



**text4baby**<sup>SM</sup>

A free service of the  
National Healthy Mothers, Healthy Babies Coalition

Un servicio gratuito de  
National Healthy Mothers, Healthy Babies Coalition

# Text4baby Toolkit for Employers

Program information and templates to help you communicate to your employees and their families

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## OVERVIEW OF THE TEXT4BABY PROGRAM

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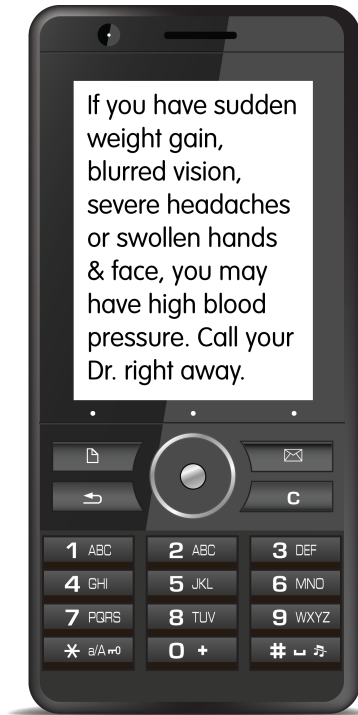
Text4baby is a free, bilingual (English or Spanish) text-messaging service created to achieve a very important goal: Provide pregnant women and moms of babies with critical information about caring for their health and giving their babies the best possible start in life.

Despite decades of public health outreach and education, each year in the United States more than 500,000 babies are born prematurely, and an estimated 28,000 children die before their first birthday.

These negative outcomes are caused by many factors—including unhealthy behaviors and poor health care access. In addition to the emotional toll on families, preterm births and childhood illnesses take a financial toll on employers. **Yet, research shows that targeted education can increase knowledge and promote good health.**

In fact, a recent text4baby survey of 140 users reported the following findings:

- 75% said that text4baby informed them about medical warning signs of which they had not been aware.
- 71% said they talked to their doctor about a topic they had read on a text4baby message.
- 63% said that text4baby helped them remember an appointment or immunization that they or their child needed.



### ***Maternal and infant health is a top priority for employers of all types and sizes!***

**As one of the most expensive complications of pregnancy** in the United States, preterm birth costs an average of \$51,500 for every infant born prematurely—a total of \$26 billion annually. Nearly half of these costs, or almost \$13 billion, fall to employers and other private insurers.<sup>1</sup>

### **Text4baby messages encourage health care utilization and healthy behaviors.**

The texts provide essential health information about early and adequate prenatal care, immunization, prevention of birth defects, avoidance of substance abuse, well-baby care and other factors that contribute to health in the first year of life. **If just one of your employees learns something in text4baby messages that prevents a premature birth, it's worth it for you to promote this free service.**

***Quick, practical tools to help you get on board with this innovative service***

**This kit makes it easy for you to promote text4baby to your employees and their families.** Access the free tools and materials from text4baby and use the customizable templates (starting on page 19) to start promoting this free public health program, which:

- Is the first free health messaging service in the United States.
- Has the support of the White House, federal agencies, Johnson & Johnson, MTV and every major U.S. mobile carrier, in addition to numerous other public and private partners.
- Has enrolled more than 250,000 users in its first year of service.

## QUICK FACTS ON TEXT4BABY

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### *How does it work?*

**It really is free.** The text messages are free to recipients, thanks to the support of CTIA-The Wireless Foundation and numerous U.S. mobile carriers (listed below). Subscribers without a text-messaging plan receive the texts for free, and text4baby messages don't count toward monthly limits for users with limited texting plans. Also, text4baby is free for you to promote to employees.

Participating mobile carriers include:

Alltel	Cellcom	Nex-Tech Wireless
Assurance Wireless	Centennial Wireless	Sprint Nextel
AT&T	Cincinnati Bell	T-Mobile
Bluegrass Cellular	Cricket	U.S. Cellular
Boost Mobile	MetroPCS	Verizon Wireless
Cellular South	n-Telos	Virgin Mobile USA

These carriers have agreed to waive standard text-messaging fees for text4baby users through the end of 2013, with the goal of continuing to offer the service at no charge thereafter.

**How employees sign up:** Registration takes just seconds. Individuals sign up by simply texting the word BABY (for English texts) or the word BEBE (for Spanish texts) to 511411. The subscriber then enters baby's due date or birth date, plus zip code. (Or subscribers can register online at [www.text4baby.org](http://www.text4baby.org).) That's it! They are never asked to provide personal information, and they will never be sent an advertisement.

Once enrolled, moms and moms-to-be begin receiving three short text messages per week, timed to their due date or baby's birth date. Messages continue until baby's first birthday. The texts include practical tips, reminders, resources and alerts for pregnancy or infant care. Recipients can cancel the service at any time by texting STOP to 511411.

### *How did the program start?*

In 2010, the National Healthy Mothers, Healthy Babies Coalition (HMHB) launched text4baby, the first free health text-messaging service in the United States.

Text4baby is made possible through a broad public-private partnership that includes mobile operators, government agencies, businesses, academic institutions, professional associations and nonprofit organizations.

