



Text4baby Tuesday

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

May 24, 2011

We hope you are enjoying the new and improved www.text4baby.org website. Now that the site is live, we would like to populate it with photos of your text4baby outreach efforts! We know you're doing fantastic things, especially now that the State Enrollment Contest is underway, and we think you should show them off! We invite you to send any and all text4baby-related photos to info@text4baby.org and we will upload them to the website. In order for us to post your photos, please fill out the [photo release form](#). We also encourage you to upload your photos to the text4baby Facebook page as well. We look forward to seeing your work in action!

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

Welcome New Partners!

This week, we welcome the following new partners:

- Blue Cross Blue Shield of Nebraska (NE)
- Connecticut Dental Health Partnership (Farmington, CT)
- Connecticut Department of Public Health (Hartford, CT)
- Grays Harbor County Public Health and Social Services Department (Aberdeen, WA)
- Kitsap County Health District (Bremerton, WA)
- National Head Start Association
- Volunteer State Health Plan, Inc (TN)

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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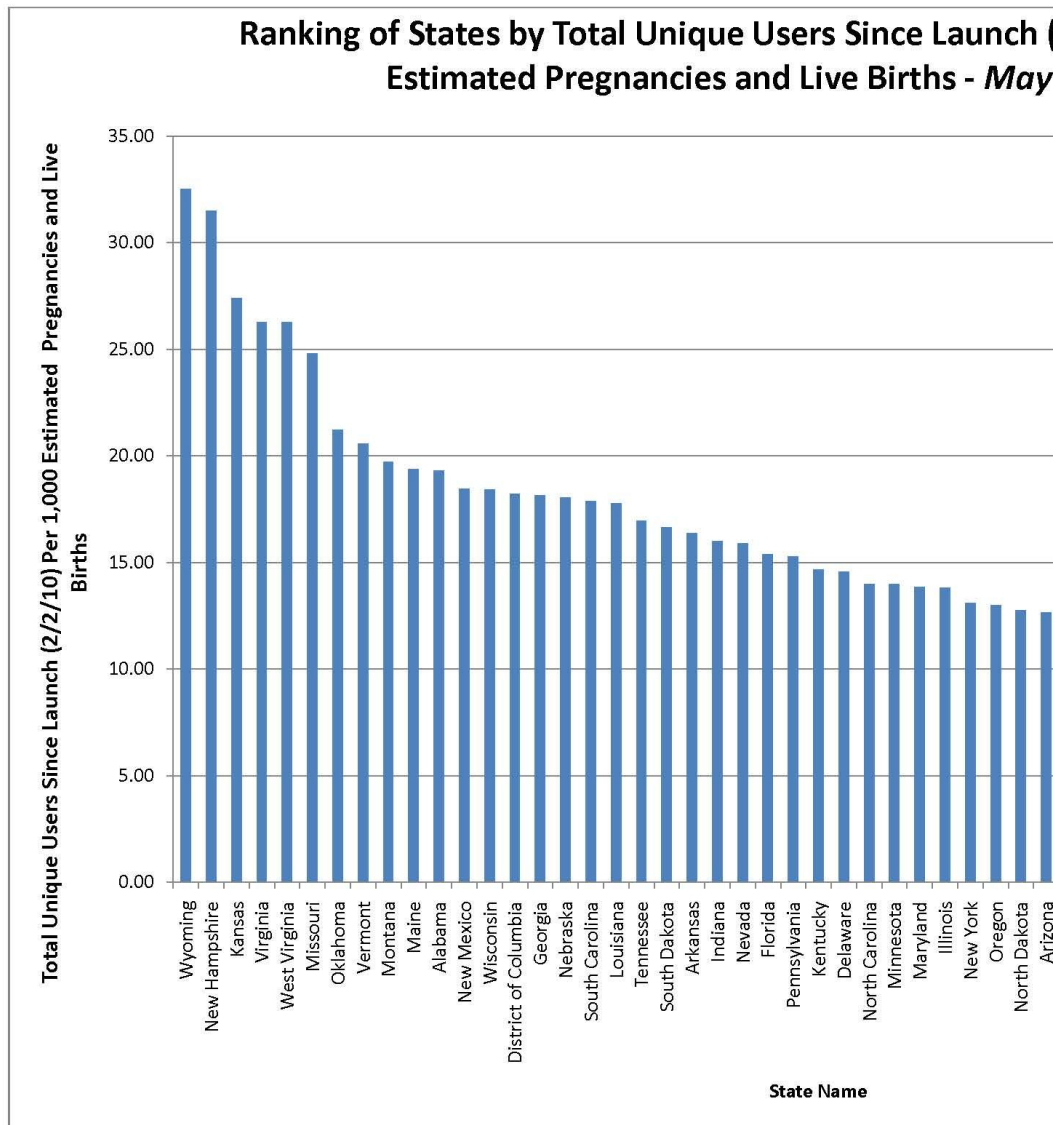


