



Text4baby Tuesday

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

September 20, 2011

September 15th to October 15th is [Hispanic Heritage Month](#), a special occasion to recognize the contribution of Latinos around the country. Many localities and organizations throughout the U.S. will be commemorating this occasion with celebrations and events. These events are great opportunities to reach members of the Hispanic community and promote text4baby in Spanish. The text4baby [website](#) has Spanish materials that you can easily download and use in your outreach. To commemorate this month, we will be sharing more information on issues in Latino maternal and child health.

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

Welcome New Partners!

This week, we welcome the following new partners:

- The Children's Health Center and Newborn Nursery at San Francisco General Hospital (San Francisco, CA)
- Family Services, Inc (Gaithersburg, MD)
- Good Shepherd Medical Center (Longview, TX)
- Palo Pinto General Hospital (Mineral Wells, TX)
- Phoenix Indian Medical Center (Phoenix, AZ)
- Southern New Hampshire Services, Inc. (Manchester, NH)
- University of Arkansas, Medical Services, Department of OB/GYN (Little Rock, AR)

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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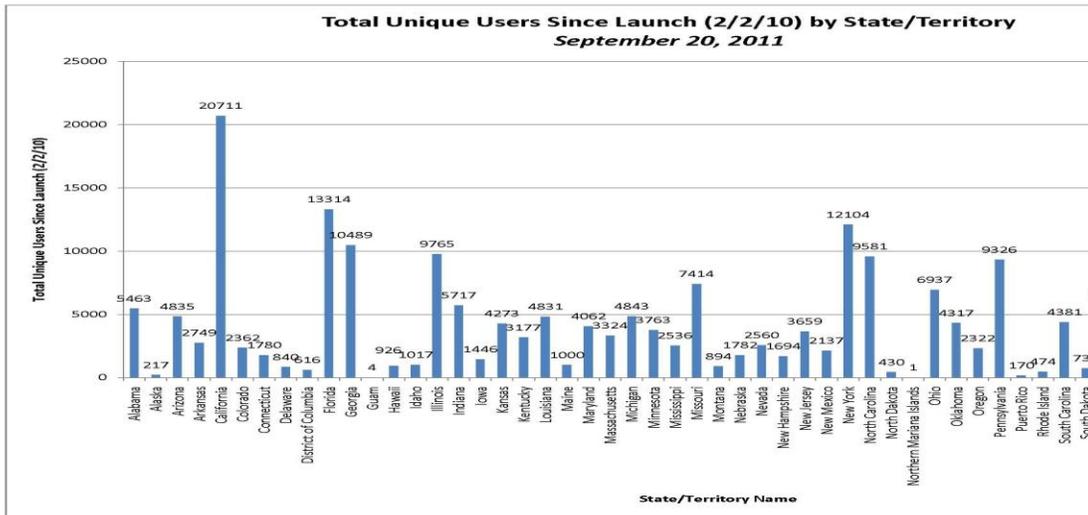


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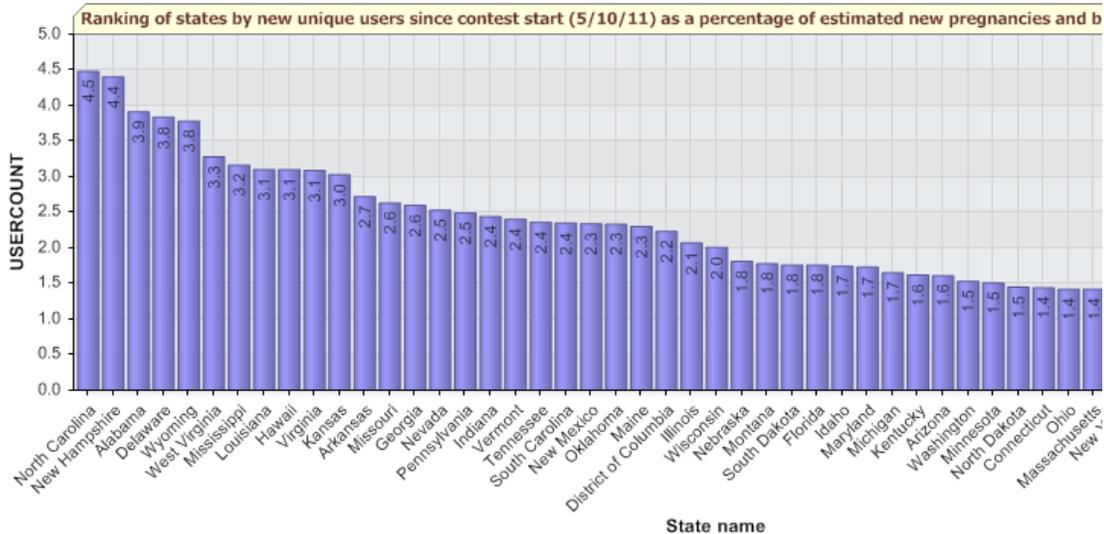
GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG
PARTNERSHIP
INQUIRIES:
PARTNERS@TEXT4BABY.ORG
FOR MEDIA INQUIRIES,
PLEASE CONTACT:
MEDIA@TEXT4BABY.ORG

Subscriber Update

Text4baby has now enrolled more than 230,126 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) North Carolina,

2) New Hampshire, 3) Alabama, 4) Delaware, and 5) Wyoming.

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

Partner Spotlight

On September 2, the Minnesota Department of Health began a text4baby bus advertising campaign. The text4baby ads (see image below) are on 35 buses that service the Twin Cities Metro area and will run for four weeks. The campaign costs approximately \$9,000, which includes the design and production of the ad, as well as the ad placements. The campaign was funded by a federal Pregnancy Assistance Fund grant through the Office of Adolescent Health. This grant has also funded 11 student parent support centers for student parents in higher education institutions (tribal colleges, 2-year & technical colleges, and 4-year institutions). The Minnesota Department of Health intentionally chose several bus routes that service all four of the metro area grantees. Thank you to the Minnesota Department of Health for promoting text4baby so creatively! The text4baby team looks forward to seeing the enrollment impact of the bus signs.



mHealth Highlight

mHealth Grant Opportunity

The National Institutes of Health is offering a grant opportunity to stimulate research that utilizes mobile health tools to improve effective patient-provider communication, adherence to treatment, and self-management of chronic diseases in underserved populations. According to NIH, mHealth tools can encourage timely and effective communication between patients and providers through educational communication around goal setting, treatment reminders, and feedback on progress, all of which may lead to improved health outcomes. Submissions are due by October 16th. Review the grant posting [here](#).

Text4baby Fast Fact

Text4baby is committed to using data to drive promotional efforts. Beginning today, you'll find a "fast fact" about text4baby enrollment every month in Text4baby Tuesday! If you're an Outreach Partner and haven't obtained log-in credentials to access your own local data, please contact us at info@text4baby.org.

Here's your first fact: As of today, 45% of Active Unique Users are enrolled in the Pregnancy protocol and 55% are enrolled in the New Baby protocol. (Active Unique Users are people who have enrolled using a unique phone number and have NOT cancelled. This includes people who have a baby over one year).

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

Mark your calendars! On Monday, September 26th 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/WxypNnz4fkMD/>. Interested candidates should email their resume or CV, cover letter, and salary history to 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 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 the maternal and 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, 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.

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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