



text4babySM

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Text4baby Tuesday

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

August 28, 2012

Thanks to all your work, text4baby has reached 400,000 moms with critical health and safety information! Text4baby has been making big strides, and with National Infant Mortality Awareness Month coming up, we're excited to announce our 2012 Fall Sign-up contest. We also have some big changes to share including a new and improved text4baby website and changed look for Text4baby Tuesday. Keep reading for more information on these initiatives!

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

Take Action

Tomorrow, we are launching a redesigned website! Starting Wednesday, August 29th, visit www.text4baby.org where you'll find a few key changes including easier access to partner-specific tools (under Get Involved- Partners); Ways for individuals to get involved (under Get Involved- Moms, Families, and Friends); testimonials and videos from moms, experts, and partners like you (under Stories); and streamlined navigation for information and tools. Please let us know what you think!

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

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: Michigan (64/1000)*
- Group 2: Indiana (58/1000)
- Group 3: West Virginia (51/1000)

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 (55/1000)
- Group 2: Indiana (66/1000)
- Group 3: South Dakota (52/1000)

*Note: A recalculation of last week's results revealed that Michigan was the Group 1 weekly winner. We apologize for the error and applaud both Virginia and Michigan for all of their efforts!

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

Contest Winner Spotlights

Michigan continued to lead the way in Group 1 last week with a rate of 64/1000! With over 30 organizations promoting the service around the state, moms are learning about text4baby through multiple channels. Organizations have text4baby information on their websites, including the [web enrollment button](#), making it easy to sign up online. Outreach to direct service providers is facilitating text4baby enrollment in healthcare settings. Finally, television and radio Public Service Announcements are getting air time on stations around the state. We know its critical that moms hear about text4baby multiple times to sign up – thanks Michigan for serving as a great example of “surround sound” promotion!

Indiana is the weekly winner for Group 2 again with an enrollment rate of 58/1000! Since the Indiana Youth Institute aired the text4baby PSA on their Kids Count Radio show back in June, they have continued outreach to other stations. WIBC has put the text4baby PSAs into their rotation, and now it's airing on 1070 The Fan, including the #1 sports talk show in town, “The Dan Dakich Show.” Last Wednesday, the Indiana Minority Health Coalition hosted a Text4baby Expansion Meeting with partners to discuss ways to expand efforts, specifically focusing on connecting Medicaid/CHIP and text4baby enrollment with other activities. After the meeting, attendee Managed Health Services (MHS), a managed care entity that serves the Healthy Indiana Plan and the Hoosier Healthwise Population (including CHIP), released a [press release](#) sharing their support of IMHC's lead in the Indiana Text4baby Campaign!

West Virginia took back the win for group 3 this week with an enrollment rate of 51/1000! The West Virginia Department of Health and Human Resources' Right From the Start Program has been placing text4baby information in physicians' offices and

baby stores all over the state and displaying text4baby information at baby showers and conferences. Additionally, they are sending text4baby materials in their mailers for every pregnant woman who applies for WV Medicaid.

Great job to all three weekly winners!

The New Text4baby Tuesday

Text4baby will soon be transitioning to a new format for our newsletter. We'll still share the same important news and resources, but in a more streamlined format with a more modern look. Please note: As part of this update, we will be changing to a new newsletter administrator and this will require all current recipients to sign up again. To make sure you continue receiving Text4baby Tuesday, please fill out this short [form](#).

