



Text4baby Tuesday

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

April 27, 2010

Last week, text4baby sent out our millionth text message! Thanks to all of you for playing a part in reaching such a milestone in less than 3 months since launch!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, new outreach partners include General Mills, CIGNA Health Corporation, Blue Cross Blue Shield of Massachusetts, FirstCandle, Rx4good, LLC, AmeriChoice and the Organization of Teratology Information Specialists. Welcome! For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

Subscriber Update

We are excited to report that we now have 31,298 text4baby enrollees, with 95% of enrollees reporting that they would recommend the service to a friend.

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GENERAL INQUIRIES:

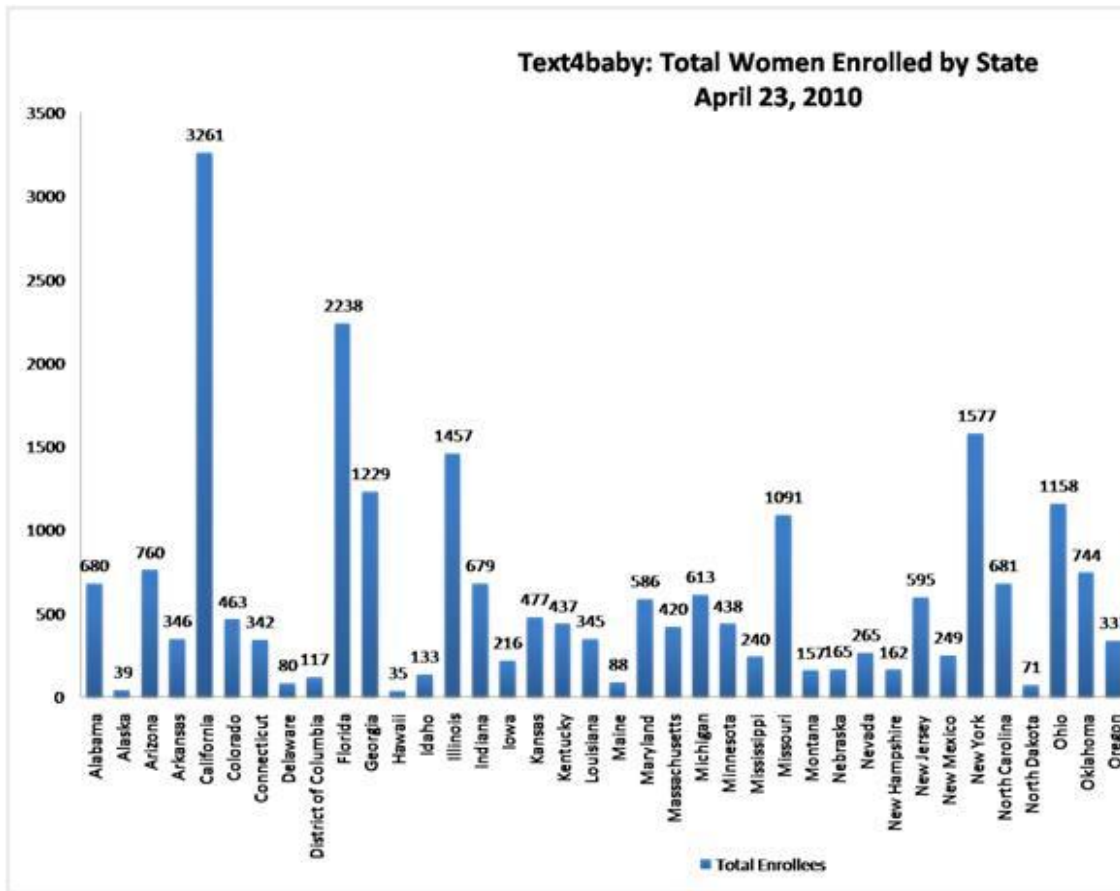
INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG



*Please note that state user data is not weighted by population. View subscriber breakdown by [pregnancy status](#) and [language](#).

Partner Spotlight

Outreach Partners are busy this spring! On Saturday May 1st, the Healthy Mothers, Healthy Babies Coalition of Palm Beach County, Florida will be hosting a text4baby kick-off event ([view the invitation flyer](#)) in partnership with the local Wal-Mart. Participants will receive a bilingual text4baby flyer in shopping bags, a local radio station will be on-site and a number of local restaurants will offer free refreshments. A raffle will be held with gifts for new moms and babies. If you're in the area, check out this fun activity!

Philadelphia, PA partner Maternity Care Coalition has worked with a number of local and state partners to host a press conference and kick-off for the

Philadelphia Text4baby Partnership on Wednesday, May 5th at the Please Touch Museum in downtown Philadelphia. Philadelphia Health Commissioner Donald F. Schwarz will be speaking at the event, held from 2:00-2:30 pm, along with the National Healthy Mothers, Healthy Babies Coalition and local media partner Clear Channel Communications. Text4baby users will be sharing testimonials about the program and its benefits.

Text4baby Media

[Take Two Texts and Call Me in the Morning](#)

TIME Magazine is featuring an article about text4baby in its May 3 print issue! The article highlights the program's objectives with emphasis on the public-private partnership involved in launching "the first free, large-scale foray into mobile health education in the U.S." [Read](#) the article online.

Upcoming Conferences

Next week, text4baby is going to Milwaukee, WI for the National WIC Association Conference (May 2-5). Visit us at our exhibit booth, number 54! We are also presenting at the California WIC Conference (May 3-5) and the National Farmworker Health Conference (May 5-7), which are taking place in San Diego, CA.

mHealth Highlight

[Many teens send 100-plus texts a day, survey says](#)

A CNN report reveals that teens are using text messaging as a primary method of communication with their peers. According to a survey conducted by the Pew Research Center's Internet & American Life Project, the average American teen sends over 100 texts a day, with girls sending more texts than boys. The increasing popularity of texting amongst teens is partly attributed to unlimited texting plans offered by wireless carriers, which is described as an "all-you-can-eat plan". [Read more](#).

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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