



# Text4baby Tuesday

A weekly update from the National Healthy Mothers, Healthy Babies Coalition

**January 18, 2011**

Last week, text4baby was featured in the First Lady's [Let's Move! campaign blog](#)! *Let's Move!* is a national program to combat childhood obesity. Posted by Frances Ashe-Goins, RN, MPH, Acting Director of the HHS Office on Women's Health, the blog highlighted the vital role of community partners in the *Let's Move!* and text4baby initiatives to reach families nationwide. Dr. Ashe-Goins wrote, "The Office on Women's Health has been a proud partner of the program since its 'conception' in 2009. We continue to be its ambassador and strive to help the program reach one million users by the end of 2012."

Arlene Remick  
National Healthy Mothers, Healthy Babies Coalition

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## Welcome New Partners!

This week, we welcome Albany Area Primary Health Care and the New Hampshire Department of Education, Office of Early Childhood Education. We greatly appreciate your commitment to spread the word about text4baby! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

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## Subscriber Update

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### CONTACT US

GENERAL INQUIRIES:

[INFO@TEXT4BABY.ORG](mailto:INFO@TEXT4BABY.ORG)

PARTNERSHIP INQUIRIES:

[PARTNERS@TEXT4BABY.O](mailto:PARTNERS@TEXT4BABY.ORG)

[RG](#)

FOR MEDIA INQUIRIES,

PLEASE CONTACT:

[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

We now have **126,534** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

View total number of subscribers in [each state](#) enrolled in text4baby. View subscriber breakdown by [pregnancy status](#) and [language](#).  
(click on the image above to enlarge)

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## Partner Spotlight

The [Health Care Coalition of Southern Oregon](#) (HCCSO) is a Healthy Start project comprised of three local health departments and three federally qualified health centers. HCCSO is spreading the word about text4baby through their case managers who work with moms through their pregnancy and baby's first and second years. They had a front page article in their local newspaper spotlighting one of their pregnant client's experience with text4baby. "Delivering information to young moms — and dads — via mobile

phones makes sense,” said Lillian Koppelman, executive director of the Health Care Coalition of Southern Oregon. “People in this age group – young women of reproductive age – are texters. This is how they get their information.”

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## Upcoming Events and Conferences

### *Intro to text4baby Webinar*

New to text4baby? Join us for an introduction to the program and learn how your organization can become an outreach partner. Existing partners can use this opportunity to get updates and ask questions.

When: Tuesday, February 15th, 2:00-2:30 PM EST.

Register for the webinar at

<https://www1.gotomeeting.com/register/964624361>.

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## Text4baby Media

Local TV station NBC4 invited text4baby to the their 2011 Health and Fitness Expo January 14th to 15th in Washington, DC. Program staff talked to DC area families about text4baby and signed up moms on the spot! Arlene Remick represented the program as a panelist on the "Healthy Mothers, Healthy Babies Forum," moderated by News4 anchor Kimberly Suiters. A special thanks to NBC4 for giving us this opportunity to promote the service!

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## mHealth Highlight

The 3rd mHealth Networking Conference is taking place March 30-31 at the Crown Plaza Chicago O'Hare Hotel and Conference Center. It will focus on new tools for clinicians, pharma, and payer opportunities and other mHealth developments. More info at <http://www.mobih.org/meetings/>.

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## Job Opportunities

Text4baby's founding partner, Voxiva, has new open positions to support text4baby and new mobile services. Please visit the Voxiva [website](#) for more information.

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**Visit [www.text4baby.org](http://www.text4baby.org) for more information about the campaign. For more on maternal and child health, visit [the National Healthy Mothers, Healthy Babies Coalition](#).**

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*About text4baby*

Text4baby is made possible through a broad, public-private partnership that includes government, corporations, academic institutions, professional associations, tribal agencies and non-profit organizations. Founding partners include HMHB, Voxiva, CTIA - The Wireless Foundation and Grey Healthcare Group (a WPP company). Johnson & Johnson is the founding sponsor, and premier sponsors include WellPoint, Pfizer and CareFirst BlueCross BlueShield. U.S. government partners include the White House Office of Science and Technology Policy, the Department of Health and Human Services and the Department of Defense Military Health System. The mobile health platform is provided by Voxiva and free messaging services are generously provided by participating wireless service providers. Implementation partners include BabyCenter, Danya International, Syniverse Technologies, Keynote Systems and The George Washington University. MTV Networks is a media sponsor.

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