



Text4baby Tuesday

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

September 21, 2010

Text4baby was at the [Mashable and 92Y Social Good Summit](#) in New York City yesterday! This was one of the only public events held during UN Week and featured discussions on how new media can help address the world's challenges. Thank you to Johnson & Johnson for connecting us with this unique opportunity to promote text4baby!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome the Michigan Healthy Mothers, Healthy Babies Coalition and Health Services for Children with Special Needs, Inc. (DC). For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

Subscriber Update

We now have 81,404 text4baby enrollees, with 95% of enrollees reporting that they would recommend the service to a friend.

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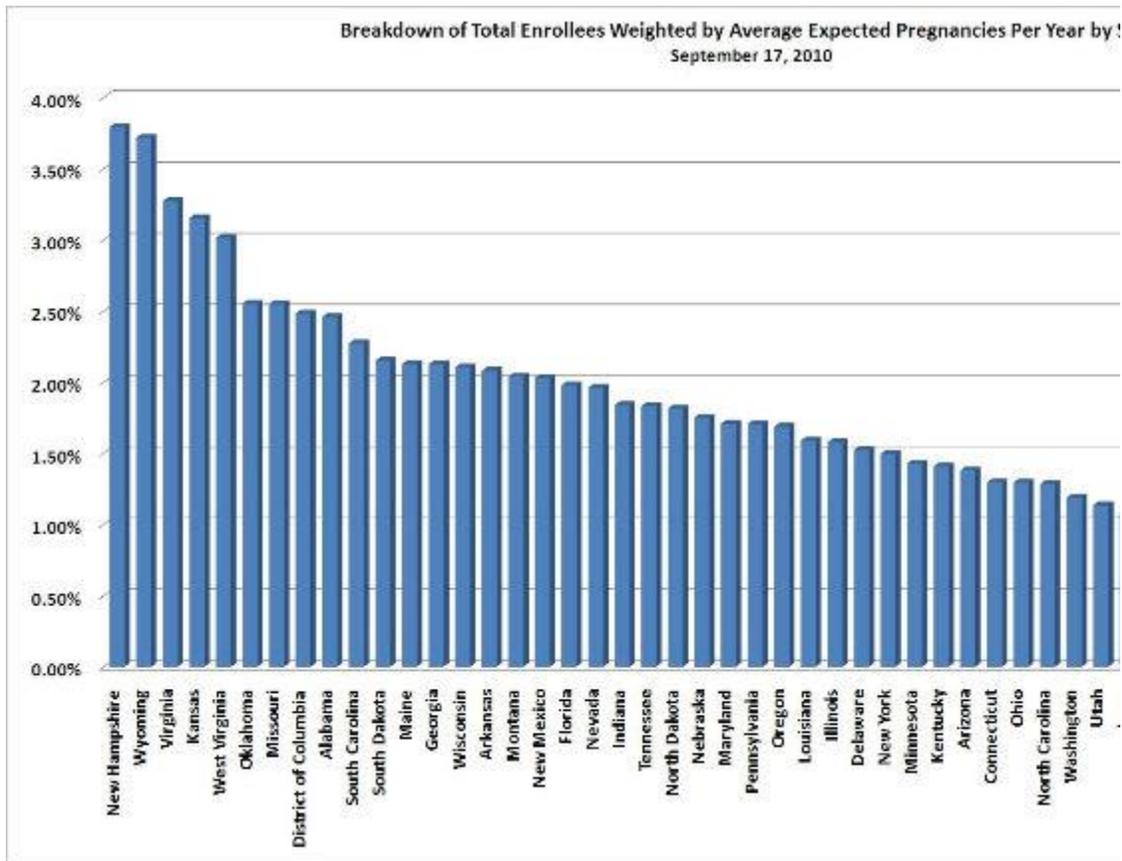
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View total number of subscribers in [each state](#) enrolled in text4baby.
View subscriber breakdown by [pregnancy status](#) and [language](#).
(click on the image above to enlarge)

Submit Your Partner Activities

Has your organization held a text4baby event or built a text4baby coalition? Have you been interviewed about the service by your local media? Are there other promotional activities you've done to spread the word about text4baby? If so, we'd love to hear from you! Please send the details of your activities, including date, location, audience, attendance, materials/photos and any other information, to Lauren Sogor at lsogor@hmhb.org. Your organization could be in our next Partner Spotlight!

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, October 6th, 2:00-2:30 PM EST.

Register for the webinar at

<https://www1.gotomeeting.com/register/559926329>

Text4baby Media

Health Information Sent to New Mothers Via Free Text Messages

The Minnesota Departments of Health and Education have received great interest from the media about their partnership with text4baby. In a recent newspaper article, Commissioner of Health Dr. Sanne Magnan said, “We need to provide new and innovative ways for pregnant women to access information about their health and their baby’s development. Text4baby is an excellent opportunity to reach pregnant women and new moms in Minnesota searching for trustworthy information.” [Read the story](#). WCCO-TV News in Minnesota also ran a story about text4baby. [Watch the clip](#).

News in Maternal & Child Health

In observance of Infant Mortality Awareness Month, the National Healthy Start Association is hosting a congressional briefing titled, *Celebrate Day 366 : Strategies to Reduce Infant Mortality and Ensure Every Baby has a Healthy Start*. The September 23rd briefing will highlight national and local efforts to reduce infant mortality. For information, contact pgeorge@nationalhealthystart.org.

mHealth Highlight

[Text Message Program Educates Retailers about New Tobacco Regulations](#)

As part of its ongoing efforts to educate retailers and the public about federal regulations to protect kids from tobacco, the Food and Drug Administration's Center for Tobacco Products has launched a six-month text messaging pilot program called Break the Chain. Users sign up by texting BreakChain to 87000. [Read more about this program](#).

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.

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