### **Founding partners:**

- National Healthy Mothers, Healthy Babies Coalition (HMHB)  
<http://www.text4baby.org/index.php/partners/2-uncategorised/107>
- Johnson & Johnson, founding partner and founding sponsor  
<http://www.text4baby.org/index.php/partners/100>
- Voxiva, Inc.  
<http://www.text4baby.org/index.php/partners/2-uncategorised/108>
- CTIA-The Wireless Foundation  
<http://www.text4baby.org/index.php/partners/102>
- Grey Healthcare Group  
<http://www.text4baby.org/index.php/partners/2-uncategorised/101>

### **Government partners:**

- U.S. Department of Health and Human Services (HHS)  
<http://www.text4baby.org/index.php/partners/109>
- White House Office of Science and Technology Policy  
<http://www.whitehouse.gov/blog/2011/02/08/happy-healthy-text4baby-turns-one/>
- U.S. Department of Defense Military Health System  
<http://www.health.mil/>
- U.S. Department of Agriculture  
<http://www.fns.usda.gov/wic/>
- U.S. Consumer Product Safety Commission  
<http://www.text4baby.org/index.php/partners/2-uncategorised/110>

### **How and why were the messages developed?**

Mobile phones have the potential to play a significant role in health care and behavior change by delivering evidence-based information directly to those who need it most—in this case, pregnant women and moms of infants. “The baby’s health is such a motivator for moms,” explained Judy Meehan, CEO of HMHB. “Text4baby’s power lies in its ability to get the most essential health information to mothers in need quickly and easily using a technology they regularly use and rely on.”

To ensure the scientific accuracy of text4baby message content, HMHB developed and coordinated content review with medical experts and authorities on maternal and child health. Extensive research produced text messages that are relevant, clear and actionable by mothers at all literacy levels.

*“Text4baby is like a best friend that knows a lot of information and a lot of people.”*

*Text4baby user*

***Topics covered***

Text4baby messages include dozens of topic areas crucial to maternal and child health, including:

- Breastfeeding
- Developmental milestones
- Exercise
- Family violence
- Immunization
- Infant care
- Labor and delivery
- Mental health
- Nutrition
- Oral health
- Prenatal care
- Safe sleep
- Safety
- Smoking cessation

### ***A sampling of text4baby messages***

#### **Sample messages sent to pregnant text4baby subscribers**

Need help paying for visits to the Dr. or midwife? Call your health plan to learn about your benefits. Or call Medicaid for help: 877-543-7669.

Diabetes can happen for the 1st time in pregnancy. You may be tested at 24-28 weeks. If you have it, you & your Dr. will make a plan to control it.

If you have any signs of preterm labor--cramps, belly tightening, lower back pain, bleeding, or watery, pink/brown discharge--call your Dr. right away.

During flu season, talk to your Dr. about getting a flu shot. Pregnant moms & babies can get very sick from flu. For info, call CDC at 800-232-4636.

Quitting smoking early in pregnancy is best. But quitting at any time during pregnancy will make you & your baby healthier. Get help at 800-784-8669.

*The prevalence of smoking during pregnancy is 13.8%.<sup>2</sup>*

#### **Sample messages sent to text4baby subscribers who have given birth**

Going to need child care? Ask your employer about resources. Or call Child Care Aware at 800-424-2246 for info on locating care & help with costs.

The safest way for baby to sleep is on his back in a crib near your bed (within arm's reach).

Don't forget about your health care, Mom! Call your health plan for benefits info. If you need help paying for care, call 800-311-2229 for info.

If baby has these symptoms, call your Dr: trouble breathing, coughing, wheezing and problems swallowing. It might be RSV & can be very serious.

Give your baby a taste for healthy foods from the start! If you need help buying food for your child, call 800-311-2229 to connect to WIC.

*Pregnant women most likely to report any alcohol use were:*

- *35-44 years of age (17.7%)*
- *College graduates (14.4%)*
- *Employed (13.7%)*
- *Unmarried (13.4%)<sup>3</sup>*

*A complete list of messages is available upon request.*



**Note:** Text4baby sends the same messages to all recipients timed to their due date or baby's birth date. If you're interested in investing in a tailored program for your organization, contact [info@text4baby.org](mailto:info@text4baby.org).

## HOW YOUR EMPLOYEES BENEFIT WHEN YOU PROMOTE TEXT4BABY

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### ***Text4baby makes a difference to your employees and their babies and childbearing dependents***

#### **We can all use reminders.**

The short, actionable text4baby messages provide important education and helpful reminders to both first-time and experienced moms at every level of the employment totem pole. While first-time moms might learn new information, experienced moms get useful reminders about important medical milestones of pregnancy and early child development and care. In today's world of information overload, text4baby cuts through the distractions. It communicates highest priority messages, as determined by the experts who helped create text4baby content (U.S. Department of Health and Human Services, U.S. Consumer Product Safety Commission and American Academy of Pediatrics, to name a few).