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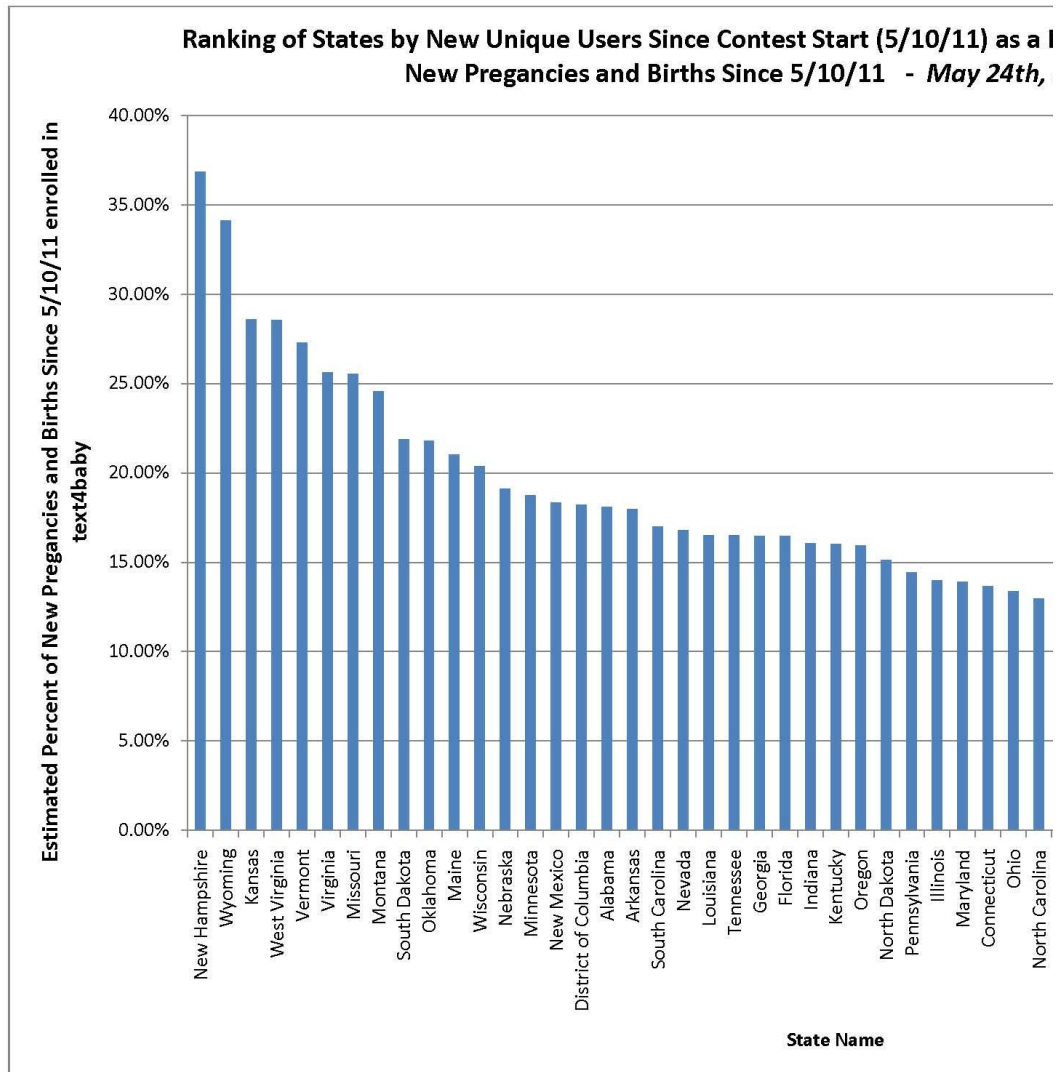
GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG
PARTNERSHIP INQUIRIES:
PARTNERS@TEXT4BABY.ORG
FOR MEDIA INQUIRIES,
PLEASE CONTACT:
MEDIA@TEXT4BABY.ORG

Subscriber Update

We now have **175,378** text4baby enrollees! 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, adjusted to account for the estimated number of pregnancies and infants in each state, since launch on 2/2/10. Visit <http://www.text4baby.org/index.php/get-involved-pg/2-uncategorised/104> for more information about this chart and how it is calculated.



