



Text4baby Tuesday

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

November 8, 2011

This afternoon, National Healthy Mothers, Healthy Babies Coalition, along with Todd Park, Chief Technology Officer at the U.S. Department of Health and Human Services, Voxiva, CTIA – The Wireless Foundation and executives from the media, wireless, digital, publishing and entertainment industries will take part in a dynamic dialogue on how they can engage their media and social media properties in helping text4baby enroll 1 million moms by the end of 2012. Text4baby is a broad, dynamic public-private partnership that depends on its partners to help promote the service. Text4baby partners have enthusiastically stepped up to the challenge by developing many creative strategies to get the word out. Today's meeting will hopefully lead to many more innovative ideas that we look forward to using to leverage enrollment. Thank you to everyone who is participating in this exciting meeting!

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

Welcome New Partners!

This week, we welcome the following new partners:

- Brownwood WIC (Brownwood, TX)
- Eastside Women's Specialists (Birmingham, AL)
- Highline Medical Services Organization (Sea Tac, WA)
- Woodland Heights Medical Center (Lufkin,

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES, PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

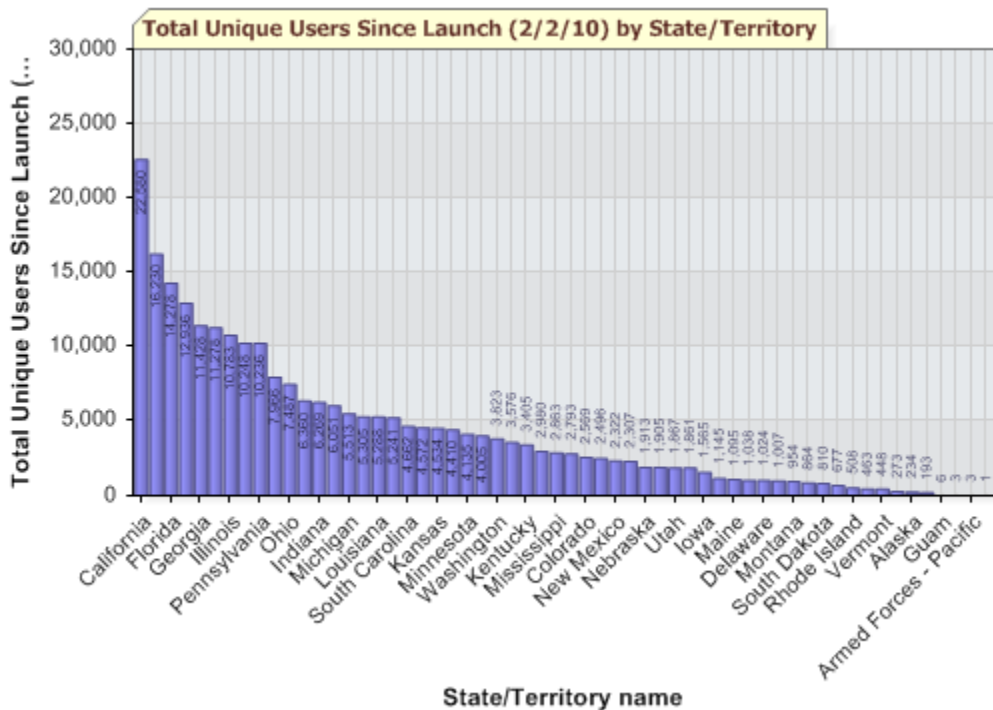
TX)

We greatly appreciate your commitment to spreading the word about text4baby! For a complete list of partners, visit:

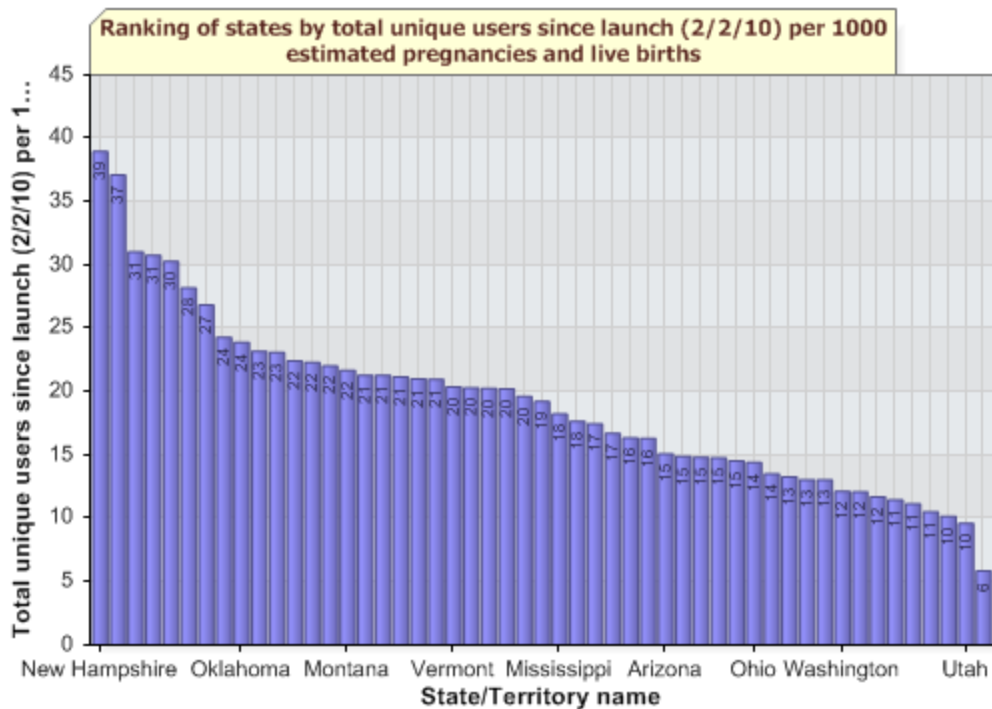
<http://text4baby.org/index.php/partners>.

Subscriber Update

Text4baby has now enrolled 250,786 individuals! Ninety-six percent of enrollees report 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](#).

Partner Spotlight

On Thursday, November 3rd, text4baby received a request from the Connecticut Department of Public Health (CT DPH) in response to the large number of power outages in the state and the drastic increase in the number of cases of carbon monoxide poisoning, including a number of deaths. CT DPH reported 187 visits to the Emergency Room and five deaths. At that time, there were 430,000 outages in Connecticut, which they estimated could affect approximately 1 million people. CT DPH requested that we send a message to text4baby subscribers in the state to warn families about the risk of carbon monoxide poisoning from using outdoor grills and generators in enclosed areas. Without power, families were not receiving communications from CT DPH, and they felt that texting families would be an effective means of communicating this important message. After receiving this request, text4baby reached out to other state health departments affected by power outages including Massachusetts and New Hampshire to ask if there was a need to send a message to text4baby subscribers in their states as well. The Massachusetts Department of Health responded immediately and agreed that this message would be helpful to distribute in their state. Text4baby worked quickly with partners to develop a text message to get prepared for distribution the following day. A two part message about carbon monoxide poisoning was sent in both English and Spanish to over 2,600 people in Connecticut and Massachusetts. This is a great example of the power of

mobile technology and a fantastic effort by text4baby partners (State health departments, text4baby, Voxiva, and CDC) to act quickly to address a very critical public health issue.