*"It's a lot easier to get a text message. You always have time to read a text message. I have a two-year-old at home. I don't have time to sit down and read a book or go online to research the pregnancy. When you're a new mom, you're clueless on everything, no matter how prepared you think you can be .... It's nice to have something there to help you."*

*Text4baby user*

**Provides critical alerts.** Over 85% of Americans own a cell phone, and 72% of adult cell users send or receive text messages. So text4baby's quick, succinct messages are an effective way to communicate health information to busy pregnant women and moms of babies—in English or Spanish. And with its real-time format, text4baby is able to provide critical alerts as they occur, on topics such as car-seat positioning, product recalls and safety warnings, and regional outbreaks of illness.

**Promotes use of recommended health care.** This free program was designed to educate moms-to-be and moms of babies, encouraging them to seek health care early and regularly. Many of the text messages include instructions for accessing prenatal and preventive well-baby care. Additionally, many texts include references to nationally available, free or low-cost support and resources.

### ***The high cost of pregnancy complications and preterm births***

Healthy pregnancies and healthy births are key issues for the United States—and for employers. Preterm birth is the number-one risk factor for infant mortality (death within the first year of life). Preterm deaths account for more than one-third of all deaths during the first year of life, and more infants die from causes related to prematurity than from any other cause.<sup>4</sup>

- As one of the most expensive complications of pregnancy in the United States, preterm birth costs a total of \$26 billion annually. Nearly half of these costs, or almost \$13 billion, fall to employers and other private insurers.<sup>1</sup>
- The average medical costs for a preterm baby were more than 10 times as high as they were for a healthy full-term baby in 2007.<sup>5</sup>
- Medical costs for both mother and her preterm baby in 2007 were four times higher than when a mother delivered a full-term infant (\$64,713 as opposed to \$15,047).<sup>5</sup>

*“Text4baby has been a wonderful, timely and patient-centered service for me personally in my prenatal and postpartum periods. As a physician and public health professional, I appreciate the importance of patient education at such an important time in one’s life, but what text4baby does is deliver traditional education through a modern vehicle .... I strongly encourage any woman who is pregnant or postpartum to enroll—those gentle reminders, provided at specific stages of pregnancy or infant development, are always right on time!”*

*A doctor who both uses and recommends text4baby*

## FAQS FOR EMPLOYERS

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The following Frequently Asked Questions (FAQs) are for employers. (For employee FAQs see page 26.) You'll find FAQs grouped by the following areas:

- About the program
- About text4baby messages
- Partnering with text4baby

### About the program

*Q: When did text4baby launch?*

A: Text4baby launched nationally on February 4, 2010.

*Q: Why was text4baby developed?*

A: The United States has one of the highest infant mortality rates among industrialized nations. Over 28,000 babies in the U.S. die before their first birthday and 500,000 are born too early. Text4baby is an innovative, free way for moms in the U.S. to access information and health care that may help reduce their risk for these negative birth outcomes. Text4baby translates health science into practical messages delivered through an accessible communications tool.

*Q: How was text4baby developed?*

A: Text4baby is the result of a broad public–private partnership representing the intersection of maternal–child health and mobile health. The program content is guided by the National Healthy Mothers, Healthy Babies Coalition's 30-year history as a nonprofit leader in health education (<http://www.hmhb.org/>).

Voxiva offers the innovative mobile health technology platform, and Johnson & Johnson provides the funding making text4baby possible (<http://www.text4baby.org/index.php/get-involved-pg/100>).

CTIA – The Wireless Foundation (<http://www.text4baby.org/index.php/about/9-partners/102>) brought the U.S. mobile phone companies on board, making text4baby free to users.

*Q: What are the goals of the text4baby program?*

A: The program has three goals:

1. To demonstrate the success of mobile health interventions to:
  - a. Address a critical national health priority—**maternal and child health**.
  - b. Reach **underserved populations** with important health information.
2. Create new models for **public–private partnership** in the area of mobile health.
3. Reach **one million users** by the end of 2012.

*Q: Is text4baby being evaluated? If so, how?*

A: Yes. There are a number of evaluations underway to examine text4baby's impact on

users. A study recently concluded in San Diego, CA, illustrates that text4baby is increasing users' health knowledge, facilitating interaction with health providers, improving adherence to appointments and immunizations, and strengthening access to health services. The largest study is being conducted by Mathematica Policy Research, with funding from the U.S. Department of Health and Human Services. More information on evaluations is available at <http://www.text4baby.org/index.php/about/2-uncategorised/105>.

*Q: Is text4baby available in other countries outside the U.S.? How can I bring it to my country?*

A: Currently, text4baby is only available to people residing in the United States who have service on a U.S.-based wireless carrier. Founding partners of the service are working on developing plans for expanding text4baby to other countries.

*Q: Is text4baby available in the U.S. territories (including Puerto Rico, U.S. Virgin Islands, Guam, American Samoa, Marshall Islands, Federated States of Micronesia, Northern Mariana Islands, and Palau)?*

A: At this time, some of the U.S. territories may be able to receive text4baby messages free of charge. However, due to the diversity of wireless carriers in these areas, we are unable to guarantee that the service will be free to the end user. Partners interested in promoting text4baby in these territories can contact [info@text4baby.org](mailto:info@text4baby.org) for more information.

### About text4baby messages

*Q: How were the text messages developed and reviewed?*

A: The National Healthy Mothers, Healthy Babies Coalition (HMHB) develops the text messages and coordinates content review with major medical organizations, federal agencies, health care providers, and national nonprofit organizations. Learn more about the content development process at <http://www.text4baby.org/index.php/get-involved-pg/8-about-us/87>.

