



**text4baby**<sup>SM</sup>

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## Text4baby Tuesday

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

### September 11, 2012

September is Newborn Screening Awareness Month and text4baby is reminding all parents and providers of the importance of screening all infants. Identifying conditions soon after birth can help prevent serious problems and ensure proper treatment. Check out the [Centers for Disease Control and Prevention \(CDC\)](#) for more information and make sure to sign up for text4baby for reminders regarding newborn screening. Sign up during September to be entered in our [Fall Sign-up contest](#).

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

### Take Action

Don't miss out on your weekly updates! Text4baby Tuesday is soon transitioning to a new format, containing the same important news and resources, but with new look and a new mailing list. To make sure you continue receiving Text4baby Tuesday, fill out this brief [form](#).

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### 2012 State Enrollment Contest

#### Weekly Winners

This week's winners enrolled the highest rate of individuals in text4baby based on

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their estimated population of pregnant women and new moms:

- Group 1: Pennsylvania (36/1000)
- Group 2: Indiana (45/1000)
- Group 3: South Dakota (59/1000)

### **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 (50/1000)
- Group 2: Indiana (61/1000)
- Group 3: South Dakota (49/1000)

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

### **Contest Winner Spotlights**

Pennsylvania swept in as a new winner in Group 1 this week with a rate of 36/1000! The Pennsylvania Department of Health has ramped up activities, including a page on their [website](#) dedicated to text4baby. The page shares information on the service, news about the 2012 State Enrollment Contest, the text4baby TV PSA, as well as text4baby FAQs. A section in Spanish provides information to Spanish-speaking moms. Their efforts have been recognized recently by [local media](#). Thanks to our Pennsylvania partners for encouraging moms in the state to sign up!

Indiana won Group 2 again with an enrollment rate of 45/1000! Local BET, VHI, and MTV stations are continuing to play the text4baby TV PSAs, and an additional Latino radio station is airing the radio PSA. Go to the Indiana Minority Health Coalition (IMHC) [webpage](#) and [blog](#) for detailed information on statewide outreach efforts.

South Dakota won group 3 this week with an enrollment rate of 59/1000! The South Dakota Department of Health continues to include text4baby materials in packets sent to providers and encourages school nurses to promote the service.

Congratulations to all three weekly winners!

### **Partner Spotlight**

The Society for Maternal-Fetal Medicine (SMFM) is launching their partnership with text4baby by promoting the service. Text4baby is being highlighted in their newsletter, and an email blast was sent to members this week. The [SMFM homepage](#) now includes a feature on text4baby and a fact sheet will soon be added to their online resources in an effort to provide physicians and other members with comprehensive text4baby information. Thanks to SMFM for creatively promoting text4baby using existing communications channels!

### **Partner Spotlight**

Thank you to over 200 faith-based and community leaders who joined Dr. Regina Benjamin, Surgeon General of the United States; Ephie Johnson, President & CEO of Neighborhood Christian Centers; Dr. Miriam Burnett, Medical Director of the AMEC Connectional Health Commission; and, Acacia Salatti, Deputy Director of the HHS Center for Faith-Based and Neighborhood Partnerships, on an exciting conference call

last week. The speakers provided insights into their successes in reaching the African-American community through faith-based partnerships and discussed how to debunk breastfeeding myths. Text4baby was presented as a valuable tool for engaging faith-based community leaders and for communicating support for breastfeeding.

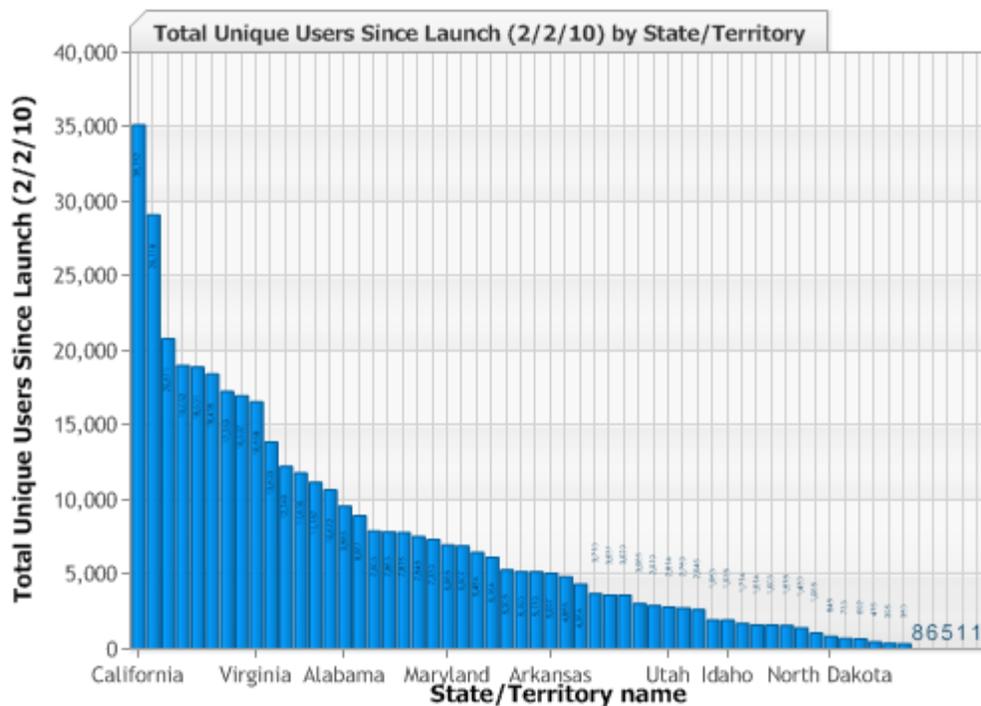
### What to Expect When You're Expecting DVDs!