The chart above shows an estimate for population-adjusted NEW text4baby enrollment (enrollment just during the Contest Period) using annual live birth data per state to approximate the number of NEW pregnancies and NEW infants for each state, during the Contest Period. Visit <http://www.text4baby.org/index.php/get-involved-pg/10-news/80> for more information about the metrics for the Contest Rankings.

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

Text4baby in the News

Protect Our Children: Healthy & Fit

On Saturday, WABC-TV in New York City featured text4baby in a special report entitled

“Protect Our Children: Healthy & Fit.” Hosted by Eyewitness News Anchor Diana Williams, the program profiled text4baby as a way to “help get pregnant and new mothers plus their infants off to a healthy start.” To watch the video, click [here](#).

Baby facts: Free text messaging sends new and expectant moms health tips

Last Friday, text4baby was featured in an article on Medill Reports by the Medill School of Journalism at Northwestern University. The article provided background on the program and sample text messages, as well as quotes from text4baby user Ashley Walton of Chicago. Walton commented, “I got a few texts about breastfeeding and learned how much it can help my baby,...I talked about it with my doctor and ended up breastfeeding and pumping for almost a year after she was born.” The piece also includes quotes from text4baby Director of Education, Arlene Remick and coverage of the new State Enrollment Contest. To read the entire article, click [here](#).

Hollywood, Health & Society: Real to Reel

Text4baby was featured in the Winter 2011 edition of Real to Reel, the newsletter of the Hollywood, Health & Society program of the Norman Lear Center that is sent to over 800 Hollywood television and film writers. Text4baby posters and materials were also distributed to television shows for use as set dressings. The Lear Center is a nonpartisan research and public policy center that studies the social, political, economic and cultural impact of entertainment on the world. Their Hollywood, Health & Society program is a resource for entertainment writers working on medical and health storylines. To read the newsletter, click [here](#).

Silver Anvil Awards: Text4baby: Going Mobile With Pregnancy Education

Last week, the Public Relations Society of America (PRSA) featured text4baby in a podcast as part of a series on finalists for their 2011 Silver Anvil Awards. The award recognizes public relations programs that incorporate sound research, planning, execution, and evaluation. The PRSA spoke to Stacie Paxton, Vice President at Hill & Knowlton to discuss the creation and strategy of text4baby. To listen to the podcast, click [here](#).

Weekly Mobile Health Fast Fact

According to the Pew Internet & American Life Project, there is no gender difference in the number of text messages men and women send daily - men and women send text message in equal amounts. To learn more about who is using cell phones and what they're using them for, click [here](#).

Upcoming Webinars

New Website Training

Text4baby will hold a webinar on how to navigate the new www.text4baby.org website and access all the available tools for your text4baby promotional activities. The webinar will take place on Wednesday, June 1, 2011 at 2:00pm EST. Those interested can register here: <https://www1.gotomeeting.com/register/336138088>.

Text4baby Introductory 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. This webinar will take place on Tuesday, May 31st from 2:00-2:30pm EST. Register by visiting: <https://www1.gotomeeting.com/register/757764561>

Text4baby Job & Internship 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/mnHHndtNhKMD/>. 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.*

Partner Outreach Intern

The National Healthy Mothers, Healthy Babies Coalition is also seeking a Partner Outreach Intern to provide support with daily campaign operations 20-40 hours per week. Responsibilities include assisting with communication related to partner outreach, managing the partner database, supporting program representation at conferences, exhibitions, trade shows and meetings and offering general and administrative support. Qualifications include enrollment in an undergraduate or graduate program. Interest in public health or related field desired. This internship position is based in Alexandria, Virginia. To read the full job description go to <http://www.idealists.org/view/internship/CPhx36pmmTnp/>. Interested candidates should email their resume and cover letter to hr@text4baby.org with "Partner Outreach Intern" 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 premier sponsors include WellPoint 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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