



Text4baby Tuesday

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

March 9, 2010

This week, text4baby goes to the [Association of Maternal and Child Health Programs](#) conference. Visit us at our exhibit booth, number 309! Next week, come see us at the [National Healthy Start Association](#) Conference. We'll be at the National Healthy Mothers, Healthy Babies Coalition table.

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, five new outreach partners joined the text4baby community, including baby gooroo, Illinois Maternal and Child Health Coalition, Inova Health Care Services (VA), West Virginia Perinatal Partnership and CareOregon. Welcome! For a complete list of partners, visit <http://www.text4baby.org/partner.html>.

Partner Portal

Have you set up a group page on Ning for

CONNECT WITH US:

[Become a fan on Facebook](#)

 [Join us on Ning](#)

SHARE THIS EMAIL:



CONTACT US

GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:
PARTNERS@TEXT4BABY.ORG

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

your organization or coalition? The text4baby partner portal gives you the opportunity to connect to other partners, organize events, delegate tasks and coordinate promotional activities within your organization or coalition. Over 110 outreach partners have already joined the text4baby network! If you'd like to set up a Ning page, contact partners@text4baby.org.

Do you have a suggestion for a tool to assist you in your outreach? Email us at partners@text4baby.org.

Upcoming Event: 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. Partners will find this webinar helpful to learn more about the program and ask questions.

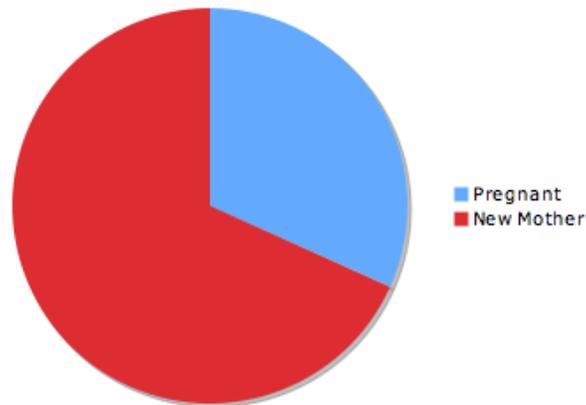
When: Wednesday, March 10, 2:00-3:00 PM EST

Register for the webinar at <https://www2.gotomeeting.com/register/666349778>. Once registered, you will receive the webinar login and dial-in information.

Missed the February 12 webinar? [Watch](#) a video of the webinar presentation, "How to Promote Text4baby to Your Constituents."

Subscriber Update

We are excited to report that we have 17,843 text4baby registrants! Below is a breakdown of active subscribers by user type:



[View](#) subscriber breakdown by state. Please note that state user data is not weighted by population.

Partner Spotlight

[Alameda Alliance for Health](#) (AAH), a Medicaid managed care plan covering approximately 2500 pregnant women and new moms per year, is promoting the text4baby program to their newly pregnant members. AAH is disseminating text4baby flyers as part of the materials they distribute to pregnant women. AAH is also collaborating with the Perinatal Community Forum, a county-wide collaborative consisting of perinatal providers and public health department programs, to share resources and partner on interventions that address disparities in poor birth outcomes in Alameda County.

Text4baby Media

Social media, especially blogs, are vital to raising campaign awareness. Read what bloggers are saying about text4baby:

- [Texting All Expectant Moms: Text4baby](#)
- [New Mothers Get Digital Helper Right on Their Phones](#)
- [Healthy Mothers, Healthy Babies Coalition Launches Free Educational Texting Service for Pregnant Women & New Moms](#)

- [Text4baby Launches Today: NHSA Announced as an Outreach Partner](#)
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mHealth Highlight

Smartphone Apps Liberating Clinicians, Improving Quality

[HealthLeaders Media](#) recently covered the story of AirStrip OB and its revolutionary impact on how maternal care is delivered in several hospitals. Developed by AirStrip Technologies, AirStrip OB delivers virtual real-time and historical data for mother and baby directly from the hospital labor and delivery unit to the doctor's smart phone. Giving obstetricians remote access to patient data liberates clinicians to provide quality care more efficiently. Dr. Cameron Powell, President, CMO, and Co-Founder of AirStrip Technologies, gave an interview to CTIA - The Wireless Association on how wireless remote monitoring is reshaping the healthcare landscape. [Listen to the interview.](#)

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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