



Text4baby Tuesday

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

August 9, 2011

At HMHB, we are so impressed with your text4baby promotional activities that we want to capture your hard work on film! To help you document your text4baby outreach, lessons learned, and feedback from moms, we have purchased 10 Flip brand video cameras (very easy-to-use handheld camcorders) for partners to borrow **free of charge**. We hope that by recording your organization's efforts to promote text4baby, we can help you more easily share your successes with others around the country. To learn more about this program and how to borrow a camera, click [here](#). Happy filming!

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

Welcome New Partners!

This week, we welcome the following new partners:

- Dia de la Mujer Latinia, Inc. (Manvel, TX)
- Family Outreach Dallas (Dallas, TX)
- South Texas Council on Alcohol and Drug Abuse (STCADA) (Laredo, TX)
- Central Michigan District Health Department (Mt. Pleasant, MI)
- Grand Forks Public Health (Grand Forks, ND)
- Granville-Vance District Health Department (Oxford, NC)
- Holy Cross Hospital (Chicago, IL)
- Little Toader, Inc

We greatly appreciate your commitment to spreading the word about text4baby! For a complete list of partners, visit: <http://text4baby.org/index.php/partners>.

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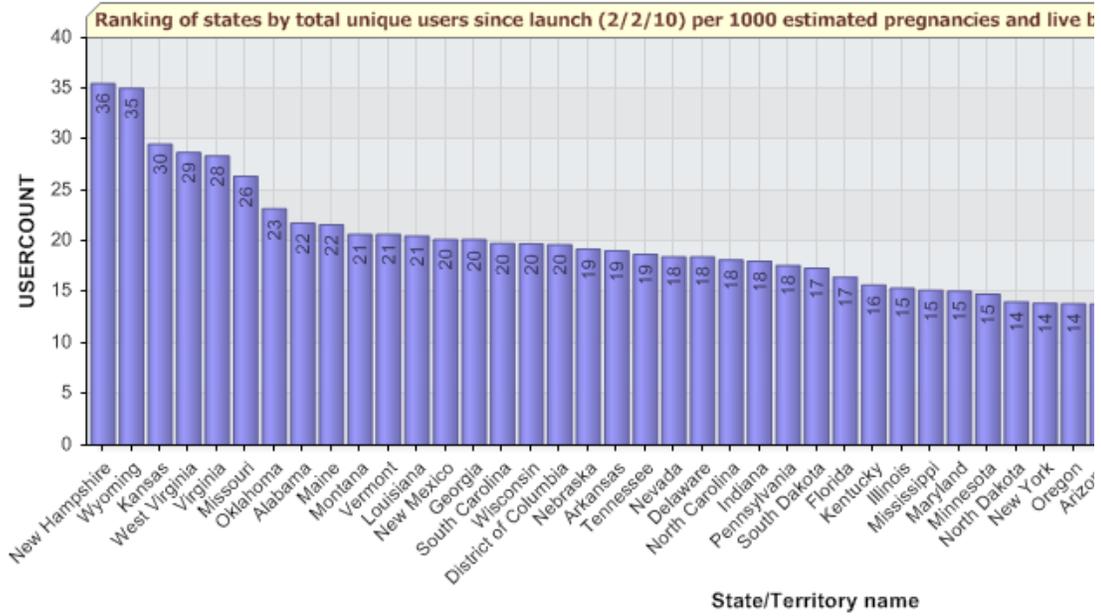
GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG
PARTNERSHIP INQUIRIES:
PARTNERS@TEXT4BABY.ORG
G
FOR MEDIA INQUIRIES,
PLEASE CONTACT:
MEDIA@TEXT4BABY.ORG