*Q: What topics are covered in the messages?*

A: Messages cover a range of topics critical to maternal and child health, including:

- Labor and delivery
- Nutrition
- Breastfeeding
- Safe sleep
- Prenatal care
- Infant care
- Oral health
- Immunization
- Mental health
- Smoking cessation
- Developmental milestones
- Exercise
- Family violence
- Safety

*Q: Are there any product promotions in the messages?*

A: No. The messages are only educational in nature, and there are no product promotions.

### Partnering with text4baby

*Q: What is an outreach partner?*

A: Outreach partners have signed a Memorandum of Understanding (MOU) with the National Healthy Mothers, Healthy Babies Coalition agreeing to promote the service. Benefits to partners include access to the text4baby logo and Adobe InDesign art files for customization, recognition on the text4baby Web site and in select communications, access to enrollment data by zip code, and technical assistance. Potential partners can download the MOU at <http://www.text4baby.org/index.php/get-involved-pg/2-uncategorised/17-materials>.

*Q: How do I find out more about becoming an Outreach Partner?*

A: Download the MOU, found at [http://www.text4baby.org/templates/bee20/images/HMHB/outreach\\_partner\\_MOU.pdf](http://www.text4baby.org/templates/bee20/images/HMHB/outreach_partner_MOU.pdf) to read more details. Sign up for the regularly scheduled introductory webinars; registration information is included in our weekly e-newsletter, Text4baby Tuesday. Sign up by going to <http://eepurl.com/h9h3>.

*Q: Is there a cost associated with being an Outreach Partner?*

A: No. The only costs associated are related to promotional activities the partner chooses to do.

*Q: Who needs to sign the MOU?*

A: The person who signs the MOU (found at [http://www.text4baby.org/templates/bee20/images/HMHB/outreach\\_partner\\_MOU.pdf](http://www.text4baby.org/templates/bee20/images/HMHB/outreach_partner_MOU.pdf)) must be authorized to represent the company or organization and its outreach commitment.

*Q: Where do I send the signed MOU?*

A: You can email the signed MOU (found at <http://www.text4baby.org/index.php/get-involved-pg/2-uncategorised/17#materials>) to [partners@text4baby.org](mailto:partners@text4baby.org) or fax it to (703) 684-5968.

*Q: Does an organization have to sign an MOU to promote text4baby?*

A: No. Anyone can spread the word about text4baby by encouraging the women they reach to sign up for the service. Find creative ways to promote the service at <http://www.text4baby.org/index.php/get-involved-pg>.

*Q: How do we know if other organizations in our state or community are already involved?*

A: You can view the full list of outreach partners (<http://www.text4baby.org/index.php/partners>, sorted by type of partner as well as by state) and also connect with the person who is leading text4baby efforts in your state (<http://www.text4baby.org/index.php/partners>).

*Q: Will we see the text messages before we sign on as a partner?*

A: Yes, partners have the opportunity to see the text messages. Please note that the messages are copyrighted. Partners are asked not to distribute the messages outside of their organizations. To obtain the messages, please email [partners@text4baby.org](mailto:partners@text4baby.org).

*Q: If my organization does not like some of the content of the messages, can we have certain messages blocked from our population of users?*

A: No. The text4baby messages reach all users across the country. The content is scientifically accurate. Messages cannot be blocked.

*Q: How do I sign up for the weekly Text4baby Tuesday e-newsletter?*

A: You can sign up for the e-newsletter by visiting <http://eepurl.com/h9h3>. You will receive weekly updates about the program, including text4baby enrollment data (<http://www.text4baby.org/index.php/get-involved-pg/2-uncategorised/104>), media coverage, and partners' activities.

*Q: What promotional materials are available?*

A: To access downloadable and printable promotional materials, see <http://www.text4baby.org/index.php/get-involved-pg/7-partner-resources/103>. In addition, organizations that sign on as text4baby outreach partners have access to design files and can customize their own promotional materials.

*Q: Do promotional materials say that the text4baby service is free?*

A: Yes. Many of the materials also list the participating wireless carriers. You may view downloadable and printable promotional materials at <http://www.text4baby.org/index.php/get-involved-pg/7-partner-resources/103>.

*Q: Will outreach partners receive funding to disseminate text4baby promotional materials?*

A: At this time, HMHB is unable to provide funding for printing or dissemination.

## WAYS TO AUGMENT YOUR BENEFITS COMMUNICATION WITH TEXT4BABY

Start incorporating text4baby into your communications right away, during open enrollment or as you update benefit materials and your website. This toolkit contains everything you need to get started.

1. Information about free promotional tools and materials available from text4baby.
2. Sample communication templates that you can easily start using today in your benefits communications.
3. Ideas for other ways to promote text4baby.

### 1. FREE PROMOTIONAL TOOLS AND MATERIALS AVAILABLE FROM TEXT4BABY

*You can begin using the following materials now*

For downloadable pdf documents of pregnancy and new baby posters and referral cards in Spanish or English, go to <http://www.text4baby.org/index.php/get-involved-pg/7-partner-resources/103>.

