



# Text4baby Tuesday

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

**September 28, 2010**

Text4baby is busy this week! We are exhibiting at the [Association of Women's Health, Obstetric and Neonatal Nurses](#) conference. If you're in Las Vegas, come see us at booth 607! We'll also be at the [American Academy of Pediatrics](#) conference. You can find text4baby at the Johnson's Baby booth. Thank you to Johnson's Baby for your support!

Arlene Remick  
National Healthy Mothers, Healthy Babies Coalition

---

## Welcome New Partners!

This week, we welcome the Northern Kentucky Health Department (Fort Mitchell, KY), Lassen County Public Health (Susanville, CA), Metropolitan Health Plan (MN), CareSource (OH), Blue Cross and Blue Shield of Kansas City (MO), and Infant Motor Performance Scales, LLC. For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

---

## Subscriber Update

We now have 83,837 text4baby enrollees, with 96% of enrollees reporting that they would recommend the service to a friend.

### CONNECT WITH US:

[Become a fan on Facebook](#)



[Join us on Ning](#)



[Follow us on Twitter](#)

### SHARE THIS EMAIL:



### CONTACT US

GENERAL INQUIRIES:

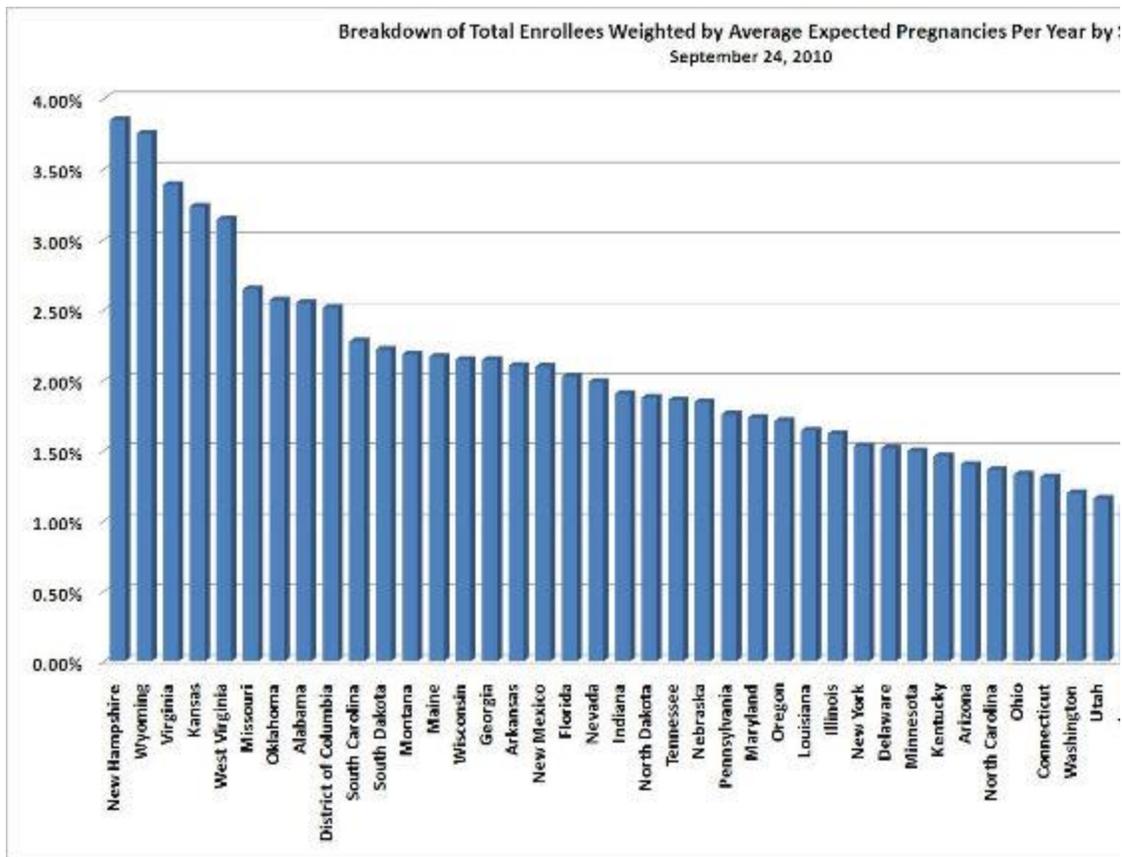
[INFO@TEXT4BABY.ORG](mailto:INFO@TEXT4BABY.ORG)

PARTNERSHIP INQUIRIES:

[PARTNERS@TEXT4BABY.ORG](mailto:PARTNERS@TEXT4BABY.ORG)

FOR MEDIA INQUIRIES,  
PLEASE CONTACT:

[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)



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)

## Partner Spotlight

Smart Beginnings of Martinsville-Henry County in Martinsville, Virginia caught drivers' attention this summer by placing six text4baby billboards ([view photos here](#)) in areas with high traffic. Billboards were placed by Patrick Henry Community College, Memorial Hospital, and the Department of Social Service, as well as main highways heading to Danville, VA, Roanoke, VA, and Greensboro, NC.

## 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**

[\*Nashville Public Television Reports: Children's Health Update, text4baby\*](#)

Nashville Public Television (NPT) posted a video about text4baby on YouTube as part of their regular Children's Health Update. NPT reports that text4baby is a resource that can help improve maternal and child health in Tennessee, where one-third of women do not receive adequate prenatal care and nearly 14% of babies are born prematurely. To watch the video, [click here](#).

---

## **mHealth Highlight**

[\*GWU ER Pilots Mobile Wound Care Diagnoses\*](#)

The George Washington University is piloting a program that "determine[s] how accurately ER doctors and physician assistants could diagnose wounds from images patients took with their own mobile phones." So far, the results have been positive: 90% of the diagnoses resulting from mobile images have been accurate. Half of the flawed diagnoses are attributed to blurry photos or poor image quality, not physician error. [Read more about this program](#).

---

**Visit [www.text4baby.org](http://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.*

*Information is reported as provided and does not necessarily represent the view of or the endorsement by the National Healthy Mothers, Healthy Babies Coalition. A complete copy of HMHB's disclaimer is available at <http://www.hmhb.org/disclaimer.html>.*



[Unsubscribe <<Email Address>>](#) | [Update your profile](#) | [Forward to a friend](#)

\*|Text4baby Tuesday|\*

*Copyright (C) 2010 National Healthy Mothers, Healthy Babies Coalition All rights reserved.*