

## Engaging Sororities in your Coalition to Promote Text4baby: Zeta Phi Beta Sorority Inc.

**Who:** The National Zeta Phi Beta Sorority, Inc. and its state and local chapters around the country.

**What:** In honor of National Infant Mortality Awareness Month in the fall of 2012, Zeta Phi Beta raised awareness about this health crisis by hosting a contest for moms around the country. Together Zeta Phi Beta and text4baby kicked off the contest by creating a participant code for new users to enter during registration for the text4baby service. Between September 1, 2012 and April 30, 2013, any new user who types in the code “ZETA” while registering will be entered to win a one-year supply of Johnson’s Baby products, courtesy of text4baby’s founding sponsor Johnson & Johnson.

**When:** The partnership was launched in 2011, and the contest began in September of 2012 to coincide with National Infant Mortality Awareness Month. The partnership continues to be an ongoing collaboration.

**Where:** This national partnership and contest are taking place around the country in all fifty states and the District of Columbia.

**Why:** The goal of the partnership is to help create healthier moms and babies by connecting more pregnant women and moms with babies under age one to the important health information text4baby provides.

**How:** In addition to the contest, Zeta Phi Beta, Inc. plans on promoting the service at chapter meetings and outreach events. With over 125,000 members and offices at the local, state, regional, and national levels, the sorority offers a vast array of resources to use to promote the text4baby service.

**Results:** In addition to the Zeta Phi Beta’s national office, there are now fifteen local chapters promoting the service in their communities. Thanks to their efforts, over 140 new moms signed up for the text4baby service using the ZETA participant code during the first months of the contest.

