



Text4baby Tuesday

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

August 30, 2011

September is Infant Mortality Awareness Month – an opportunity to bring attention to the fact that, among industrialized nations, the U.S. has the second highest infant mortality rate. Across the U.S. organizations are launching initiatives to raise awareness about critical factors that contribute to our nation's infant mortality problem such as premature births, low birthweight, and sudden infant death syndrome. To read about ways health care providers can make a difference, go to the [Office of Minority Health web page](#).

Whether you already have something planned for Infant Mortality Awareness Month or are still finalizing the details, we urge you to incorporate text4baby promotion into whatever you do. Also, please let us know all about your activities during September (including pictures and videos), as we love to hear about all the good work you're doing to promote healthy mothers and children.

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

Welcome New Partners!

This week, we welcome the following new partners:

- Big Bend Regional Medical Center (Alpine, TX)
- Blue Cross Blue Shield of Tennessee
- Coventry Health Care, Inc.
- Evergreen Pediatrics (Riverton, WY)
- Memorial Hospital of South Bend (South Bend, IN)
- Motivation, Education & Training Early Head Start (New Caney, TX)

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

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GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG
PARTNERSHIP
INQUIRIES:

PARTNERS@TEXT4BABY.ORG

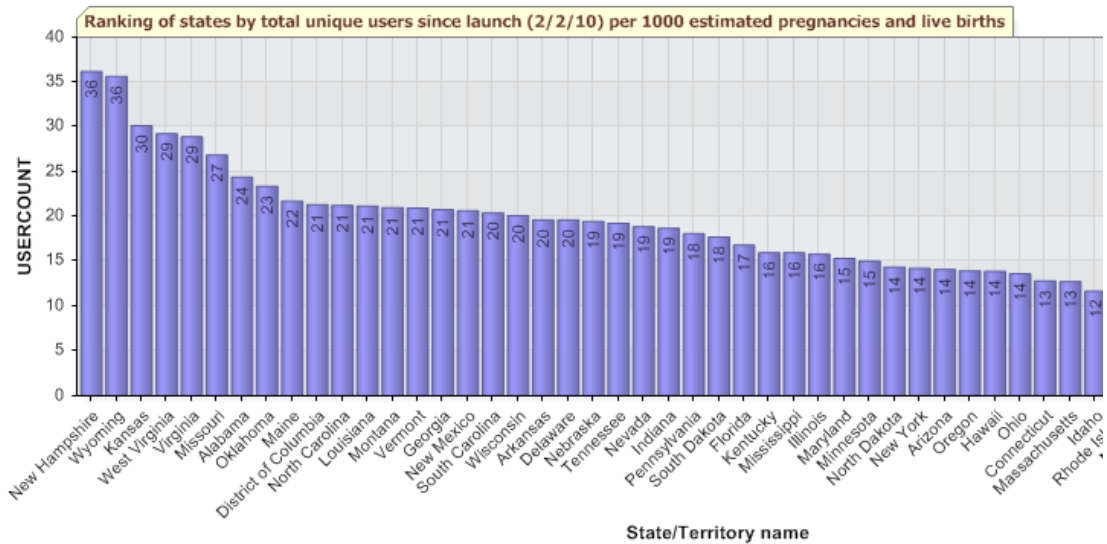
FOR MEDIA INQUIRIES,
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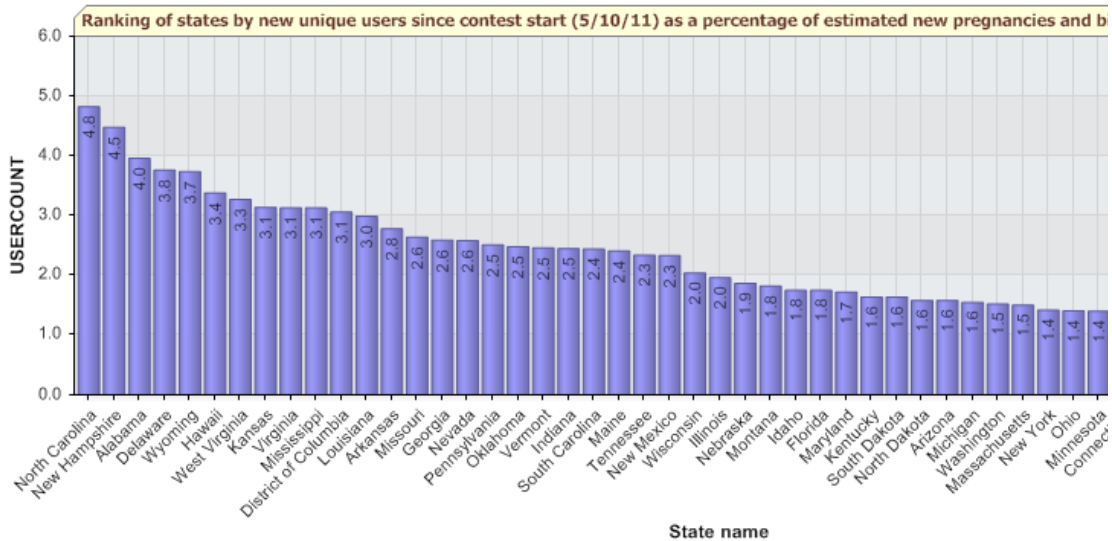
<http://text4baby.org/index.php/partners>.

Subscriber Update

Text4baby has now enrolled more than 220,998 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) Alabama, 4) Delaware, and 5) Wyoming.

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

Partner Spotlight

Last week, the National Institute for Health Care Management (NIHCM) Foundation released a two-page fact sheet on text4baby as a part of its Promising Practices in Maternal and Child Health program. NIHCM Foundation's Promising Practices in Maternal and Child Health recognizes emerging and promising programs or policies in maternal and child health (MCH), promotes program replication and new collaborations, and creates a dedicated space where health plans and other MCH leaders can share their success stories with peers. The fact sheet on text4baby, entitled "Partnering to Promote Healthy Babies," provides an overview of the public-private partnerships that "are the driving force for the success and uniqueness of the text4baby service" and provides concrete examples of how health plans have played an important role in text4baby promotion and enrollment. The fact sheet also discusses text4baby's plans for evaluation and expansion, as well as opportunities for becoming an Outreach Partner. To read the full fact sheet, click [here](#). Additional resources on maternal, child and adolescent health issues are available on NIHCM Foundation's website, www.nihcm.org. Thank you to NIHCM Foundation for including text4baby as a part of its Promising Practices in Maternal and Child Health program and for helping to spread the word about the service.

Text4baby in the Media

This weekend, an article about text4baby appeared on The-Daily-Record.com, an online Ohio newspaper. The story included information about the various topic areas that the text4baby messages address, as well as how women can sign up for the free service. The story's focal point was the endorsement of text4baby by Holmes County Health Commissioner, Dr. D.J. McFadden. Dr. McFadden said that he registered for text4baby when his wife was pregnant and "[he] found the information to be really useful and very valuable, especially for new moms." Dr. McFadden also said, "[Text4baby] found a way to make important information simple" and that he hopes more women can have healthier pregnancies because they have the information they need. To read the full article, click [here](#).

Weekly Mobile Health Fast Fact

According to Pew Internet & American Life Project, 91% of cell phone users agree that their cell phone makes them feel safer because they can always use it to get help. To learn more about people's perceptions of mobile phones 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

Two Weeks 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 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, 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 sponsor.

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