



text4babySM

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Text4baby Tuesday

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

September 18, 2012

CTIA-The Wireless Foundation, Johnson & Johnson, and the National Healthy Mothers, Healthy Babies Coalition are hosting a text4baby panel this week during the 2012 Fall Congressional Black Caucus' (CBC) Health Braintrust Luncheon and Awards Ceremony. The goal is to bring visibility to the issues of infant mortality and health disparity in the U.S., as well as how text4baby contributes to addressing these problems. Dr. Nwando Olayiwola—text4baby participant and provider—will present on how text4baby can help influence health equity within the African American community.

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

Take Action

National Infant Mortality Awareness Month events and the text4baby [Fall Sign-up Contest](#) are in full swing! Moms who enroll in text4baby between September 1 and September 30 are eligible to win a year's supply of Johnson's Baby products courtesy of text4baby's Founding Sponsor Johnson & Johnson. Please share [information](#) about this contest with members of your network and community.

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

2012 State Enrollment Contest

Weekly Winners

This week's winners enrolled the highest rate of individuals in text4baby based on their estimated population of pregnant women and new moms:

- Group 1: Michigan (50/1000)
- Group 2: Idaho (182/1000)
- Group 3: West Virginia (83/1000)

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 (48/1000)
- Group 2: Indiana (58/1000)
- Group 3: South Dakota (47/1000)

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

Contest Winner Spotlights

Michigan won for Group 1 this week with an enrollment rate of 50/1000! Partners throughout the state continue to disseminate text4baby information through multiple channels, including conducting outreach to direct service providers and adding the [web enrollment button](#) on their website.

Idaho is a new winner for Group 2 this week with an impressive rate of 182/1000! In partnership with Idaho Medicaid, the Idaho Department of Health and Welfare (ID DHW) mailed text4baby information to all women on Medicaid for pregnancy. ID DHW also made recent visits to hospitals, midwifery practices, and pediatric offices in Northern Idaho to promote newborn screening and text4baby.

West Virginia is back this week, winning group 3 with an enrollment rate of 83/1000! The West Virginia Department of Health and Human Resources' Right From the Start Program is continuing to promote text4baby at conferences and baby showers all over the state. They have also been reaching out to some of the state in-home visitation programs and WIC offices to promote text4baby.

Thank you to all three weekly winners for your hard work!

Partner Spotlight

The Illinois Maternal and Child Health Coalition (IMCHC), text4baby's state lead organization, has formed a statewide Text4baby Workgroup. Their first initiative is a September social media campaign. Everyday throughout the month, IMCHC or one of their partner organizations—Access Community Health Network, Delta Dental of Illinois Foundation, and the American Academy of Pediatric Dentistry—is posting on Facebook and Twitter using the format “We love text4baby because _____. Learn more [here](#).” A simultaneous photo contest will allow moms to illustrate the difference that text4baby has made in their life by posting or sending a picture. All pictures will be posted on Facebook and the one with the most “likes” will be featured in future IMCHC communications, and the winner will receive a \$25 Target gift card. Learn

more about this effort on IMCHC's [Facebook](#) or [Twitter](#) page!

Other organizations, like the Southwest Organizing Project (SWOP), are contributing to this September campaign through blog posts. SWOP has organized a team of community health leaders who are promoting text4baby to parents in the community. Check out [SWOP's blog post](#) to find out more about how they are spreading the word about text4baby in Chicago. Thanks so much, Illinois partners!

Text4baby in Social Media

A big thanks to Governor Mary Fallin from Oklahoma for posting and tweeting about text4baby last week! Governor Fallin used Facebook and Twitter to spread the word about text4baby and Infant Mortality Awareness Month.



