



Text4baby Tuesday

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

September 27, 2011

Text4baby is now sending a special *Alert* each month with recent research, critical announcements, and timely news. This month's Alert was developed in response to a recent study in *Pediatrics* that draws attention to the high rates of injuries from window falls. Working in collaboration with the CDC National Center for Injury Prevention and Control and the American Academy of Pediatrics, we developed a message with easy, actionable steps parents can take to prevent falls in their homes.

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

Welcome New Partners!

This week, we welcome the following new partners:

- California Department of Public Health (Sacramento, CA)
- Coalition to End Childhood Lead Poisoning
- Everyday Miracles (Minneapolis, MN)
- Hearts & Lives (Blue Jay, CA)
- Helena Regional Medical Center (Helena, AR)
- Priscilla's Helping Hands, Inc. (San Bernardino, CA)

We greatly appreciate your commitment to spreading the word about text4baby! For a complete list of partners, visit: <http://text4baby.org/index.php/partners>.

Subscriber Update

Text4baby has now enrolled 233,352 individuals! Ninety-six percent of enrollees report that they would recommend the

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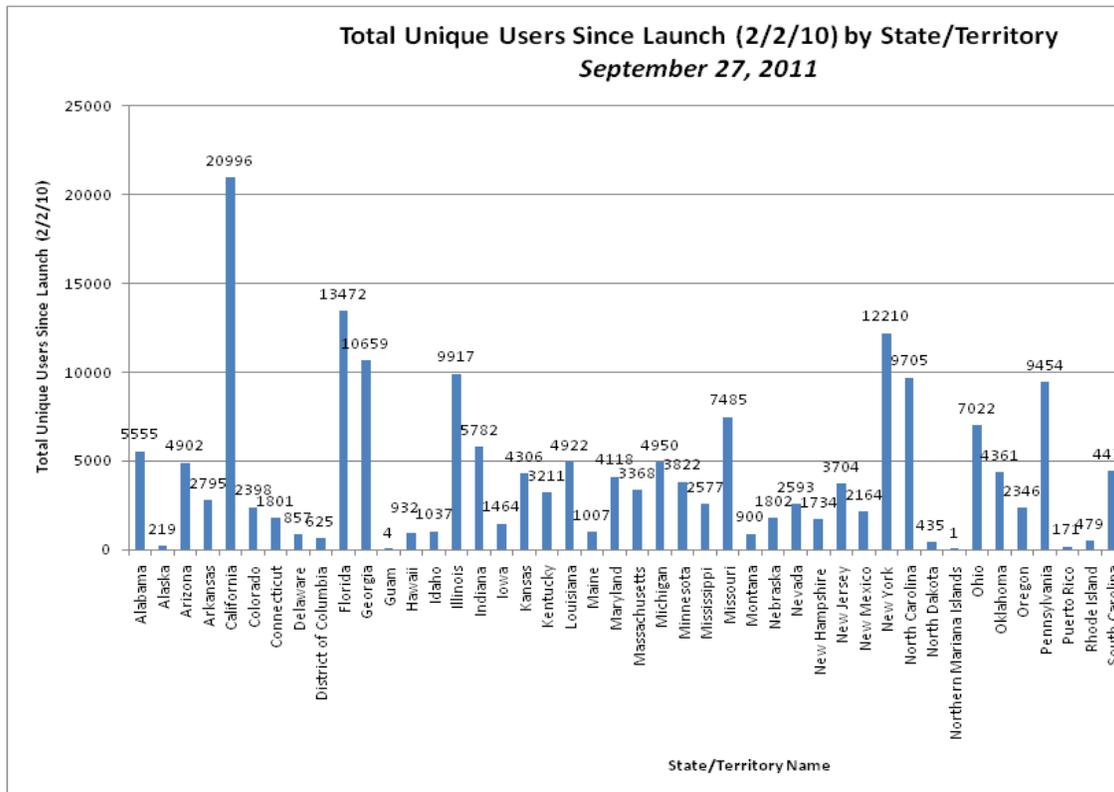
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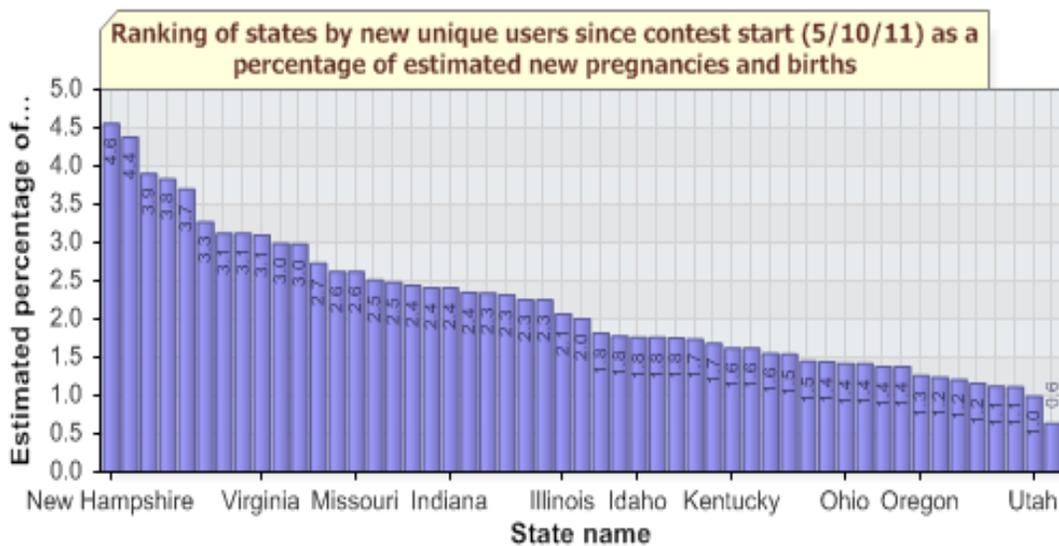
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service to a friend!