2012 Fall Sign-up Contest

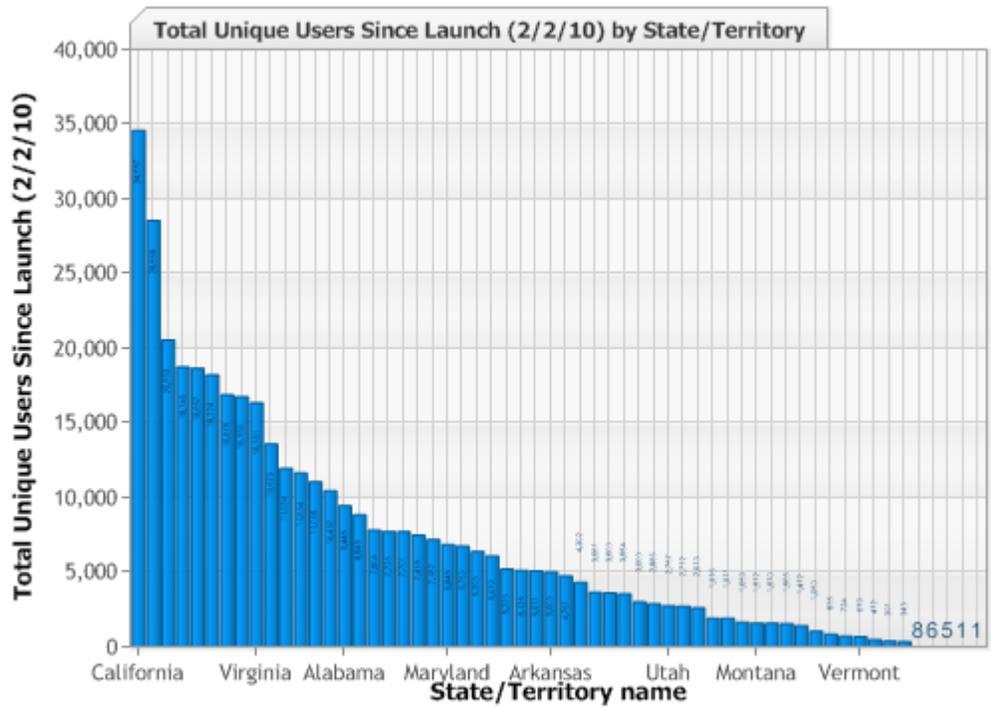
Infant Mortality Awareness Month is fast approaching! Text4baby is working with partner organizations to spread the word about this critical health crisis in the U.S. and the importance of connecting more mothers to health information through programs like text4baby. In addition to other events during the month, we're launching a text4baby sign-up contest for anyone who enrolls in text4baby from September 1 through September 30. We invite you to share information about text4baby and this contest with members of your network and community. Take two minutes to help moms sign up for the service and they will be automatically entered to win a year's supply of Johnson's Baby products!

Text4baby in the Media

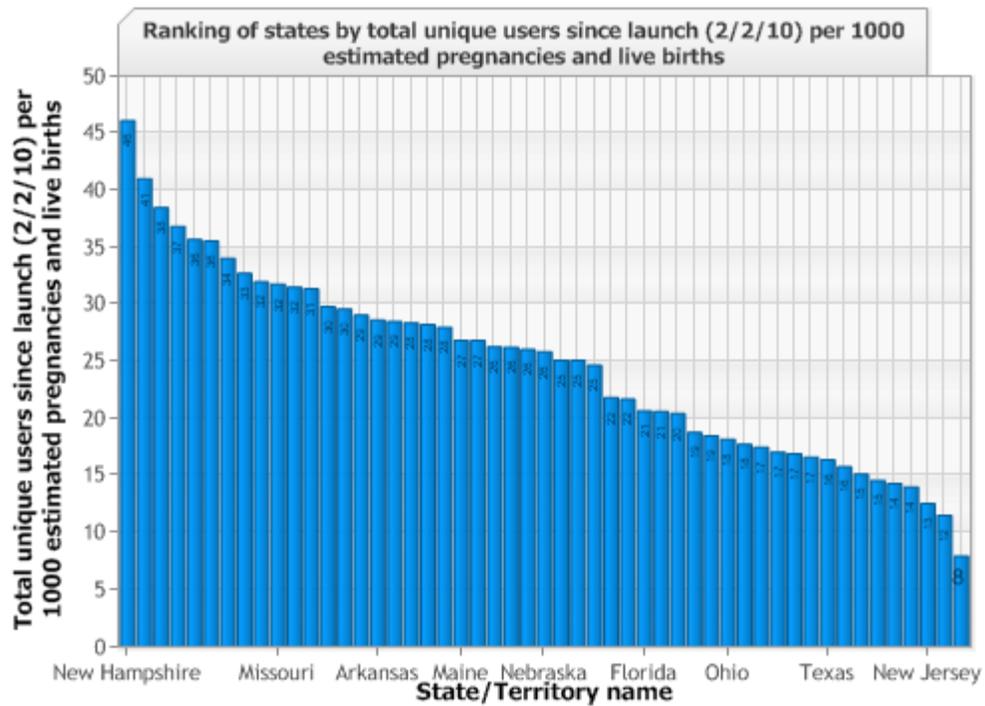
Text4baby was featured in [Nonprofit Quarterly](#) last week, in an article about the use of technology in reaching nonprofit constituents. Text4baby is provided as an case study for effective SMS use, and texting is referred to as an "underutilized tool" and is praised as an effective strategy in reaching the target audience. Click [here](#) to read more.

Subscriber Update

Text4baby has now enrolled 402,167 individuals! Ninety-five percent of text4baby users who responded to a survey (n= 27, 094) 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:

- First 5 Kern (Bakersfield, CA)
- McLeod OB/GYN-Dillon (Dillon, SC)
- McLeod Pediatrics-Dillon (Dillon, SC)

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

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.

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](#).

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. 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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