



text4babySM

FOUNDING SPONSOR

Johnson & Johnson

Text4baby is a FREE mobile information service designed to provide pregnant women and new moms with information to help them care for their health and give their babies the best possible start in life.

Women who sign up for the service by **texting BABY to 511411 (or BEBE in Spanish)** will receive free SMS text messages timed to their due date or baby's date of birth. Results from the first text4baby evaluation indicate that text4baby increases users' health knowledge, facilitates interaction with health providers, strengthens adherence to appointments and immunizations, and improves their access to health services.

Talk to your patients about text4baby!

- Distribute and discuss text4baby materials with pregnant patients at their preconception visit, initial prenatal visit, and right after delivery.
- Include text4baby in patient education at routine appointments and in the hospital maternity unit, home, or birth center.
- Place text4baby tear-off pads next to your reception desks and ask staff to encourage pregnant women and new moms to take a sheet.
- Put up text4baby flyers in your waiting areas, exam rooms, and on bulletin boards.
- Add the text4baby web button to your practice's website.
- Add a text4baby reminder prompt into your electronic health record.

Text BABY (BEBE for Spanish) to 511411

"Text4baby is an invaluable resource for pregnant women and new moms. This free program provides evidence-based information through a mobile application. The messages are practical and timely and contain phone numbers connecting women with vital services. ACNM applauds this additional layer of support that text4baby provides for women. This innovative approach to education will help achieve better outcomes for mothers and families."



—*Holly Powell Kennedy*
CNM, Ph.D., FACNM, FAAN, President,
American College of Nurse-Midwives

Sample Text4baby Messages

Need help paying for visits to the doctor or midwife (CNM/CM)? Medicaid pays for pregnancy check-ups & delivery. Call 877-543-7669. Ask to sign up.

Are you thinking about breastfeeding? Breast milk is the best food for babies. To learn more about breastfeeding, call 800-994-9662.

Some swelling in your ankles & feet is common. Drink water & put your feet up. If you have sudden swelling, call your doctor or midwife (CNM/CM).

Babies can get sick or die from whooping cough. Parents, siblings & grandparents can help protect Baby by getting a Tdap shot before Baby's born.

If you have diabetes during pregnancy, you have a higher chance of getting adult diabetes. You will need to be tested again 6-12 weeks after delivery.

Get more information and order free materials at www.text4baby.org.