

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

Text Baby to 511411

# Text4baby for Nurses

Pregnant women and moms with babies under the age of one can get health information delivered free to their mobile phones through an innovative service called text4baby. An educational program of the National Healthy Mothers, Healthy Babies Coalition, text4baby provides women with health and safety information during pregnancy and through baby's first year to help mothers care for their own health and give their babies the best possible start in life. Women who sign up for the service by texting BABY (or BEBE in Spanish) to 511411 receive free text messages each week, timed to their due date or baby's date of birth. **There is no cost to your patients to sign up.**

Results from the first text4baby evaluation indicate that it increases users' health knowledge, facilitates interaction with their health providers, improves their adherence to appointments and immunizations, and improves their access to health services.

## Sharing Text4baby with Your Patients

The National Healthy Mothers, Healthy Babies Coalition is working with a broad range of partners, including AWHONN and its consumer magazine, *Healthy Mom&Baby*, to promote the service. Given the limited time available to discuss every health topic, text4baby is an important tool to reinforce the guidance nurses provide. To review the text4baby messages, contact [info@text4baby.org](mailto:info@text4baby.org) and request a copy of the content.

## How to Get Involved

- Tell your patients about text4baby during prenatal or postpartum care – tell them to sign up by texting BABY to 511411 on their cellphones.
- Post text4baby flyers in your waiting areas, exam rooms, and on bulletin boards.
- Place text4baby tear pads next to your check-in/check-out desks and ask staff to encourage moms to take a sheet.
- Add information about text4baby to info packs given at registration or check-in and as part of postpartum education kits.
- In hospitals, share information about text4baby with your colleagues in the obstetric triage unit and/or emergency room.
- With home visits, reinforce and supplement the education you give by sharing text4baby.

## Learn More

- Visit [www.text4baby.org](http://www.text4baby.org) to:
  - Sign up for the Text4baby Tuesday e-newsletter to get weekly updates.
  - Order free pre-printed promotional materials for your patients.



**“Pregnancy and motherhood bring a great deal of joy into a woman’s life, but they also bring new and unique responsibilities. Text4baby gives expectant and new mothers critical information they need so they can take charge of their health and the health of their babies in partnership with their care provider during pregnancy and the critical first year of life.”**

–Elizabeth T. Jordan, DNSc, RNC, AWHONN Member,  
Assistant Professor, Johns Hopkins School of Nursing, Baltimore, MD

## Sample Messages

**The Association of Women’s Health, Obstetric and Neonatal Nurses** is a key partner with text4baby and provides expert input on the text message content.

- Don’t drink any alcohol while pregnant. Alcohol can cause your baby to have behavior & learning problems, speech delays & lower IQ. No amount is safe.
- Women who smoke have a higher risk of losing their baby or having a child with breathing & learning problems. Call 800-784-8669 for info on quitting.
- A seat belt protects you & your baby. Shoulder belt goes between your breasts & lap strap goes under your belly (not on or above). Wear it every time.
- Healthy eating is important for you & your baby! If you need help buying food, connect to WIC. Call 800-311-2229 & ask for your local WIC office.
- 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.
- Are you thinking about breastfeeding? Breast milk is the best food for babies. To learn more about breastfeeding, call 800-994-9662.
- Speak up when you’re down. Some women feel depressed when they’re pregnant. For help, call Postpartum Support International at 800-944-4773.
- Here’s another reason for you to get the flu shot. It helps protect your baby from flu after birth for 6 months. Questions? Call CDC at 800-232-4636.
- Keeping a pregnancy journal can help you cope with ups and downs and cope with stress. Don’t forget pictures of your growing belly!
- Counting down the days until your due date? These last weeks are worth the wait - your baby’s brain and organs are still developing.

For more information about the text4baby program, visit [www.text4baby.org](http://www.text4baby.org).