Subscriber Update

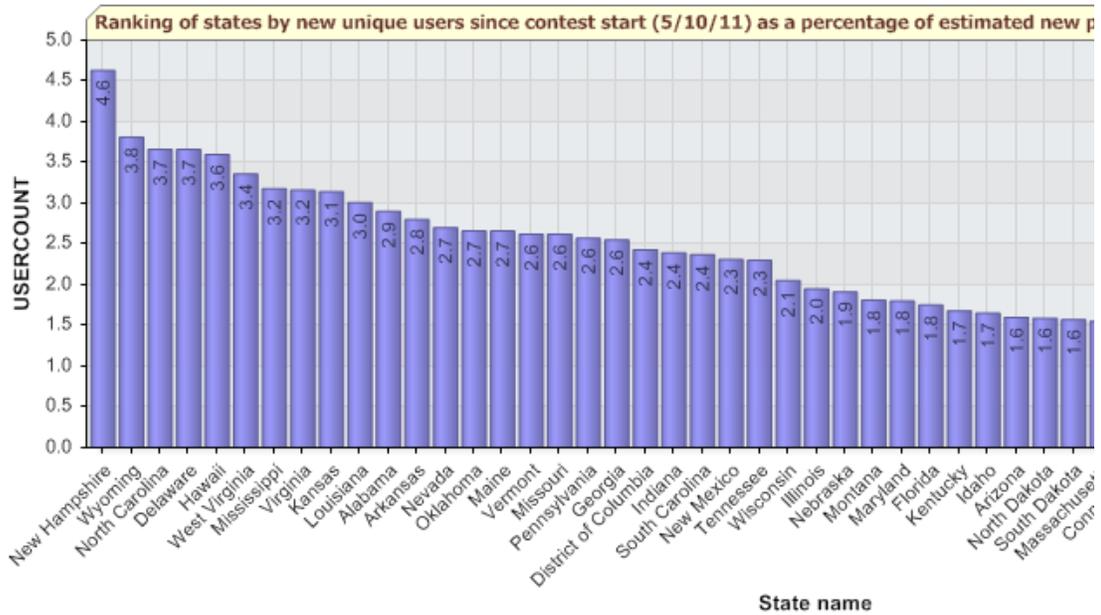
Text4baby has now enrolled more than

208,713 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) New Hampshire, 2) Wyoming, 3) North Carolina, 4) Delaware, and 5) Hawaii.

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

Partner Spotlight

Twenty-three outreach partners are actively working in Illinois to reach pregnant women and new moms with the text4baby service. Thanks to the hard work of these partners, 8770 women have signed up for text4baby and Illinois is ranked 27th in the State Enrollment Contest. To build off existing momentum, the Illinois Maternal & Child Health Coalition (IMCHC), hosted a webinar for sixty current and prospective partners. A presenter from IMCHC described how they have encouraged organizations and agencies like Head Start sites, Healthy Start programs, police stations, schools, and food pantries to get involved with text4baby. They have also reached out to some creative local businesses including restaurants, laundromats, currency exchanges, convenience stores, retail stores, and beauty and nail salons to spread the word. Additionally, a presenter from the Kane County Health Department talked about how they have engaged community partners through existing coalitions such as the Kane County Perinatal Committee, All Our Kids Early Childhood Network, and Circles of Wise Women. Some specific initiatives the health department has undertaken include sending out a text4baby “Message of the Month” to medical providers, handing out tearpads and referral cards, promoting text4baby during childbirth classes, as well as including information in newsletters and on Twitter and Facebook. The full webinar, as well as the list of questions and answers from the presentation are all now available online, and can be viewed [here](#). As the state lead in Illinois, IMCHC is doing a great job of convening current and prospective partners to get the word out about text4baby. Thanks so much, Illinois Maternal & Child Health Coalition for all of your hard work and leadership in Illinois!

Text4baby in the Media

Pregnancy information by text message

Last week, [Delaware Online](#) highlighted how Westside Family Healthcare promotes the text4baby program. Dr. Tom Stephens, Westside medical director said, “All these different social media outlets are things we need to be looking at for providing better health care... If there's things we can automate that are reminding the patient or adding something else to what we're already doing, I think it's great.” Text4baby user Debora Aviles, who receives her messages in Spanish, stated, “...[S]ometimes it's about things you don't think about, like if you feel depressed that you should come talk to the doctor... I have a friend who is pregnant and due around the same time as me and I got her to sign up, too. It's the kind of thing anyone can use.” Arlene Remick, Director of Education at the National Healthy Mothers, Healthy Babies Coalition, is quoted discussing the various studies evaluating the impact of text4baby, including one at Emory University. The impact of the messages is further explored by Karen Zalewski, project manager at the University of Delaware Center for Disabilities Studies, who says “They're particularly effective for younger woman and lower-income women, who are more likely to have access to a phone and texting than the Internet.” To read the full story, click [here](#).

mHealth Highlight

Top Ten Innovative Health-care Companies 2011

Recently, the Washington Post shared a list of the top-ten innovative healthcare companies in 2011 as compiled by Fast Company magazine. Text4baby partner Voxiva was featured at number three on the list, and their work with text4baby was cited as a major reason. To see the entire list, click [here](#).

Last Chance for Your Baby Photos!

Text4baby is producing a TV public service announcement (PSA) featuring text4baby babies. We are looking for photos of babies under age one from moms who are currently enrolled in text4baby or who have graduated from the service. The pictures should be of the baby only. Each individual may submit up to five photos. We will reply to your submission with a consent form which requests your name, address, and some other details, which we need you to email back to us in order to use your photos. Photos must be received before August 10, 2011 for consideration. To submit the photos, email photos@text4baby.org.

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](#). Have fun and good luck!

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 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.

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