



Do Your Customers Know About Text4baby?

Background on Text4baby

Text4baby is the largest mobile health initiative in the nation and is designed to promote maternal and child health. The service provides pregnant women and new moms with three free text messages a week containing expert health tips and safety information timed to their due date or baby's birth date.

Text4baby sends over 250 messages on a variety of topics vital to maternal and child health, including developmental milestones, immunization, nutrition, mental health, safety, and more. Text4baby messages also connect women to resources and national hotlines and provide critical message alerts. Dozens of federal agencies, national, state, and local organizations provided input into the content development including the American Academy of Pediatrics, Centers for Disease Control & Prevention, and American College of Obstetricians & Gynecologists.

Unprecedented Public-Private Partnership with Broad Reach

Text4baby is a free service of the nonprofit National Healthy Mothers, Healthy Babies Coalition and a public-private partnership with over 750 national, state, and local partners including Johnson & Johnson, our Founding Sponsor, Voxiva, the White House, U.S. Department of Health & Human Services, MTV, 95 health plans, 40 state health departments, and more. CTIA - The Wireless Foundation has engaged the nation's mobile phone companies in providing the service for free.

In two years, we have signed up over 330,000 users in the service; 46% sign up in their first trimester. Of survey respondents, 95% report that they would refer the service to a friend. External evaluations of the service are demonstrating that text4baby is increasing users' health knowledge, facilitating interaction with health providers, improving adherence to appointments and immunizations, and strengthening access to health services.

Media Exposure

Text4baby has received extensive media coverage in diverse venues. The program has been written up in major publications such as New York Times, Time Magazine, Washington Post, Chicago Tribune, and Boston Globe to name a few. Text4baby has been featured on MTV's Teen Mom and 16 and Pregnant and on Discovery Fit & Health, major networks like ABC and CBS, and on cable channels including CNN and ION Network. Online, stories about the program have appeared on NewYorkTimes.com, Time.com, AOL.com, the Huffington Post, CNN.com, ABCnews.com, and more.



"Text4baby has seized the opportunity to deliver urgent alerts... for example, a text went out warning women not to use sleep positioners, which had been linked to infant deaths. And in California, a text was sent to subscribers living in a specific zip code that was experiencing a pertussis outbreak."

—Time Magazine

Benefits to Your Company

Text4baby represents an innovative opportunity for caring companies to make a difference in the lives of millions of women and children. By partnering with text4baby, your company will:

- Provide your customers and employees with a completely free health information service, tailored to their unique journey through pregnancy and baby's first year of life.
- Be aligned with a recognized leader and resource in maternal and child health, reaching millions of health care professionals, parents, and policy makers.
- Join a movement being publicized in all 50 states by over 750 outreach partners, including major medical associations, government agencies, and non-profit organizations.
- Distinguish itself and gain brand equity on a national stage as a company committed to improving the health of mothers and infants in this country.
- Benefit from cross promotion of your initiatives, including recognition in the Text4baby Tuesday e-newsletter, on our social media platforms, and on www.text4baby.org, and gain access to data on the enrollment impact of your promotion through a customized online sign-up form.

Spread the Word

There are many creative ways for you to promote text4baby to your customers and employees. Here are just a few. Text4baby staff are available to work with you on developing a strategic promotional plan and can provide artwork and toolkits free of charge for customization and printing.

- Implement a cause marketing campaign to see that every one of your expecting customers takes advantage of the program.
- Sponsor local text4baby print, kiosk, or billboard ads. We can connect you with text4baby partners near you.
- Launch a community event with a non-profit partner to drive enrollment and to promote the program (e.g., a baby shower, health fair, health screening, etc.)
- Host local text4baby partners at corporate headquarters for a networking reception.
- Announce your partnership with text4baby through a press release.
- Integrate text4baby information into employee health promotion programs.

Join partners like:

General Mills

H.J. Heinz

The White House Office of Science & Technology

U.S. Department of Health & Human Services

American Academy of Pediatrics

MTV

American College of Obstetricians
and Gynecologists

March of Dimes

VME

For more information, contact us at info@text4baby.org
or visit www.text4baby.org

