



Text4baby Messaging for On-hold Messages, Phone Scripts, and Online Forms

Best Practices

- Your endorsement of Text4baby helps build credibility and can encourage mothers to enroll. Include “[State/Organization’s name] recommends Text4baby” in your communications.
- Highlight Text4baby with the description of the service directly on the form. Women are more likely to enroll if they can learn about the service easily on the form vs. driving traffic to a corresponding page, web link or drop down menu.
- List Text4baby separately from other social services. Text4baby is not self-explanatory and can get lost amongst other offerings applicable to the general population, such as Food Stamps, Voter Registration, etc.
- Images, such as a photo of mom and baby or the Text4baby logo help to highlight Text4baby
- Include links to other ways to get information: www.text4baby.org, [Team Text4baby](#) Facebook, Twitter: @mytext4baby, Instagram: #text4baby and YouTube

Text4baby Script for On-hold Messages, IVR, Case Management, Interactions with Patients/Clients/Members, etc.

If you’re pregnant or have a baby under 1 year, **[Insert your organization’s name]** recommends Text4baby, a free service that helps you feel more prepared for motherhood. Text4baby will send you doctor appointment reminders and personalized information on prenatal care, baby’s development, signs of labor, breastfeeding, nutrition and more, directly to your cell phone.

It’s easy to sign up and the text messages are FREE, regardless of how many text messages you have in your cellphone plan or even if you don’t have texting in your cellphone plan.

To sign up, text BABY (or BEBE for Spanish) to 511411.

You can cancel the service at anytime by texting STOP (ALTO for Spanish) to 511411.

There is also an app, available for download in the Google Play and iTunes stores, which provides additional information about baby’s development, pregnancy, childcare tips and more.

You can also sign up and find more information at www.text4baby.org or on Text4baby's [Facebook](#) page.

Additional information:

The text messages are personalized to the mother's date or baby's birthday. Messages include information about baby's development (during pregnancy and through baby's first year), gives examples of how to transition baby to solid food and other helpful tips to keep mom and baby healthy.

Example message: "If you have any signs of preterm labor--cramps, belly tightening, low back pain, bleeding, or watery, pink/brown discharge--call Dr. right away
To learn more about the signs of labor, visit text4b.org/002"

If you have difficulty enrolling in the text messages, contact your cell carrier and ask them to unblock short codes. (511411 is a short code).

The app is a complementary tool to the text messaging service. It offers additional content and interactive features, and lets users get a sneak peak of what's to come in pregnancy and baby's first year.

Text4baby Messaging for Online Forms

Pregnancy

[Insert your organization's name] recommends Text4baby, a free service that helps you feel more prepared for motherhood. Text4baby will send you doctor appointment reminders and personalized information on prenatal care, baby's development, signs of labor, breastfeeding, nutrition and more, directly to your cell phone. Text BABY (or BEBE) to 511411 to sign up.

New Mom

[Insert your organization's name] recommends Text4baby, a free service that supports you through your baby's first year. Text4baby will send you doctor appointment reminders and personalized information on baby's development, breastfeeding, nutrition, safety and more, directly to your cell phone. Text BABY (or BEBE) to 511411 to sign up.