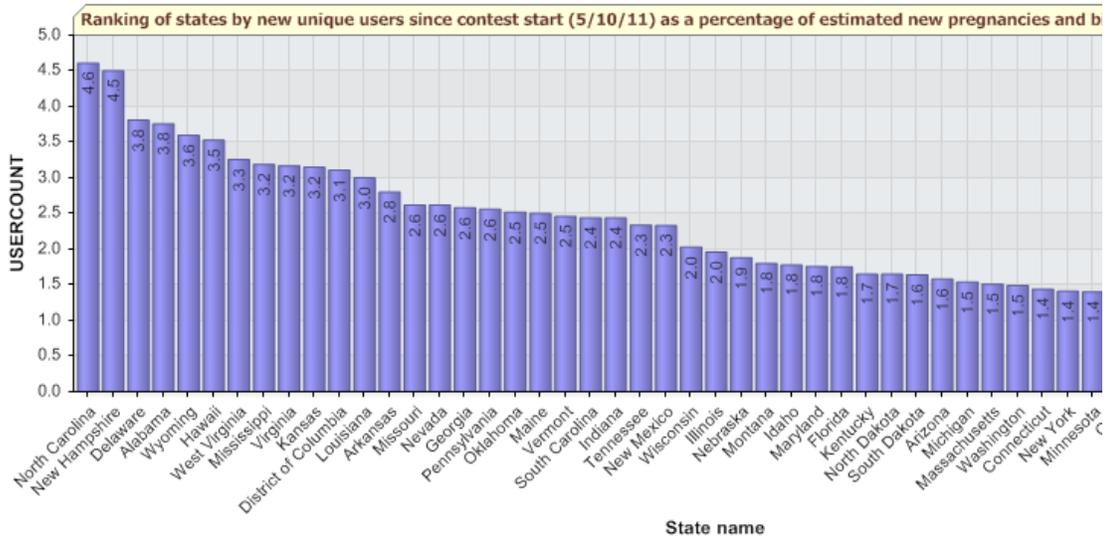
<http://text4baby.org/index.php/partners>.

### Subscriber Update

Text4baby has now enrolled more than **216,088** 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

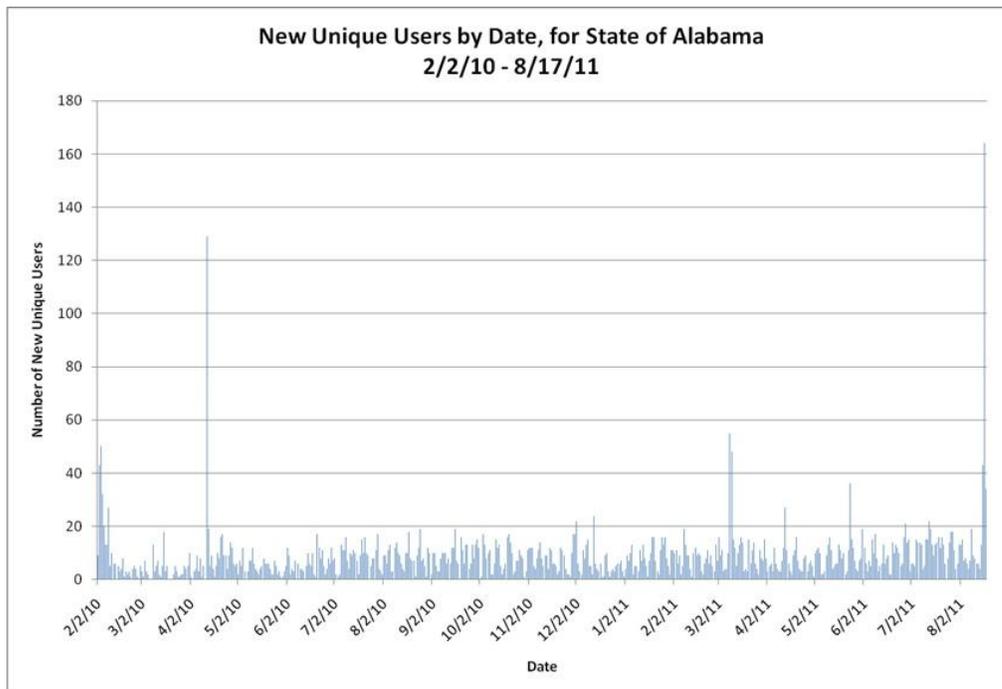
top five states currently winning the State Enrollment Contest are: 1) North Carolina, 2) New Hampshire, 3) Delaware, 4) Alabama, and 5) Wyoming.