#### Posters





### Referral cards

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### *Partnering with text4baby*

You can begin using the **free materials** right away to start promoting the text4baby program to your employees. In addition, your company can become a text4baby outreach partner. It's free and entitles you to the following:

- Access to logo and design files for text4baby promotional materials so you can add your logo and local information to the text4baby materials
- Being listed as an outreach partner at [www.text4baby.org/index.php/partners](http://www.text4baby.org/index.php/partners)
- Access to zip-code-level data on text4baby enrollment
- Technical assistance
- View more benefits of being a text4baby outreach partner at [www.text4baby.org/index.php/get-involved-pg/2-uncategorised/17](http://www.text4baby.org/index.php/get-involved-pg/2-uncategorised/17)

**Note: Your company doesn't need to be an outreach partner in order to promote text4baby.** But to enjoy all the benefits of being an outreach partner, you need to sign a memorandum of understanding, available at [www.text4baby.org/templates/bee\\_20/images/HMHB/outreach\\_partner\\_mou.pdf](http://www.text4baby.org/templates/bee_20/images/HMHB/outreach_partner_mou.pdf)

### *How to use the free promotional materials available from text4baby*

- Print and send text4baby **posters or fliers** to human resources partners to post/distribute at your locations in break rooms, lunchrooms, lactation rooms and on-site medical exam/waiting rooms.
- Include **the text4baby logo, web banner and link to text4baby on your benefits website or intranet.**
- Add your logo to text4baby posters and referral cards (in English and Spanish), print and distribute/post.

## **2. SAMPLE COMMUNICATION TEMPLATES AND HOW TO USE THEM**

### ***Customizable benefits communication templates***

**To help get you started in promoting text4baby to your employees and their families**, the following pages include sample templates, available in Microsoft Word. You can easily customize these templates to coordinate with your company's benefits communications.

- Sample program information sheet
- Sample benefits guide content
- Sample newsletter/intranet article
- Sample benefits/HR email signature tagline
- Sample wallet card
- Sample Tweet
- FAQs for employees and participants

### ***How to use these customizable communications***

- Include program information sheet and wallet card in materials sent to pregnant employees and employees with newborns.
- Provide program information sheet, FAQs and sample newsletter/intranet article to your employer-sponsored carriers/vendors of prenatal and postpartum care, educational classes and condition-management programs. Ensure that content is included in prenatal care education programs.
- Include text4baby benefits guide content in open enrollment materials, such as benefits guide, newsletters or presentations.
- Provide employees with text4baby program information sheet and wallet card at health fairs and open enrollment meetings.
- Provide program information sheet to clinicians at on-site medical facilities to distribute to employees.
- Add the benefits/HR email signature to emails.

## **3. USE OTHER OPPORTUNITIES TO PROMOTE TEXT4BABY TO EMPLOYEES**

- Hold a brown bag lunch or webinar on benefits provided for pregnancy, fertility, adoption and early child care, and include text4baby and Employee Assistance Program (EAP) and/or advocacy benefits that may be underutilized.
- Distribute information to new mothers' groups and employee networks.
- Create a short, online informational video about the importance of prenatal and postpartum care and benefits offered to employees. Include content about text4baby.
- Add a pre-recorded message to the benefits/HR department's telephone on-hold messaging system about text4baby.
- Include information about text4baby in paycheck stubs.

## SAMPLE PROGRAM INFORMATION SHEET

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Use this content to design and print an information sheet for employees.

### **New Moms and Moms-to-Be:**

**You're tired, beyond busy and juggling a lot ...**

**Sign up for text4baby!** It's a free way to get helpful text-message tips, reminders, resources and alerts about pregnancy and infant care during your pregnancy and until your baby's first birthday. (Available in English or Spanish.)

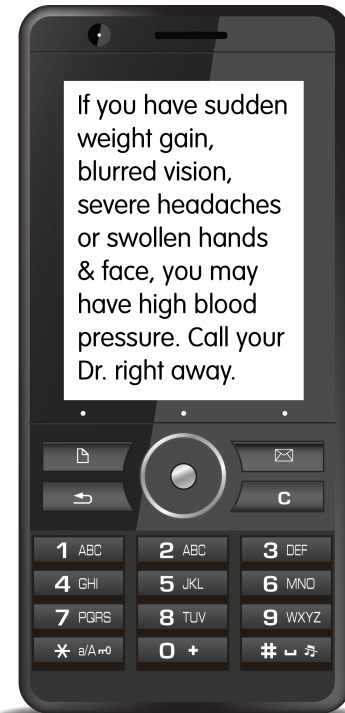
**It's free. Really!** Even if you don't have a text-messaging plan on your cell phone, you can receive these texts for free. And if your cell plan has a limited number of texts per month, text4baby messages won't count toward the limit.

Messages are free as long as you are using one of the following participating carriers:

Alltel  
Assurance Wireless  
AT&T  
Bluegrass Cellular  
Boost Mobile  
Cellular South

Cellcom  
Centennial Wireless  
Cincinnati Bell  
Cricket  
MetroPCS  
n-Telos

Nex-Tech Wireless  
Sprint Nextel  
T-Mobile  
U.S. Cellular  
Verizon Wireless  
Virgin Mobile USA



**Registration takes only seconds**—Simply text the word BABY (for English texts) or the word BEBE (for Spanish texts) to 511411. Then enter your baby's due date or birthday and your ZIP code. That's it! You will never be asked to provide personal information, and you will never be sent ads.

