



# Text4baby Tuesday

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

**September 13, 2011**

There is just over one month left in the State Enrollment Contest. Since May, Outreach Partners across the country have been pulling out all the stops to win, from orchestrating the first-ever text4baby flash mob in Nevada, to producing and disseminating the first-ever text4baby television advertisement in North Carolina, to customizing text4baby flyers and business cards and sending them to all of the delivering hospitals in Alabama. Each week, we have watched exciting movement among the state rankings and with five weeks left, there's no telling who might win. We encourage our partners to keep up the good work and continue competing since there's still time to go straight to the top (North Carolina went from 17th place to 1st place in just three weeks!). Good luck!

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

## Welcome New Partners!

This week, we welcome the following new partners:

- Finney County Community Health Coalition, Inc (Garden City, KS)
- Indian Health Council, Inc (Valley Center, CA)
- Lee County Health Department (Dixon, IL)
- Morongo Basin Family Resource Center (Yucca Valley, CA)

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

## Subscriber Update

Text4baby has now enrolled more than **226,880** individuals! Ninety-six percent of enrollees report that they would

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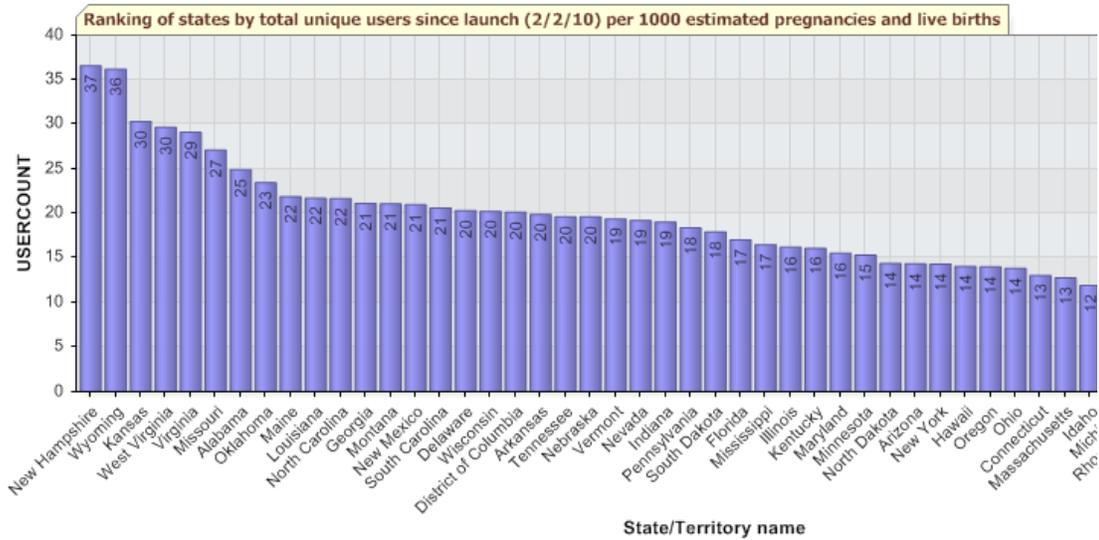
### CONTACT US

GENERAL INQUIRIES:  
[INFO@TEXT4BABY.ORG](mailto:INFO@TEXT4BABY.ORG)  
PARTNERSHIP

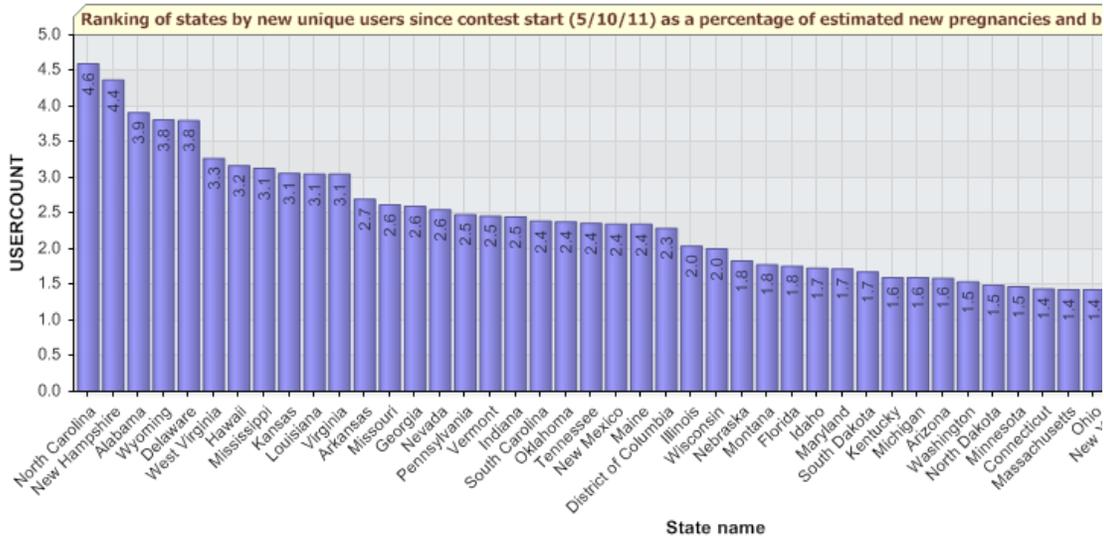
INQUIRIES:  
[PARTNERS@TEXT4BABY.ORG](mailto:PARTNERS@TEXT4BABY.ORG)

