



Text4baby Tuesday

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

September 14, 2010

Don't forget! If you have an upcoming health fair, conference or workshop, text4baby can send you FREE promotional materials, such as tear pads, posters and balloons. Email us at info@text4baby.org.

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome Penn Medicine (Philadelphia, PA), the Coos County Family Health Services (Berlin, NH), Hoxie Medical Clinic (Hoxie, KS), and the Kansas Children's Services League (KS). For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

Subscriber Update

We now have 78,730 text4baby enrollees, with 96% of enrollees reporting that they would recommend the service to a friend.

CONNECT WITH US:

[Become a fan on Facebook](#)



[Join us on Ning](#)



[Follow us on Twitter](#)

SHARE THIS EMAIL:



CONTACT US

GENERAL INQUIRIES:

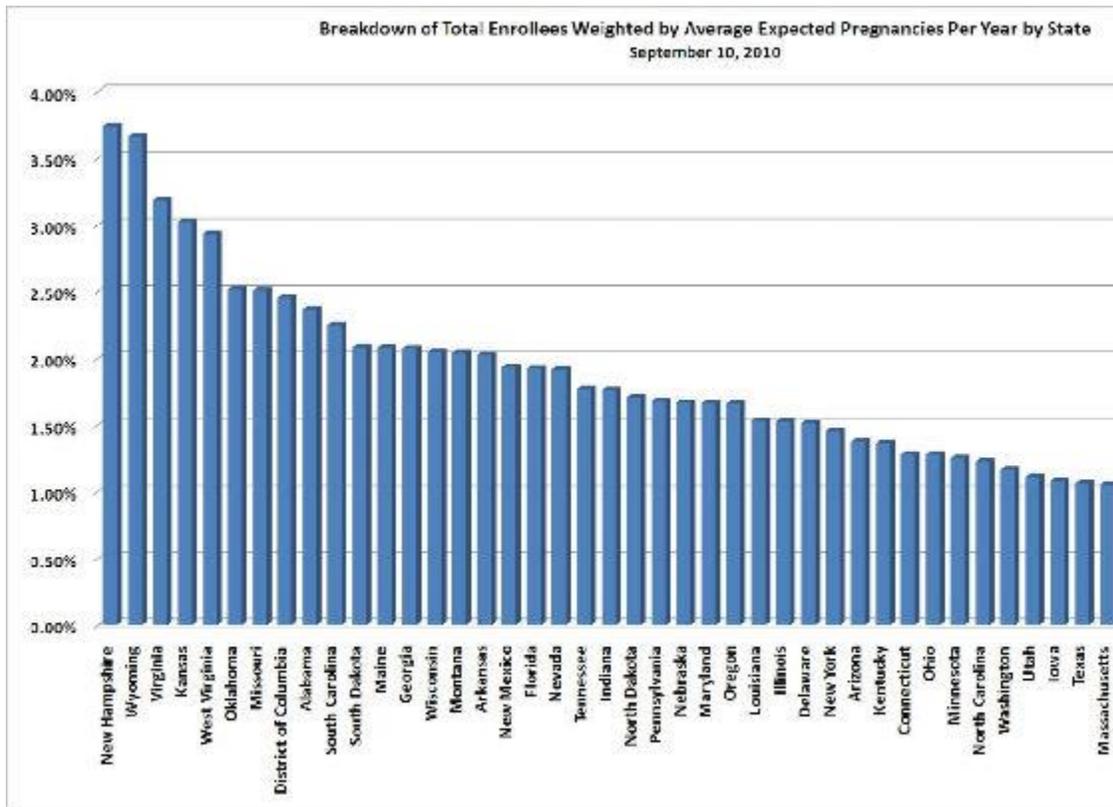
INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG



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

Health Net, Inc., a managed health care company, is utilizing a wide array of communications strategies to enroll text4baby users. Health Net of California, Arizona, Oregon and Tricare (Health Net Federal Services) kicked off their text4baby promotion with press releases in English and Spanish sent over the Latino and National Circuit business wire. The press releases generated radio interviews on public news service stations in both Arizona and Illinois! They've posted information on their [website](#) and distributed newsletters to nearly 12,000 health care providers and over 170,000 commercial members. Finally, the State Health Program sent over 5,000 Spanish and English flyers to community workers in California for distribution at community events, solution centers and medical sites. Thanks, Health Net!

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. Existing partners can use this opportunity to get updates and ask questions.

When: Wednesday, September 15th, 2:00-2:30 PM EST.

Register for the webinar at

<https://www1.gotomeeting.com/register/276225072>.

Text4baby Media

Mensajes de texto para un embarazo mejor : Text messages for a better pregnancy

Washington Hispanic, one of the most widely circulated Hispanic-audience newspapers in the Washington, DC area, has a regular column called *Salud Guía* (the Health Guide), providing news and tips on healthy living for its readers. This week's edition of *Salud Guía* was about text4baby! Note: This article is in Spanish. For more, [read the full article](#).

News in Maternal & Child Health

Interested in receiving timely, important and informative updates about maternal and infant health? Sign up for the *Monday Morning Memo*, a weekly e-newsletter from the National Healthy Mothers, Healthy Babies Coalition. To subscribe, send an email with the subject "Monday Morning Memo" to the email address: info@hmhb.org.

mHealth Highlight

[Patients, Physicians, Willing To Track Health Care Via Mobile Devices](#)

In a recent survey, PricewaterhouseCoopers and the Health Research Institute report on the benefits and costs to patients and physicians of using mobile health and examine new business models required to access these technologies. [Read the executive summary and full report](#). Please note: registration is required to access the report.

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.

Information is reported as provided and does not necessarily represent the view of or the endorsement by the National Healthy Mothers, Healthy Babies Coalition. A complete copy of HMHB's disclaimer is available at <http://www.hmhb.org/disclaimer.html>.



[Unsubscribe <<Email Address>>](#) | [Update your profile](#) | [Forward to a friend](#)

|Text4baby Tuesday|

Copyright (C) 2010 National Healthy Mothers, Healthy Babies Coalition All rights reserved.