

Is your patient pregnant? Does she have a baby under age one?



Tell her to text **BABY (BEBE for Spanish) to 511411** or visit the **app store** to receive weekly messages timed to her due date or baby's birthday from Text4baby.

What is Text4baby?

- A **FREE** mobile health service for pregnant women and moms with babies under one.
- Text messages and app content include interactive appointment and immunization reminders, educational videos, links to services, urgent health alerts, and timely messages on Medicaid/CHIP enrollment.
- Covers a range of topics such as labor warning signs, developmental milestones, breastfeeding, smoking cessation, oral health, and more.
- Experts from Centers for Disease Control and Prevention, American College of Obstetricians and Gynecologists, American Academy of Pediatrics, March of Dimes, and others review messages routinely to ensure medical accuracy.

Independent evaluation results show Text4baby is:

Results from University of California San Diego/California State San Marcos and George Washington University studies

Connecting participants to health services

Facilitating interaction with health providers

Helping remind participants of appointments and immunizations

and that participants are **3x** more likely to believe they are prepared for motherhood than non-participants.

Visit <http://tinyurl.com/Text4babyImpact> for more.




To sign up for Text4baby:

- 1 Text BABY (or BEBE for Spanish) to 511411 or visit the app store and download the Text4baby app.
- 2 Enter due date/baby's birthdate and zip code

To set up a free appointment reminder:

- 1 Text REMIND (or CITA for Spanish) to 511411
- 2 When prompted, enter the appointment date with no space or words after (e.g. 101213)
- 3 You will then be prompted to enter a short description of the appointment (e.g. Dr. Parker at 9am)
- 4 You will receive a text reminder three days before and the day of your appointment!

Other features:

-  Text STOP to cancel service or HELP for help
-  Text UPDATE to change due date/zip code
-  Text LIKE to share feedback on messages you enjoy

Text4baby is a service of the nonprofit ZERO TO THREE and Voxiva, in collaboration with founding partner CTIA Wireless Foundation. Wireless carriers support the service so that it is free to the end user.

For more information visit: text4baby.org