



text4babySM

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Text4baby Tuesday

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

September 25, 2012

Don't forget to [sign up](#) for the new Text4baby Tuesday to keep receiving your weekly newsletter! Make sure to tell your networks and colleagues about the switch. You won't want to miss our upcoming fall spotlights including the 2012 State Contest winners, new enhancements to the text4baby service, and ways to highlight your organization's events and initiatives.

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

Take Action

It's the last week of National Infant Mortality Awareness Month and the text4baby [Fall Sign-up Contest](#)! Moms who enroll in text4baby in September are eligible to win a year's supply of Johnson's Baby products courtesy of text4baby's Founding Sponsor Johnson & Johnson. Let moms know to sign up to be eligible to [win](#)!

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:

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CONTACT US

GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:
MEDIA@TEXT4BABY.ORG

- Group 1: Michigan (68/1000)
- Group 2: Idaho (121/1000)
- Group 3: South Dakota (98/1000)

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 (49/1000)
- Group 2: Indiana (59/1000)
- Group 3: South Dakota (50/1000)

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

Contest Winner Spotlights

Michigan had yet another win for Group 1 this week with an enrollment rate of 68/1000! We are grateful to our Michigan partners for continuing to conduct outreach and disseminate information to let pregnant women and moms know about text4baby!

Idaho is the winner for Group 2 again this week with another impressive rate of 121/1000! This week, the Idaho Department of Health and Welfare (ID DHW) asked all of their newborn screening providers in their monthly memo to consider adding the enrollment button or the text4baby logo with a link to their websites.

South Dakota came back to win group 3 this week with an enrollment rate of 98/1000! The South Dakota Department of Health recently organized a text4baby display at the annual state Perinatal Association Conference, where they encouraged prenatal care providers, nursery staff, and postpartum unit staffs to promote the service.

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

Partner Spotlights

Baltimore Healthy Start Event

To mark Infant Mortality Awareness Month, local and federal officials from the Office of Minority Health joined Baltimore Healthy Start families this past weekend for the First Annual Baby Buggy Parade and Picnic. Families walked, danced, and sang with their baby buggies along a 1.5 mile course. They also had an opportunity to learn about text4baby and several moms signed up on the spot! Alma Roberts, Baltimore Healthy Start CEO, said: “We hope to make this an annual event to celebrate family bonding and to empower moms and dads with tools to keep them and their families healthy well beyond their baby’s first year of life.”

Senate and House Issue Text4baby Dear Colleague Letters

In honor of National Infant Mortality Awareness Month, bi-partisan Dear Colleague letters were circulated in the House and Senate last week. Senators Ayotte (R-NH), Carper (D-DE), Cochran (R-MS), and Landrieu (D-LA) were cosigners in the Senate and Representatives Capps of California’s 23rd District (D), Cassidy of Louisiana’s 6th District (R), Crenshaw of Florida’s 4th District (R), and Schwartz of Pennsylvania’s 13th District (D) cosigned the House letter. The communication shared the value of

text4baby and encouraged members of Congress to promote the service to their constituents. Check out the letters on [our website](#).

Text4baby in the Media

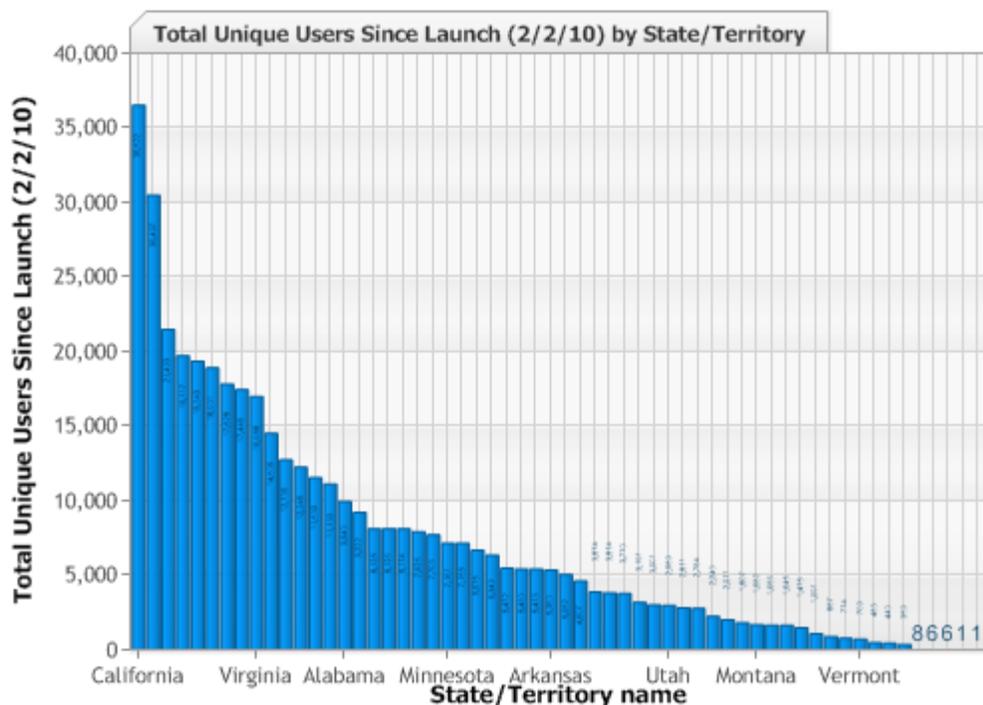
Text4baby was recently featured in an issue of *U.S. Mayor*, The United States Conference of Mayors newsletter. The article describes the service, its value for women and families, and describes how mayors can get involved by urging their constituents to enroll. Check out the [full article on page 10](#).