Governor Mary Fallin @GovMaryFallin

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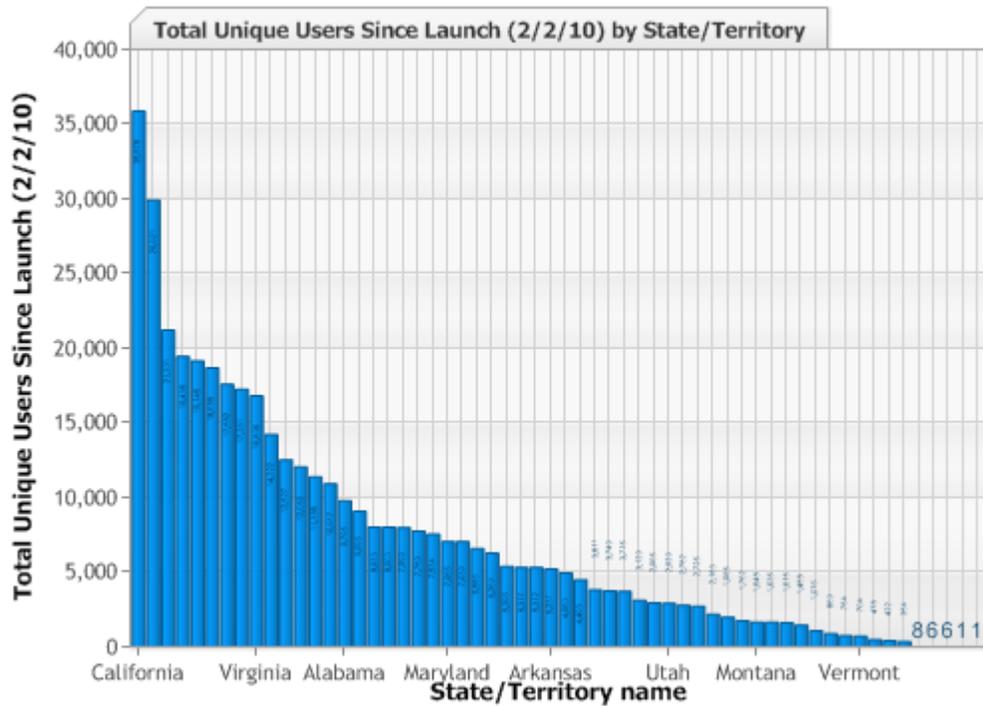
Sept = Infant Mortality Awareness Month - sign up @ [text4baby.org](#) & get FREE info on your cell about keeping baby safe & healthy!

Text4baby in the Media

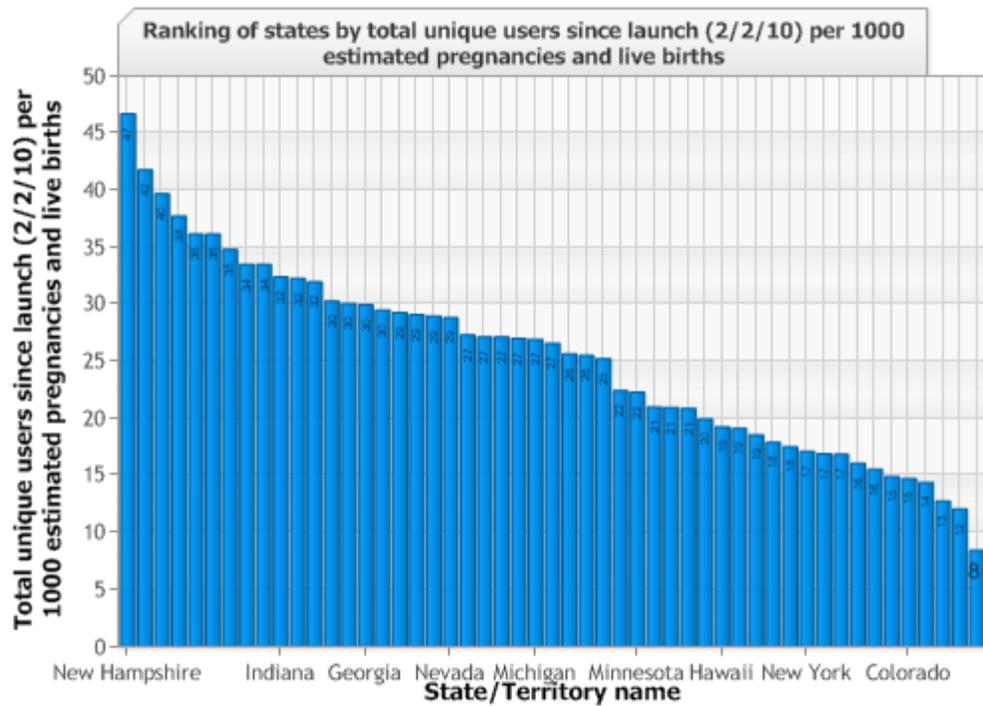
[Calwellness.org](#) included a piece about text4baby last week, featuring San Diego's customized text4baby program. San Diego was the first West Coast region to have a customized system with contact information for local resources. For more information about a customized version of text4baby for your state, please email info@text4baby.org.

Subscriber Update

Text4baby has now enrolled 417,275 individuals! Ninety-five percent of text4baby users who responded to a survey (n=28,540) 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:

- Child Care Aware of America (Arlington, VA)
- Children and Families Commission (Irvine, CA)
- Esperanza Health and Dental Centers (San Angelo, TX)
- Peninsula Health District (Newport News, VA)
- United Way of Greenville County (Greenville, SC)
- Zeta Phi Beta Sorority, Inc. (Memphis, TN)
- Zeta Phi Beta Sorority, Inc. (Nashville, TN)
- Zeta Phi Beta Sorority-Psi Beta Zeta Chapter (Southaven, MS)
- Zeta Phi Beta Sorority, Inc.-State of Mississippi (Jackson, MS)

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

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](#).

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.

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. 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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