The DVD for the romantic comedy [What to Expect When You're Expecting](#) is now available and features one of the text4baby PSAs! Renting or buying the DVD? Tweet @mytext4baby when you see the PSA! Learn more on our [website](#).

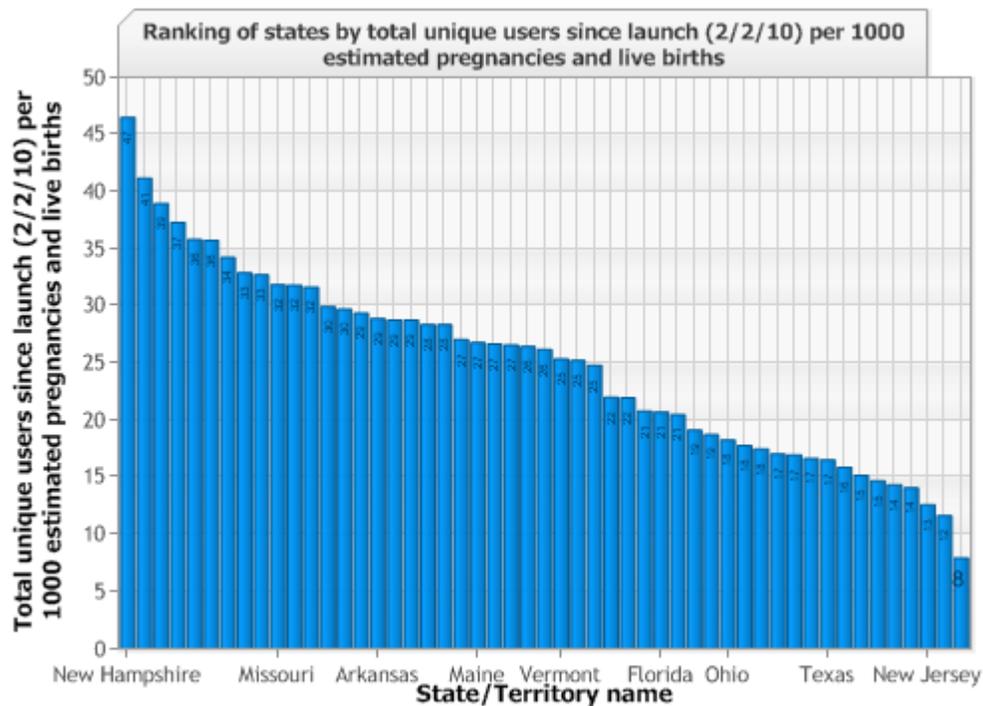
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### Subscriber Update

Text4baby has now enrolled 408,785 individuals! Ninety-five percent of text4baby users who responded to a survey (n=28,003) 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:

- Arkansas Department of Health - Office of Minority Health & Health Disparities - SISTERS UNITED (Little Rock, AR)
- My Mommy's Neighborhood (King of Prussia, PA)
- Tarrant County Infant Mortality Network (Fort Worth, TX)

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

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### Text4baby Job Openings

We are seeking a Communications Manager to support internal and external communications for text4baby. This organized individual will manage print materials and web content, conduct press outreach, support partnerships with major medical associations, and serve as a primary media contact. Candidates must have a Bachelor's degree in marketing, communications, public relations or related field (Master's degree preferred); 3-5 years' experience in health marketing and communications; very strong written and verbal communications skills; and an attention to detail. Check out the full position [description](#) for more information.

Text4baby is also seeking a Digital Program Associate 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](#).

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### **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.

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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. 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.

*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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