



Text4baby Tuesday

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

August 3, 2010

Text4baby has been selected as a finalist for the 2010 HHS *Innovates* awards! This prestigious program initiated by the Secretary of the US Department of Health & Human Services celebrates novel programs that have improved service to the American public. HHS employees voted on dozens of submissions in preceding months. The top three innovations will be presented awards by HHS Secretary Sebelius this Wednesday, August 4 at 2:30 p.m. Eastern Time. [Join us via webcast](#) to watch the ceremony live!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome the Telamon Corporation Delaware Head Start Programs (Georgetown, DE), New Hampshire Healthy Kids Corp. (NH), Sudden Infant Death Services of the Mid-Atlantic (DC, MD, VA), Columbia Valley Community Health (Wenatchee, WA), University of Delaware Center for Disabilities Studies (Newark, DE), Community Coordinated Child Care (4-C) (Louisville, KY), Price County Health and Human Services (Phillips, WI), Community Clinic at St. Francis House NWA, Inc. (Springdale, AR), KishHealth System (DeKalb, IL), Vitality Chiropractic Family Wellness Care (Ventura, CA), Community Health Choice, Inc. (TX), ENCOMPASS Health Management Systems

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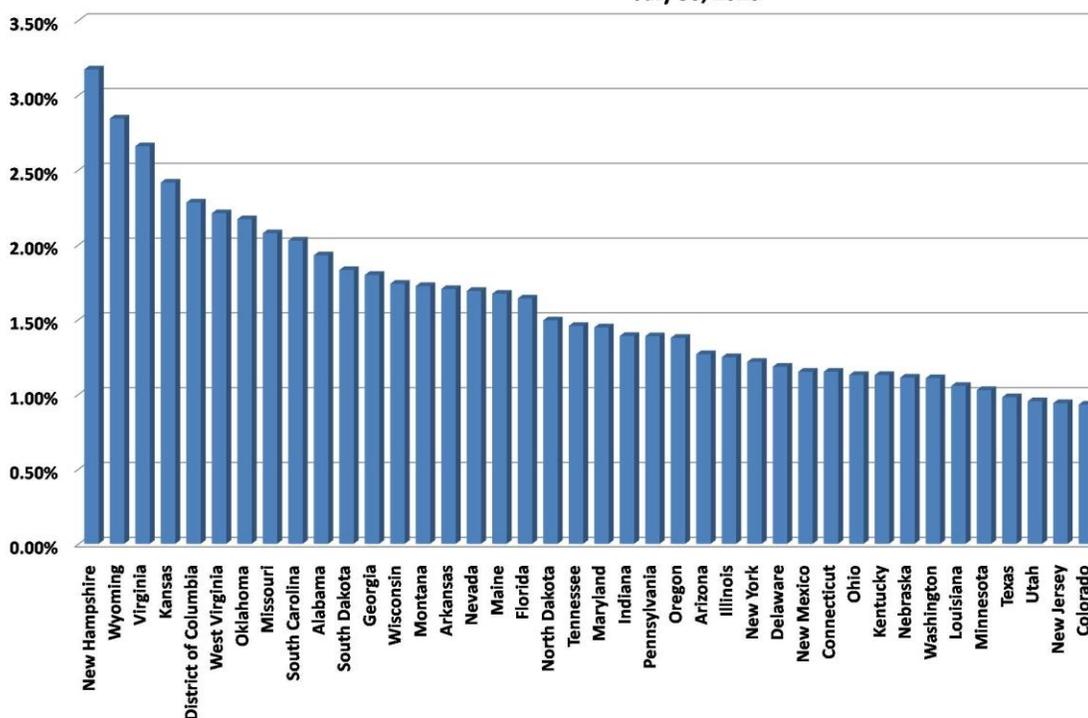
FOR MEDIA INQUIRIES,
PLEASE CONTACT:
MEDIA@TEXT4BABY.ORG

(National), and Medela, Inc. For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

Subscriber Update

We now have 64,580 text4baby enrollees, with 95% of enrollees reporting that they would recommend the service to a friend.

Average percentage of pregnant women in each state who have enrolled in text4baby
July 30, 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)

Partner Spotlight

Blue Shield of California will promote text4baby through its Prenatal Education program, which provides expectant and new mothers with helpful information about prenatal and postpartum care. They will include a text4baby flyer in a packet of prenatal and post-delivery educational

materials. The non-profit health plan will also encourage members to sign up for text4baby through its web site and High-Risk Maternity program. Additionally, text4baby will be promoted to Blue Shield's 4,800+ employees through the company's plasma TVs, intranet and employee wellness program, Wellvolution. For more information on Blue Shield of California and their text4baby partnership, read the [full press release](#).

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 11th, 2:00-2:30 PM EST.

Register for the webinar at <https://www1.gotomeeting.com/register/631370512>.

Text4baby Media

[Text4baby: Texting for Prenatal Health](#)

This article on the [Kru Research blog](#) examines the text4baby service from a *male* health marketer's perspective. Kevin Kruse states that text4baby provides "support and gentle reminders in digestible chunks. It makes remembering to drink enough water or take your prenatal vitamins easy." The article also brings to light important text4baby milestones and events, such as reaching 50,000 subscribers in 5 months, announcing text4baby International and an upcoming co-speaking engagement by text4baby Director Arlene Remick and Paul Meyer, President of Voxiva at the [e-Patient Connections 2010 conference](#) in September. For more, read the [full article](#).

mHealth Highlight

[Cell-phone Doctoring](#)

Customized text messaging for health may be the best way to communicate with difficult-to-reach inner-city populations, writes the Associated Press; but is this a longterm solution? Dr. Richard Katz of George Washington University Hospital is scientifically testing "whether more-personalized cell-phone-based programs can link patients' care with their doctors' disease-management efforts in ways that might provide lasting health improvement." For more, read the [full article](#).

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 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.

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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