Text4baby in the Media

BabyCenter and ABC News Host Millions Moms Challenge Online Party

In an effort to raise awareness of underserved moms around the globe and to promote the recently launched [Million Moms Challenge](#), a joint effort of [ABC News](#) and the [UN Foundation](#), [BabyCenter](#) is hosting an 8-hour social “Tweet-and-Post-a-Thon” today on Twitter ([#amillionmoms](#)) called the **BabyCenter Million Moms Challenge “Baby Shower for Global Good”**. BabyCenter has been extremely active in using social platforms like Twitter to magnify their efforts to engage moms to communicate in real time. This virtual baby shower will serve as a fun way to connect moms, share support and advice, and to highlight maternal health issues. [Text4baby](#) (@mytext4baby) will be showcased as one of the top organizations that is helping mothers and children around the world. The organizations and participants involved will share real-life stories about challenges faced by moms around the globe. Moms that participate from her computer or smartphone will share personal experiences, photos, and other fun activities. For those that want to participate in the **BabyCenter Million Moms Challenge “Baby Shower for Global Good”** can enter the hashtag [#amillionmoms](#) on Twitter or visit the [BabyCenter Community](#) today between 8 a.m. and 5 p.m. EST. For more information, visit BabyCenter’s [Momformation](#) blog or [Million Moms Challenge](#).

Sen. Carper Congratulates Delaware Partners on Winning Text4baby State Enrollment Contest

Last week, Senator Carper praised text4baby Delaware partners for taking first place in the State Enrollment Contest. Partners included University of Delaware Center for Disabilities and Studies, Westside Family Healthcare, Delaware’s Head Start Programs, and Delaware Division of Public Health. Carper stated how text4baby addresses a top health priority in his state and encouraged parents to enroll in the texting service, “The Text4baby program is a proven tool that helps accomplish one of my top health care priorities – helping patients get better health outcomes for less money. I congratulate the Delaware partners of Text4baby on this award and commend their work to encourage better health by helping provide moms and dads with the information they need to have the healthiest pregnancy possible. I encourage expecting parents who have not done so already to look in to utilizing this helpful tool.” To read the full press release, [click here](#).

mHealth Highlight

Half of Adult Cell Phone Owners have Apps on their Phones

The Pew Internet & American Life Project has released a new report that looks at app adoption among cell phone owners. According to the report, the number of adult cell phone owners who have downloaded an app to their phone nearly doubled between September 2009 and August 2011, going from 22% to 38%. The study further found that while the number of adults downloading apps has grown since 2009, the demographics of those downloading them has not changed much. Young adults, those with higher incomes and education levels, and those living in urban and suburban areas are still more likely to be downloading apps on a cell phone. The study also looked at the types of apps that cell phone owners are downloading, and found that, overall, apps that provide regular updates about everyday information, like the news or weather, and those that help people communicate are the apps most commonly

downloaded. Health apps, though, have been of particular interest to the public health community, and Pew has been measuring use of these apps for more than a year. This 2011 report found that 29% of adults who have downloaded an app to their cell phone or tablet computer have downloaded a health app to help manage or track their health. To read the full study from Pew Internet & American Life Project, click [here](#).

Text4baby Initiatives for Partners

Legacy Camera Program

To help Outreach Partners document their text4baby promotional activities, lessons learned, and feedback from moms, HMHB has 10 Flip brand video cameras (very easy-to-use handheld camcorders) available for partners to borrow free of charge. We hope that this program will make it easier for our Outreach Partners to share their success with others around the country. To learn more about this program and how to borrow a camera, click [here](#).

Text4baby Job Openings

Partner Relations Manager

The National Healthy Mothers, Healthy Babies Coalition is seeking a Partner Relations Manager to oversee outreach to the participating nonprofit and governmental organizations that are core to the text4baby program. The text4baby team seeks an experienced maternal and child health leader to manage our network of over 500 existing partners while establishing strategic new partnerships to advance the program. Responsibilities include serving as the primary contact with senior staff at key national nonprofit, major medical, and federal partners and supervising the outreach staff. The ideal candidate will have demonstrated success managing collaboratives, campaigns or multi--stakeholder initiatives and have a passion for leveraging new technology to improve the health of mothers, babies, and families. Qualifications include 5 - 10 years experience in maternal child health field. This full-time, exempt position is based in Alexandria, Virginia. To read the full job description go to <http://www.idealists.org/view/job/32bCxN8BCFPbD/>. Interested candidates should email their resume or CV, cover letter, and salary history to hr@text4baby.org with "Partner Relations Manager" in the subject line. 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.

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