



Text4baby: A Valuable Tool for Supporting Your Clients

About Text4baby

- Sends three FREE text messages each week with health and safety information through pregnancy and baby's first year.
- Times the messages to mom's due date or baby's birthday, so information is clinically relevant.
- Offers an option to set up prenatal, well-baby, and WIC appointment reminders.
- Alerts moms of urgent health news (e.g., Hurricane Sandy refrigerated food warning and Pertussis outbreak information).
- Messages link to mobile pages, videos, and health hotlines to connect moms to additional resources. Interactive features, quizzes, and opt-in modules, allow moms to customize text4baby to their needs.
- Independent research demonstrates that text4baby increases users' health knowledge, facilitates interaction with doctors, improves appointment and immunization adherence, and participants are three times as likely to feel prepared for motherhood than non-text4baby participants.
- Committed to providing a free quality service with no advertising or product promotions.

Text4baby is a free service of the nonprofit National Healthy Mothers, Healthy Babies Coalition and was created in collaboration with Founding Sponsor Johnson & Johnson and founding partners Voxiva, CTIA-The Wireless Foundation, Grey Healthcare Group, and the U.S. Department of Health and Human Services. **There is no cost to your clients to sign up.**

How Do Clients Sign Up?

Clients sign up by texting **BABY (or BEBE for Spanish)** to **511411**. They can cancel the service at any time by texting **STOP** and **HELP** for help.

Making Your Job Easier

Text4baby supports you as a health and social services professional by providing clients accurate health information in a format they know and use – texting. Text4baby messages are carefully reviewed by a council of experts representing the American College of Obstetricians and Gynecologists, American Academy of Pediatrics, American College of Nurse-Midwives, U.S. Department of Health and Human Services, March of Dimes, Centers for Disease Control and Prevention, and many others.

“Text4baby has helped over 500,000 women in the U.S. care for their own health and get their babies off to a healthy start in life. It can also be a real help to a busy obstetrical office, as a better informed patient is good for your practice. Text4baby is a truly valuable resource and we are proud to be a part of this innovative service.”

- James N. Martin, Jr., MD,
Immediate Past President,
American College of
Obstetricians and Gynecologists

“The AAP is a key content reviewer of the service's text messages. Given the limited time available to discuss every health promotion topic, text4baby is an important tool to engage and reinforce the guidance pediatricians provide families based on Bright Futures.”

- Robert W. Block, MD, FAAP,
President, American Academy
of Pediatrics

How You Can Get Involved

- Encourage your clients to sign up for text4baby.
- Put text4baby tearpads next to your reception desks.
- Post text4baby flyers (available at www.t4b.org/materials) in your waiting areas, exam rooms, and on bulletin boards.
- Promote text4baby (@mytext4baby) via social media.
- Add the text4baby web button to your practice's website.
- Become a text4baby partner to receive resources and be acknowledged on the text4baby website. Email info@text4baby.org to become a partner.
- Share the text4baby video at t4b.org/video with your colleagues and networks.

Making a Difference for Moms

- **More than half a million women** have signed up since launch in 2010.
- More than **62 million** text messages have been sent to users.
- Text4baby mothers are **three times more likely to feel prepared** for motherhood than control group, according to a George Washington University randomized evaluation.
- In a California State University study, **65%** said text4baby helped them remember an appointment or immunization, **74%** informed them about medical warning signs, **67%** talked to their doctor about a topic that they read in a message, **40%** called a phone number they received in a message.

Sample Messages

- Don't drink any alcohol while pregnant. Alcohol can cause baby to have behavior & learning problems, speech delays & lower IQ. Info: text4b.org/076.
- Moms who smoke have a higher risk of losing their baby through miscarriage or Sudden Infant Death Syndrome (SIDS). No matter how long you've smoked, you can quit. Get FREE help to stop smoking: 800-784-8669 or visit text4b.org/072.
- Seat belts protect you & baby. Shoulder belt goes between your breasts & lap strap goes under your belly (not on or above). More info: text4b.org/071.
- Need to find a Dr. or midwife (CNM/CM)? Call your health plan or 800-311-2229 for low-cost quality care. Prenatal visit info: text4b.org/061. After you've scheduled your prenatal visit, reply REMIND to set up a text message reminder. That way we can help remind you of your next appointment!
- Need help paying for visits to Dr./midwife (CNM/CM)? Medicaid pays for pregnancy check-ups & delivery. Info at 877-543-7669 or finder.healthcare.gov.
- Are you thinking about breastfeeding? Breast milk is the best food for babies. To learn more about breastfeeding, visit text4b.org/028.

Visit www.text4baby.org to learn more, sign up to receive the Text4baby Tuesday e-newsletter, and order free pre-printed promotional materials. To review the text messages, please email your request to info@text4baby.org.



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text4babySM

FOUNDING SPONSOR

Johnson & Johnson

"We at CMS have been working with text4baby in many ways to reach more women with information about health and affordable health care. We are shining a spotlight on efforts across the country that fold together children's health coverage and text4baby enrollment so that families and children will have the best shot at getting both high-quality health insurance and fundamental health care."

- Cindy Mann, Director of the Center for Medicaid and CHIP Services, U.S. Department of Health and Human Services' Centers for Medicare & Medicaid Services (CMS)