FOR MEDIA INQUIRIES,  
PLEASE CONTACT:  
[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

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) Wyoming, and 5) Delaware.

To view the total number of subscribers in each state and the subscriber breakdown by

pregnancy status and language, click [here](#).

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### **Partner Spotlight**

In honor of Newborn Screening Awareness Month, text4baby Outreach Partner, Genetic Alliance, recently launched a Health Resources and Services Administration, HHS funded, newborn screening website, [www.BabysFirstTest.org](http://www.BabysFirstTest.org). The website is an objective resource for expecting and new parents to learn about newborn screening and is a place for families and health professionals to share their questions and experiences. Baby's First Test has a central site that brings together stakeholders and provides easy access to newborn screening resources from community groups, government agencies and public organizations. The site also features condition lists, state information, family videos, and a Community Corner section, where visitors can learn about reliable sources of information pertaining to maternal and child health, including text4baby. Thank you to Genetic Alliance for promoting text4baby through your website!

### **mHealth Highlight**

*Tailored text messages might help teens lose weight*

Researchers from the University of Michigan have proposed that text messages might be a good way to help overweight teens adopt lifestyle changes. To determine what kind of messages might be most effective, the researchers conducted four focus groups of teens who were part of a weight management program. They tested six types of messages, including testimonials, meal and recipe ideas, targeted tips, reflective questions, feedback questions, and tailored messages. Their findings suggest that teens like messages that provide specific tips from their peers, such as testimonials about weight-loss strategies. On the other hand, reflective text messages are not well received. The focus group discussions also indicated that teens want to be told what to do, as opposed to having to come up with their own weight-loss strategies. Using the feedback from the focus groups, the researchers will test the texts on teens to see if they actually do have an effect on weight loss. To learn more about the study, click [here](#).

### **Text4baby Webinar: How Partners Can Harness the Power of Text4baby Data**

Mark your calendars! On Monday, September 26<sup>th</sup>, at 3:00pm EST, HMHB will host a brief 45 minute webinar to illustrate how partners can harness the power of text4baby's localized data to improve promotional efforts and make the case to funders and supporters that your efforts are working to get more moms connected with text4baby's valuable health info. On this webinar, two partnering organizations will share how they have promoted text4baby and how their efforts have been measured using the text4baby data that is available for free to all partners. HMHB staff will also provide instructions for partners in getting access to local data. We hope you can join! To register, click [here](#).

### **Text4baby Initiatives for Partners**

*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**

*Outreach Coordinator, text4baby*

The National Healthy Mothers, Healthy Babies Coalition is seeking an Outreach

Coordinator for the text4baby program to support the management of the diverse partner base for the service. The job entails working with diverse external partners ranging from local direct service providers to major national medical associations. This position is an opportunity for a motivated individual to be part of the growing grassroots movement that is text4baby. Responsibilities include managing relationships with local and state partners in 17 states as well as with a number of national nonprofits and major medical associations. The ideal candidate will have 2-5 years of office experience and at least a Bachelor's degree in public health or a related field. S/he should be organized, driven, a strong writer, and be comfortable working independently in a fast-paced environment. This full-time, exempt position is based in Alexandria, Virginia. To read the full job description go to <http://www.idealists.org/view/job/WxxpNnz4fkMD/>. Interested candidates should email their resume or CV, cover letter, and salary history to [hr@text4baby.org](mailto:hr@text4baby.org) with "Outreach Coordinator" in the subject line. *No phone calls please.*

#### *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](mailto:hr@text4baby.org) with "Partner Relations Manager" in the subject line. *No phone calls please.*

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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, 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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