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

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### **Partner Spotlight**

As a part of their First Time Motherhood grant activities, the Alabama Department of Public Health (ADPH) has been hard at work getting the word out about text4baby. To increase providers' knowledge of the program, in April 2010, ADPH promoted text4baby at the conferences of the Alabama Chapters of the American Academy of Pediatrics, the American Congress of Obstetricians and Gynecologists, as well as to the State Perinatal Advisory Council, health care providers, and WIC clinics. As a result of these efforts, the state experienced a spike in text4baby enrollment (see chart below). Additionally, ADPH partnered with the Offices of Women Health and Minority Health and they mailed text4baby materials with their newsletters in July. ADPH also partnered with the State Children's Health Insurance Program "ALL Kids," which promotes text4baby through their outreach activities of their Regional Coordinators. Recently, ADPH issued a press release that included a statement by the State Health Officer, Don Williamson, who said, "We are pleased to partner with the text4baby initiative to give pregnant and new mothers critical information they need so they can take charge of their health and the health of their babies." Dr. Williamson also said that his department has made it a goal to enroll 60,000 Alabama women in the text4baby campaign this year. This announcement generated interest from the local news and several stations did stories on text4baby in Alabama, such as [this one](#). As a result of the news coverage, Alabama experienced another significant increase in text4baby enrollment. Last week, ADPH sent customized text4baby flyers and business cards to all of the delivering hospitals in the state. In addition, ADPH plans to promote text4baby at health fairs, at conferences and to all of the public health nursing directors in the state. Thank you to ADPH for all you do to promote text4baby!



### **Text4baby in the Media**

#### *Knowledge is the Key to a Healthy Pregnancy*

On Saturday, an article appeared in the Milwaukee Sentinel about the many ways that knowledge plays a role in having a healthy pregnancy, including the ability for pregnant women to obtain and understand health information, manage their behavior, know when to see a doctor, how to ask the right questions and get timely tests. The article explores ways that providers try to ensure their pregnant patients get the vital health information they need. For example, at the end of appointments, one doctor asks her patients to repeat what she has told them during the visit to make sure they understand everything before leaving. In another instance, a social worker showed a pregnant woman who recently quit smoking a chart which depicted how many packs of cigarettes an unborn baby is exposed to if the mother smokes. And in another example, a local hospital has a program called the Stork's Nest, which offers incentives for women to keep medical appointments and participate in educational programs. In the article, text4baby was listed as a credible way to help educate women during pregnancy. All of the efforts highlighted in the article, both big and small, seek to arm expectant mothers with the the necessary knowledge and information that can help lead to healthy birth outcomes. To read the full article, click [here](#).

### **mHealth Highlight**

#### *Mobiles Games for Education and Development: What is the Score?*

As mobile gaming continues to explode worldwide, the market for games with an educational or social-change focus is opening up for growth. In the U.S. mobile games are the most popular kind of app purchased by smartphone owners, with 64% of smartphone owners using a mobile game app at least once a month. However, despite the growth in the field of mobile games, educational games are not as ubiquitous as games that are purely for entertainment. Given the vast reach of mobile phones worldwide, mobile games

represent a unique opportunity to reach individuals with “on-the-go lessons.” When looking at current mobile games designed purely for entertainment, there are several factors that have gone into making them successful, such as accessibility and price, game design, non-linear story lines, and cultural appropriateness. As the mobile gaming industry continues to expand, education and advocacy workers should take these lessons learned from entertainment focused-games to think about how mobile games can creatively reach new audiences with their messages. To learn more about how mobile games can be used for education and social change, 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](mailto:hr@text4baby.org) with “Partner Relations Manager” in the subject line. *No phone calls please.*

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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 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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