



Text4baby Tuesday

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

January 25, 2011

Text4baby founding partner, Grey Healthcare Group (ghg), developed a helpful promotional [video](#) about the service. The video features testimonials from moms, quotes from White House Chief Technology Officer Aneesh Chopra, sample messages and more. [Watch the video!](#) A special thanks to ghg!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome Child Advocates of Nevada County (Nevada City, CA), Inter-Tribal Council of Michigan (Sault Ste. Marie, MI), Healthy Start of Brevard County, (Rockledge, FL), Martin Luther King, Jr. Family Clinic (Dallas, TX), Spirit Health Group (Boca Raton, FL), and Monongahela Valley of Health Centers, Inc. (Fairmont, WV). We greatly appreciate your commitment to spread the word about text4baby! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

Subscriber Update

We now have **129,019** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

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INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

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)

Partner Spotlight

The Genetic Alliance has been promoting text4baby to their members. This past summer, the Alliance invited Judy Meehan, CEO of Healthy Mothers, Healthy Babies, to speak at their annual meeting in Washington, DC. Most recently, the Alliance featured text4baby on their homepage in their *Meet Your Neighbors* section. [Check it out](#) under National Healthy Mothers, Healthy Babies Coalition!

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>.

Text4baby Media

Follow text4baby on Twitter at [mytext4baby](#) and spread the word. Text4baby is also generating a lot of interest on [Facebook](#), and on our [Ning site](#), where partners are setting up their own pages. If you haven't done so already, please "friend," follow or join text4baby today!

mHealth Highlight

The Massachusetts Institute of Technology's Enterprise Forum of the Northwest issued a report that found that baby boomers will have an impact in the adoption of tech-enabled health and wellness products for personal use. The report notes that, "Boomers view tech-enabled health products as a way to foster control and ongoing independence for themselves, especially in light of the rise in incidence of chronic disease with aging, and their desire to reduce costs." [Learn more about their findings](#).

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.

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 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.

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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