Text4baby in Social Media

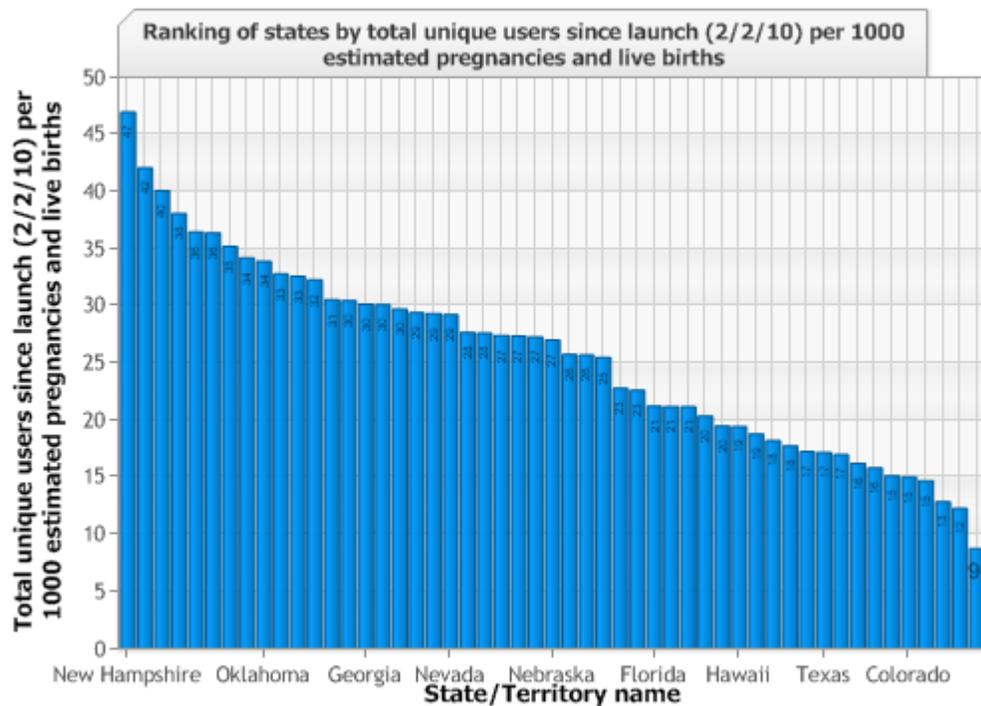
We have over 27,000 followers on [Facebook](#)! Shene McDonald from Wichita Falls, TX was chosen as our 2012 Text4baby Facebook Contest winner. Thanks to all of you who support text4baby and promote our valuable service through social media. Please continue to follow us and let your friends and colleagues know that they can find text4baby news and updates through [Facebook](#) and [Twitter](#).

Subscriber Update

Text4baby has now enrolled 423,867 individuals! Ninety-five percent of text4baby users who responded to a survey (n=28,985) 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:

- Latino Health Organization (Indianapolis, IN)
- Los Angeles County Perinatal Mental Health Task Force (Los Angeles, CA)
- Shalom Health Care Center, Inc. (Indianapolis, IN)

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 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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