Once enrolled, you'll begin receiving three short text messages per week—timed to your due date or your baby's birthday—until your baby is one year old. You can cancel the service at any time by texting STOP to 511411.

### **Why was text4baby created?**

Text4baby was created to provide pregnant women and moms of babies with critical information on caring for their health and giving their babies the best possible start in life. Launched by the National Healthy Mothers, Healthy Babies Coalition (HMHB), text4baby is made possible through a broad, public-private partnership that includes mobile phone companies, government agencies, businesses, academic institutions, professional associations and nonprofit organizations.

**Here's a sample of the free text messages you'll get.**

Need help paying for visits to the Dr. or midwife? Call your health plan to learn about your benefits. Or call Medicaid for help: 877-543-7669.

Diabetes can happen for the 1st time in pregnancy. You may be tested at 24-28 weeks. If you have it, you & your Dr. will make a plan to control it.

If you have any signs of preterm labor--cramps, belly tightening, low back pain, bleeding, or watery, pink/brown discharge--call your Dr. right away.

Going to need child care? Ask your employer about resources. Or call Child Care Aware at 800-424-2246 for info on locating care & help with costs.

The safest way for baby to sleep is on his back in a crib near your bed (within arm's reach).

Give your baby a taste for healthy foods from the start! If you need help buying food for your child, call 800-311-2229 to connect to WIC.

**Sign up today** and start receiving practical, supportive text messages during this important time of your life. Share the knowledge! Tell your pregnant friends and moms with babies about text4baby or forward texts to them.

**Reminders.** Take advantage of the other programs and services **[Company name]** provides to help you during and after pregnancy. And after your baby is born, you need to enroll him or her on your health plan within 30 days. Go to **[include benefits URL]**. Remember, when you use network providers, preventive care is covered at 100%—this includes well-baby visits and immunizations.

## SAMPLE BENEFITS GUIDE CONTENT

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### Resources for moms-to-be and moms of babies

Take advantage of the variety of resources available to help you have a healthy pregnancy and give your baby a healthy start in life.

**Text4baby** is a free text-messaging service (in English or Spanish) with practical tips, reminders, resources and alerts about pregnancy and infant care. Sign up by texting BABY (or BEBE for Spanish) to 511411. Enter your due date or baby's birthday and your zip code. (You will never provide personal information or receive ads.) You can also get more info and sign up for the service online at [www.text4baby.org](http://www.text4baby.org).

A program of the National Healthy Mothers, Healthy Babies Coalition (HMHB), text4baby is made possible through a broad public-private partnership. You'll get three informative texts a week during your pregnancy and until your baby's first birthday.

Whether this is your first pregnancy or you're a veteran mom, text4baby messages provide education and helpful reminders about important medical milestones for you and your baby. During this time of your life, you can probably use a few helpful reminders. Try it out. It's free, and you can stop it at any time. Be sure to tell your friends about it.

Note: Text4baby is free for customers of participating mobile carriers; all major U.S. carriers participate.

[Insert other maternity programs offered by your health plans and EAP.]

**Don't forget to enroll baby for benefits.** After your baby is born, you need to enroll him or her on your health plan within 30 days. For more information, see [insert URL to qualifying life events section of benefits website or the eligibility page in the benefits guide].

**Get preventive care—it's free!** Remember, when you use network providers, preventive care—including well-baby visits and immunizations—is covered at 100%. Learn about the preventive care services available to you and your family by visiting [insert URL to the preventive services section of the benefits website] or see page [insert preventive benefits page of the benefits guide] of the benefits guide.

## SAMPLE NEWSLETTER/INTRANET ARTICLE

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### **Text4baby cuts through the noise**

If you're pregnant or the mom of a baby, you know how easy it is to get overwhelmed by information on everything from nutrition to breastfeeding to choosing childcare. It's easy to get lost in the deluge of pregnancy books, articles, websites and advice from everyone. And it's hard to prioritize what information is most critical and when.

A free text-messaging service for pregnant women and moms of babies is cutting through the clutter and delivering the right information at the right time in your pregnancy or baby's first year. Launched in 2010 by the National Healthy Mothers, Healthy Babies Coalition (HMHB), through a broad, public-private partnership, text4baby provides short, actionable tips and resources in English or Spanish. First-time moms learn new information, and veteran moms get useful reminders about important medical milestones of pregnancy and early child development and care. And with its real-time format, text4baby communicates critical alerts as they occur, on topics such as car-seat positioning, product recalls and safety warnings, and regional wellness outbreaks.

**To sign up**, text the word BABY to 511411. For Spanish, text BEBE to 511411. Or visit [www.text4baby.org](http://www.text4baby.org). You will never provide personal information, and you will never receive ads.

**Take advantage of these other programs and services** [Company name] provides to help you during and after pregnancy. [Insert programs such as Healthy Baby that are offered by your health plans and EAPs.]

**Don't forget to enroll baby for benefits.** After your baby is born, you need to enroll him or her on your health plan within 30 days. For more information, see [insert URL to qualifying life events section of the benefits website or the eligibility page in the benefits guide].

