



Text4baby Tuesday

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

January 24, 2012

We received an overwhelming response to our 2011 text4baby Partner Survey! Over 100 partners provided their insights and ideas for improving the service and outreach. Your input (see details below) was extremely valuable and will help strengthen our efforts to reach even more women with important health information in the future. Thank you to all of our partners that completed the survey!

Sarah Ingersoll, text4baby Campaign Director
National Healthy Mothers, Healthy Babies Coalition

Take Action

Did you know that not only can you post a text4baby [web enrollment button](#) that allows moms to sign up for text4baby directly from your site, but also as of mid-February you will have a tool to view how many individuals have enrolled using your web button. Stay tuned. [Download](#) the enrollment button today.

We are also excited to report that many TV stations nationwide have already started airing the [text4baby public service announcements](#) (PSAs)! We urge you to encourage TV stations in your state or market to broadcast the PSAs. Click [here](#) for information on which stations have received the PSAs, when they have been aired in your community, as well resources to assist you in your outreach efforts. Feel free to contact info@text4baby.org with questions.

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

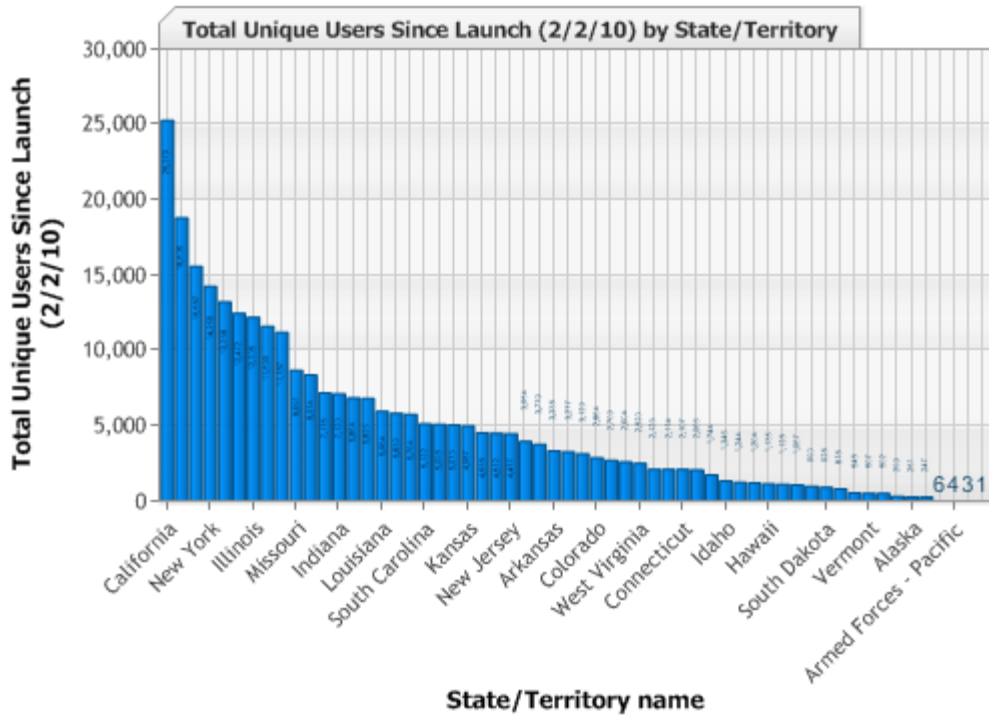
PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES, PLEASE CONTACT:

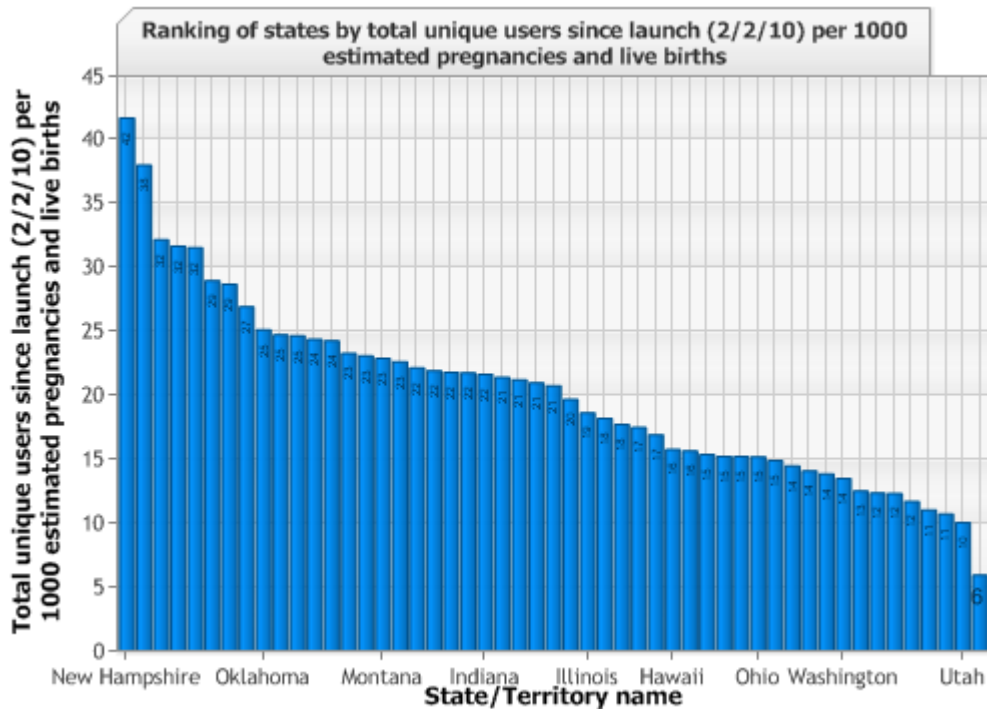
MEDIA@TEXT4BABY.ORG

Subscriber Update

Text4baby has now enrolled 281,603 individuals!
Ninety-six percent of text4baby users who responded to a survey (n=14,769) reported that they would recommend the service to a friend.



The chart above shows the total number of unique users who have enrolled in text4baby per state since launch on 2/2/10. Click [here](#) to view all states and for more information on how this chart is calculated.



The chart above shows the total number of unique users who have enrolled in text4baby, per state, adjusted to account for the estimated number of pregnancies and infants in each state, since launch on 2/2/10. Click [here](#) for more information on how the chart is calculated.

To view the total number of subscribers in each state and the subscriber breakdown by pregnancy status and language, click [here](#).

Welcome New Partners!

We are thrilled to welcome additional partners from across the country:

- Integris Health, Inc. (Oklahoma City, OK)
- Wise Choices Pregnancy Resource Center (Decatur, TX)

For a complete list of partners, click [here](#).

Partner Spotlight

We are pleased to welcome the Social Security Administration (SSA) as a text4baby partner! SSA administers some of the most important benefit programs for children and adults in the U.S. The agency pays monthly Social Security benefits to more than four million children. SSA also issues Social Security numbers (SSNs). SSA has posted the text4baby [web enrollment button](#) on the agency's [Baby Names](#) webpage, which is one of the highest trafficked webpages on [socialsecurity.gov](#), visited by millions of people every year. In turn, HMHB is adding two SSA messages to the text4baby message content. The first is a reminder for moms to apply for their babies' SSNs in the hospital after delivery. Children need SSNs for a variety of reasons, including enrollment in public or private health insurance plans and obtaining certain

government services. The second will be an alert in May, to coincide with the agency's Mother's Day release of the latest annual list of the most popular boys' and girls' baby names. Thank you again, SSA!

Special Thanks to our Partners: Partner Survey Feedback!

We learned so much from the text4baby 2011 survey which asked partners around the country for feedback on the content and frequency of text4baby messages, outreach tools, materials, and the communication they are receiving from the national campaign. The vast majority of our partners who responded work with both pregnant women and new mothers. More than half of the respondents said they reach at least 100 pregnant and/or new moms on a monthly basis. Also, an overwhelming majority of respondents said that the messages are well received by users. The most popular outreach activity is distributing text4baby materials to pregnant women and new moms, followed by posting flyers/posters, individually showing users how to sign up, training staff to promote text4baby, and including a paragraph about the service in a newsletter. Posting on Facebook was identified as the most used and most effective social media/traditional media outreach activity. Other top activities included press releases and print newspaper articles. One partner enthusiastically highlighted an event they held, "We conducted a 'Baby Shower' at a clinic serving very high risk (substance using) women and before we could even explain our display every single woman there had already entered the t4b number into their cell phone! It was a HUGE success! We are replicating the event next month and hope for another great turn out!" Another partner emphasized the benefit of using text4baby enrollment data by saying, "We use the data in reports to our county board so that we have continued funding for our program areas. We also use the data to track our effectiveness and to inspire staff to do more!"

Thanks for your input!

Text4baby Hits Newsstands!

Special thanks to Johnson & Johnson for supporting the text4baby feature advertisement in the current issue of [Ebony](#) magazine. We think it looks great! Pick up a copy or see the ad here (also, to view a larger image, [click here](#)).