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) New Hampshire, 2) North Carolina, 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

“How do we make Chicago #1?” This question was posed by a group of enthusiastic Windy City public health advocates last week when the National Healthy Mothers, Healthy Babies Coalition hosted a sharing session. Loyal text4baby fans shared experiences with the program thus far and new friends connected to start developing a plan to see that more women take advantage of the service. Staff from Mayor Emmanuel’s office joined a group that included the Chicago Department of Health, Safety Squad, Family Health Network and others. The Illinois Maternal and Child Health Coalition has agreed to help keep partners talking so that a Chicago-focused effort might be layered onto their state-wide text4baby programming in their home city of Chicago. Thanks to all who took the time to meet with us. Your hard work and dedication are deeply appreciated!

Text4baby in the Media

Mobile Healthcare Marketing: Prescriptions for Health and Wellness on the Go
Text4baby was featured as a “Spotlight” organization for mobile health in a report published by eMarketer. The report describes text4baby as a model for new mobile health initiatives that are currently being developed. Paul Meyer, chairman and president of Voxiva, was interviewed and attributed part of the success of text4baby to the program's uncomplicated approach, stating, “The reason [text4baby has] scaled is because it’s simple and people understand it and can embrace it.” The report also covers the challenges, trends, and possible opportunities for future mobile health services as smartphone use continues to increase among the U.S. population.

mHealth Highlight

HHS Announces Text4Health Task Force Recommendations and Global Partnership
In November 2010, HHS established the Text4Health Task Force as part of the agency’s commitment to promoting innovation at HHS. Last Monday, in conjunction with the convening of the 66th Session of the General Assembly of the United Nations, Secretary Sebelius announced the HHS Text4Health taskforce recommendations. The National Healthy Mothers, Healthy Babies Coalition is excited to share that text4baby was highlighted as an exemplary model on which HHS is basing their future activities. The report also includes recommendations on mobile health. [Read the HHS news release](#) for more information.

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

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 the 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 maternal 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.

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