**Get preventive care—it's free!** Remember, when you use network providers, preventive care is covered at 100%—this includes well-baby visits and immunizations. Learn about the preventive care services available to you and your family by visiting [insert URL to the preventive services section of the benefits website] or see page [insert preventive benefits page of the benefits guide].

Note: Text4baby is free as long as you use one of these participating carriers:

Alltel	Cellcom	Nex-Tech Wireless
Assurance Wireless	Centennial Wireless	Sprint Nextel
AT&T	Cincinnati Bell	T-Mobile
Bluegrass Cellular	Cricket	U.S. Cellular
Boost Mobile	MetroPCS	Verizon Wireless
Cellular South	n-Telos	Virgin Mobile USA

## SAMPLE BENEFITS/HR EMAIL SIGNATURE TAGLINE

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**Text4baby:** Help pregnant women and new moms get information about caring for their health and giving their babies the best possible start in life. It's free! Text BABY to 511411. For Spanish, text BEBE to 511411. [www.text4baby.org](http://www.text4baby.org) Pass it on ....

## SAMPLE WALLET CARD

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Use this content to design and print a wallet card to distribute to employees.

[front of card]

### **Health Tips 4 Mom and Mom 2B Sign up for text4baby and pass this card on.**

Text BABY to 511411 (or BEBE for Spanish). Enter your due date or baby's birthday and your zip code. (You will never provide personal information or receive ads.)

You'll get free texts with practical tips, reminders, resources and alerts about pregnancy and infant care for baby's first year.

[back of card]

A program of the National Healthy Mothers, Healthy Babies Coalition (HMHB), text4baby is made possible through a broad public-private partnership. Get more info at [www.text4baby.org](http://www.text4baby.org).

Text4baby is free for customers of participating mobile carriers; all major U.S. carriers participate.

Go to [**include Company benefits site URL**] to learn about all the maternity and preventive care benefits available to you through [**Company name**].



SAMPLE TWEET

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Moms-to-be & moms of babies: Free pregnancy & infant care tips. Text BABY (BEBE for Spanish) to 511411. Non-profit [www.text4baby.org](http://www.text4baby.org). Pass it on!

## FAQS FOR EMPLOYEES AND PARTICIPANTS

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You'll find FAQs grouped by the following areas:

- Using text4baby
- Troubleshooting

### Using text4baby

*Q: You say that this service is free. Is that really true?*

A: Yes. Thanks to the support of CTIA-The Wireless Foundation (<http://www.text4baby.org/index.php/get-involved-pg/102>) and participating mobile operators, all messages you receive from text4baby are free! Subscribers without a text-messaging plan still receive the texts for free, and text4baby messages don't count toward monthly limits for users with limited texting plans. View the full list of participating operators at <http://www.text4baby.org/index.php/get-involved-pg/8-about-us/1>.

*Q: Are the text messages free for people who have pay-as-you-go or pre-paid cell phones?*

A: Yes, as long as you have service with one of the text4baby mobile operator partners (<http://www.text4baby.org/index.php/get-involved-pg/8-about-us/1>), you will be able to get the messages for free.

*Q: Is this service available to every mobile phone subscriber in the United States?*

A: The majority, though not all, mobile carriers are providing this service. It is available to more than 96% of people with cell phones. You can find the full list of participating carriers at <http://www.text4baby.org/index.php/get-involved-pg/8-about-us/1>. Every effort has been made to block service from non-participating carriers, but if you find you have been able to access the service and have been charged, please contact your wireless provider right away.

*Q: How many messages will I receive each week?*

A: You will receive approximately three messages per week on your cell phone. Urgent alerts or breaking news might mean you see a few additional messages once in a while.

*Q: Are the messages personalized?*

A: The text4baby messages are not personalized, but the information in each message is relevant to where you are in your pregnancy or what your baby is going through at particular stages of development. You can learn more about the text4baby messages at <http://www.text4baby.org/index.php/get-involved-pg/8-about-us/87>.

*Q: Can I write back with questions?*

A: Text4baby is a one-way educational program, so you can't text questions or communicate back with the program. However, if you have specific questions, you can call the phone numbers you find in the messages (<http://www.text4baby.org/index.php/get-involved-pg/2-uncategorised/79>). You can also ask your doctor, midwife, nurse or other health care provider.

*Q: What if my due date changes?*

A: If your due date changes, text the word UPDATE to 511411. You will be asked for the new due date, and then the messages you receive will be adjusted to that new date.

*Q: What if I deliver my baby early?*

A: If you deliver your baby early, you can update by texting UPDATE to 511411. You will then be prompted to text in your baby's actual birthday, and messages will be adjusted.

*Q: If I sign up when I'm pregnant, will I still get the messages once I deliver my baby?*

A: To continue getting text4baby messages once your baby is born, just text UPDATE to 511411 and respond with the baby's actual birth date. You'll receive messages until your baby's first birthday.

*Q: I'm already enrolled in text4baby for my infant, but I'm pregnant again. How can I get both kinds of messages?*

A: At this time, you can only be enrolled to get the pregnancy messages or the infant messages, but not both. Try asking a friend or family member to sign up on their phone for the other messages, so you can read both!