Text4baby offers Helpful Tips to Moms On the Go

WWAY Channel 3 ABC News featured text4baby in a recent article highlighting one of many local North Carolina text4baby partner organizations, [Smart Start of New Hanover County](#). Smart Start Family Services Manager, Mebane Boyd, praised the service by stating, "This is a way for moms to get hints on ways they can interact with their children, even things like singing to them or talking to them or making sure they get their immunizations." The piece also highlighted a North Carolina resident's positive experience using text4baby who said, "With the text messages, you get them so regularly and so frequently and the timing seems to be insane, like it's always spot on, like exactly what I'm going through or I'm worried about," she said. "I get a text message reassuring me, telling me not to worry." To read the full article, [click here](#).

mHealth Highlight

Increasing Tobacco Use Cessation: Mobile Phone-Based Interventions

The Community Preventive Services Task Force recently released their findings around mobile phone-based interventions for tobacco cessation. The task force now recommends the use of mobile phone-based interventions for tobacco cessation based

on “sufficient evidence of effectiveness in increasing tobacco use abstinence among people interested in quitting.” The evidence was considered sufficient based on findings from six studies that utilized mobile phone-based interventions either alone or in combination with Internet-based interventions. These mobile phone-based cessation interventions often use interactive features that can deliver evidence-based information, strategies, and behavioral support directly to individuals looking to quit smoking. Additionally these programs can be developed or adapted with specific populations in mind. To learn more about the Community Preventive Services Task Force’s findings, click [here](#).

Our partners at Voxiva have recently launched Text2Quit, an evidenced-based mobile smoking cessation program developed with health communications experts that has shown significantly [higher quit rates](#). If you or your colleagues are interested in learning more about Text2Quit, please contact Chris Yu at cyu@voxiva.com.

Please Join Us for A Celebration!

It's HMHB's birthday! Join us in celebrating the National Healthy Mothers, Healthy Babies Coalition's 30 years of service to maternal and child health with cocktails and cake, February 2nd from 4:30 to 7 p.m. at Washington, DC's Mandarin Oriental Hotel. Details available on HMHB's [homepage](#). RSVP to jsharp@hmhb.org by Friday, January 27th. Can't make it to the event? Join HMHB's virtual birthday party on HMHB's [Facebook page](#).

Text4baby Initiatives for Partners

Legacy Camera Program

Don't forget! HMHB has easy-to-use, handheld camcorders available for partners to borrow free of charge. Get creative in telling your story or that of the moms you work with, so others may see your successful text4baby promotional activities. To learn more about this program and how to borrow a camera, click [here](#).

Text4baby Job Opening

Research Manager

The National Healthy Mothers, Healthy Babies Coalition is seeking a Research Manager to support text4baby's efforts to grow the evidence base around the service. The job entails working with our real-time data and formal evaluation partners. The research manager will inform the enrollment strategy and partner efforts, and will establish a new model for mobile health. Qualifications include a Master's Degree (Doctorate preferred) and proven expertise in public health evaluation, including devising evaluation plans and coordinating resources to complete evaluation. This full-time, exempt position is based in Alexandria, Virginia. To read the full job description, please visit [here](#). Interested candidates should email their resume or CV, cover letter, and salary history to hr@hmhb.org with “Research Manager” in the subject line. Qualified candidates will be contacted directly for interviews. No phone calls please.

Voxiva Job Opening

Text4baby Digital Program Manager

Voxiva, Inc., a leading provider of mobile health information solutions, seeks a highly driven product marketing manager with expertise in driving consumer engagement and recruitment through digital tools (web, social media, e-mail, search, and advertising). Based in Washington DC Headquarters, the successful candidate will have responsibility in driving consumer engagement and enrollment in the award

winning “text4baby” service, which is jointly offered by Voxiva and its partner, the Healthy Mothers, Healthy Babies Coalition (HMHB). The ideal candidate will have proven experience at developing and implementing digital tools that have resulted in the engagement of hundreds of thousands of consumers. Qualifications include a minimum of 5 years of experience in digital product marketing with hands on experience implementing web, social media and internet based tools, BA/BS degree, MPH or similar health-related qualifications preferred. To read the full job description, please visit [here](#). Interested candidates should email their resume or CV, cover letter, and salary history careers@voxiva.org with “Text4baby Digital Program Manager” in the subject line. Qualified candidates will be contacted directly for interviews. No phone calls please.

Visit www.text4baby.org for more information about the campaign.

For more on maternal and child health, visit the [National Healthy Mothers, Healthy Babies Coalition](#).

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 the premier sponsor is WellPoint. U.S. government partners include the White House Office of Science and Technology Policy, the Department of Health and Human Services, the U.S. Department of Agriculture, the Department of Defense Military Health System and the U.S. Consumer Product Safety Commission. 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.

You are receiving this communication because you previously expressed interest in the National Healthy Mothers, Healthy Babies Coalition and our text4baby program. If you wish to unsubscribe, please click on the link below.

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