

Talk to families about **text4baby!**

There is no cost to your patients to sign up.

- Use the tear pads as a “prescription” and give a sheet to each of your patients who have a baby under age one. Also give it to your pregnant moms!
- Place text4baby tear-off pads next to your check-in/check-out desks and ask staff to encourage moms to take a sheet.
- Put up text4baby flyers in your waiting areas, exam rooms and bulletin boards.
- Promote text4baby (@mytext4baby) via your practice’s Twitter account or Facebook page.
- Add the text4baby web button to your practice’s website.
- Add a text4baby reminder prompt into your electronic health record.

**Review all of the text4baby messages at www.aap.org/text4baby.
Get more information and order free materials at www.text4baby.org.**

“Text4Baby is an innovative approach to reaching young mothers during pregnancy and their baby’s first year. The messages are practical, timely, and important. One great thing is that many messages include phone numbers for resources that can be called on the spot from the text message. For example, if a mom is feeling depressed, she can immediately call a hotline from the message.” *John C. Duby, MD, FAAP*

Sample Messages Reinforcing Bright Futures Guidance

Newborn: Congratulations! After leaving the hospital, baby’s 1st Dr’s visit is in 2-3 days. If you need help with costs, call Medicaid at 877-543-7669.

3-5 days: Worried your baby is sick or has a fever? It’s very important to take his temperature & call the doctor if he is too hot, fussy, crying or not eating.

1 month: Make sure your baby spends time on his tummy when he’s awake & you’re in the room. His neck, back & arms will get strong!

2 months: Your baby’s mouth needs cleaning now—even before the first tooth! Wipe your baby’s gums each day with a wet washcloth or use a soft baby toothbrush.

4 months: Keep baby away from tobacco smoke. It can damage baby’s heart, lungs & brain and increase baby’s chances of getting colds & ear infections.

6 months: Your baby is 6 months old! He should recognize faces & take turns “talking” with you. He may sit without help & try to stand & bounce with support.

9 months: When your baby outgrows his infant car seat, use a convertible car seat. Your child should ride rear-facing until age 2 to keep him safe.

12 months: If you’ve breastfed for a year, you may want to keep going. You and your child will still get lots of great benefits!