*Q: How long will I receive text messages?*

A: The messages will continue throughout your pregnancy and your baby's first year.

*Q: Can I forward the messages to my friends?*

A: Yes. We encourage you to share the messages with friends and family. Tell them to sign up, too!

*Q: How do I stop getting the messages?*

A: To stop receiving texts from the text4baby service, you simply text STOP to 511411. (Please do not email.)

*Q: How do I sign up for Spanish messages instead of English?*

A: You can sign up for text4baby in Spanish by texting BEBE to 511411. You can sign up for text4baby in English by texting BABY to 511411.

*Q: What information will I have to provide to sign up?*

A: The text4baby service collects your phone number, zip code and your due date or baby's birth date. This information is used to provide the messaging service and not for any commercial purposes.

*Q: What will happen with my personal information?*

A: Information collected from you during registration is used solely to enroll you in the text4baby service, allowing you to receive the text messages. Your information is not sold or shared with anyone. Review the text4baby privacy policy at <http://www.text4baby.org/index.php/privacy-policy>.

*Q: Can anyone sign up for text4baby?*

A: Yes. While the messages are written for pregnant women and moms of infants, anyone can sign up and use the messages.

*Q: Will I get messages with local information?*

A: Text4baby is currently a national program, so the information provided refers to nationally available resources. When you call the phone numbers in the text messages (<http://www.text4baby.org/index.php/get-involved-pg/2-uncategorised/79>), you will be connected to local resources.

### Troubleshooting

*Q: I am trying to sign up for text4baby, and it won't work. Why not?*

A: The service is blocked on phones that do not have service with one of the participating mobile operators. If you do have service with a participating carrier and text registration (BABY to 511411) is not working, please try registering online by going to <http://www.text4baby.org/index.php/sign-up>. If you are familiar with mobile operators who are not currently participating in text4baby, please email [info@text4baby.org](mailto:info@text4baby.org).

*Q: I lost my cell phone. What should I do?*

A: If you have a new cell phone with a different number, you will need to sign up again by texting BABY or BEBE to 511411.

*Q: I changed cell phone numbers. What should I do?*

A: If you have a different phone number, you will need to sign up again by texting BABY or BEBE to 511411.

*Q: I am trying to sign up, but it says I am already registered. What should I do?*

A: Text the word UPDATE to 511411 (or just reply to the last text4baby message you received). You will be able to enter the correct due date or birth date for your baby. If this doesn't work, try texting in STOP to 511411, wait one day, and sign up again by texting BABY (or BEBE) to 511411.

*Q: This has been promoted as a free service, but I think I may have been charged by my carrier. What should I do?*

A: Thanks to the support of CTIA-The Wireless Foundation and participating wireless service providers, all messages you receive from text4baby are free. If you suspect you may have been charged for messages to and from the service, please call your wireless provider right away. They will give you a refund if you have been charged for the service by mistake.

## REFERENCES

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<sup>1</sup> Centers for Disease Control and Prevention. Births. final data for 2007. *National Vital Statistics Report*. 2010;58(24). [http://www.cdc.gov/nchs/data/nvsr/nvsr58/nvsr58\\_24.pdf](http://www.cdc.gov/nchs/data/nvsr/nvsr58/nvsr58_24.pdf).

<sup>2</sup> Centers for Disease Control and Prevention. Morbidity and Mortality Weekly Report. [http://www.cdc.gov/mmwr/preview/mmwrhtml/ss5804a1.htm?s\\_cid=ss5804a1\\_e](http://www.cdc.gov/mmwr/preview/mmwrhtml/ss5804a1.htm?s_cid=ss5804a1_e). Accessed September 12, 2011.

<sup>3</sup> Centers for Disease Control and Prevention. Morbidity and Mortality Weekly Report. [http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5819a4.htm?s\\_cid=mm5819a4\\_e](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5819a4.htm?s_cid=mm5819a4_e). Accessed September 12, 2011.

<sup>4</sup> Centers for Disease Control and Prevention. Maternal and infant health research: preterm birth. <http://www.cdc.gov/reproductivehealth/maternalinfanthealth/PretermBirth.htm>. Accessed December 1, 2011.

<sup>5</sup> March of Dimes. *About prematurity: cost to business*. Available at: [http://www.marchofdimes.com/mission/prematurity\\_business.html](http://www.marchofdimes.com/mission/prematurity_business.html). Accessed December 1, 2011.

## ABOUT THIS TOOLKIT

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This Toolkit was created pro bono by Benz Communications, a text4baby outreach partner, in collaboration with the National Healthy Mothers, Healthy Babies Coalition.

Benz Communications is a leading benefits and HR communication firm and creates solutions to help companies make their benefits—and benefits communication—more effective. Visit us on the web at [www.benzcommunications.com](http://www.benzcommunications.com).

Feedback? Questions? We'd love to hear from you! Contact text4baby at [info@text4baby.org](mailto:info@text4baby.org).

### Legal disclaimer

These materials represent best practices and are marketing materials intended to help employees understand, appreciate and use employee benefit programs. The materials are not intended to be legal plan documents and are not intended to satisfy the client's legal requirements regarding employee communications.

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