



# Text4baby Tuesday

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

**June 14, 2011**

Last week, text4baby received a great honor from the Public Relations Society of America (PRSA) which presented the service with the 2011 Best of Silver Anvil Award, which is given "annually to organizations that have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness." Text4baby rose to the top among some tough competition, including companies like Pepsi, Federal Express, and Starbucks. Sarah Colamarino, VP of Corporate Communications at Johnson & Johnson, Judy Meehan, CEO of the National Healthy Mothers, Healthy Babies Coalition and the team at Hill & Knowlton were at the announcement ceremony to accept the prestigious award. A huge congratulations to all our partners who have made text4baby a national grassroots movement. To read the full press release, click [here](#).

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

## Welcome New Partners!

This week, we welcome the following new partners:

- Assurance Wireless
- Affinity Health Plan (NY)
- Carlton County Public Health Parent Child Health Team (Cloquet, MN)
- Kootenai Health (Coeur d'Alene, ID)
- Lafayette General Medical Center (Lafayette, LA)
- Lifesteps, Inc (Butler, PA)
- Ready, Set, Parent! (NY)

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

### CONNECT WITH US:

[Become a fan on Facebook](#)

 [Join us on Ning](#)

 [Follow us on Twitter](#)

### SHARE THIS EMAIL:



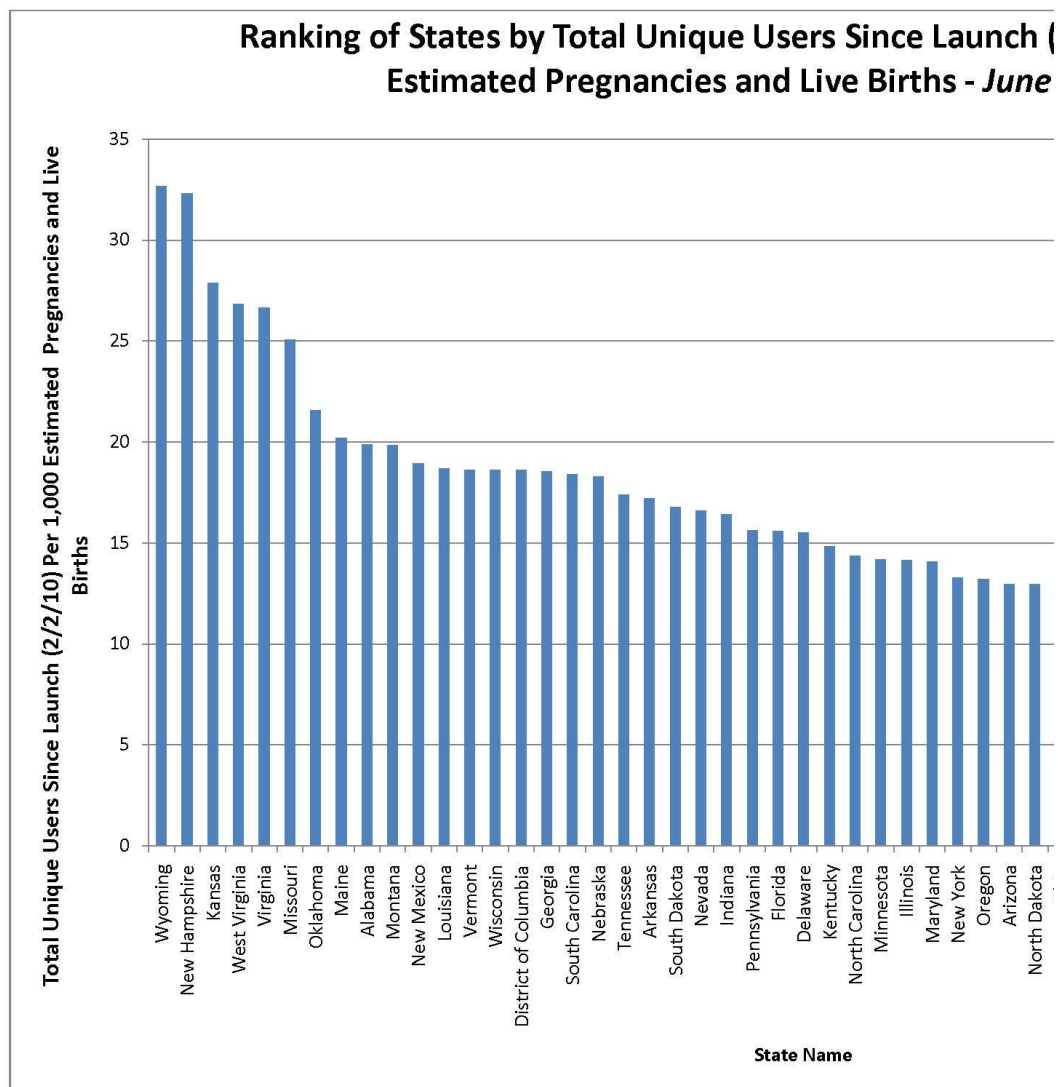
### CONTACT US

GENERAL INQUIRIES:  
[INFO@TEXT4BABY.ORG](mailto:INFO@TEXT4BABY.ORG)  
PARTNERSHIP INQUIRIES:  
[PARTNERS@TEXT4BABY.ORG](mailto:PARTNERS@TEXT4BABY.ORG)  
G  
FOR MEDIA INQUIRIES,  
PLEASE CONTACT:  
[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

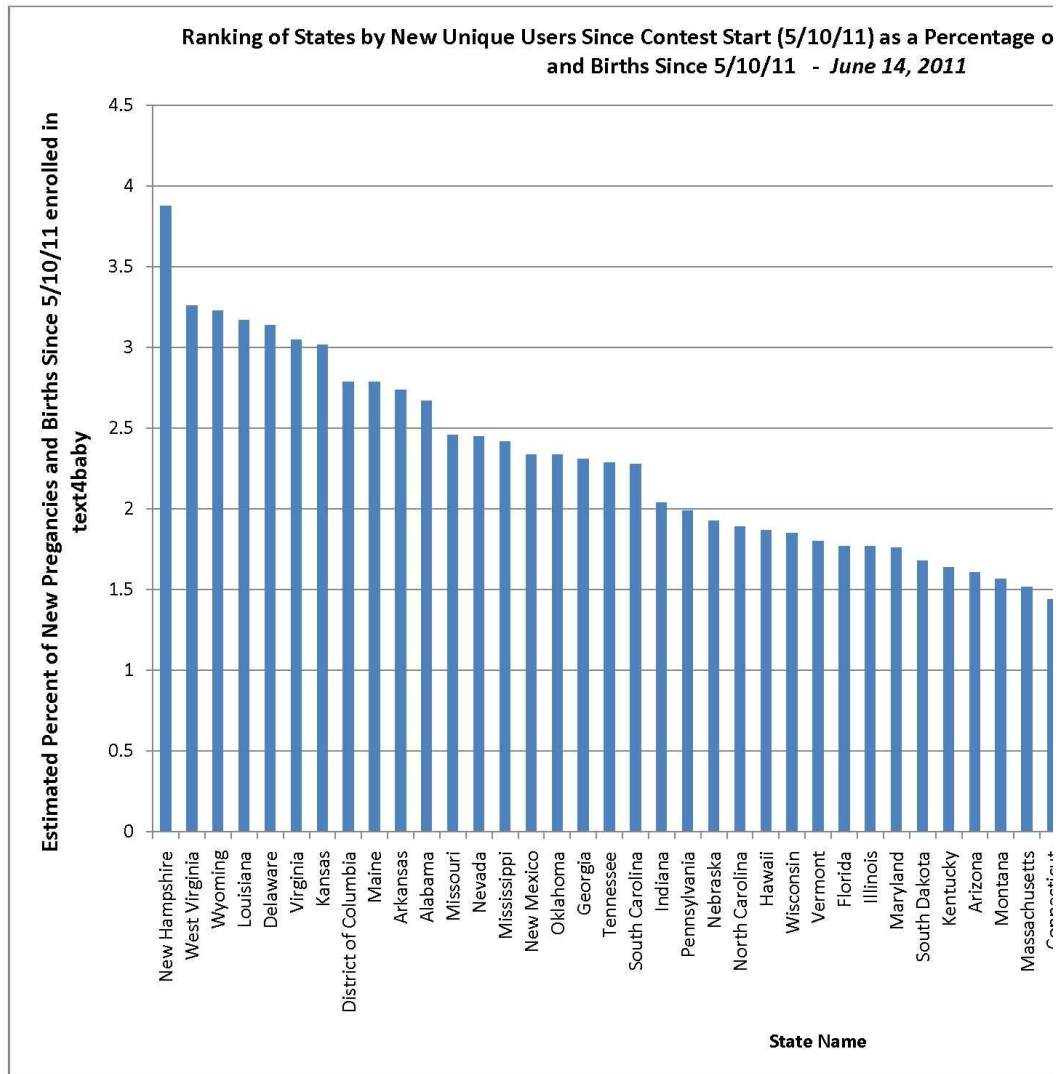
visit: <http://text4baby.org/index.php/partners>.

### Subscriber Update

We now have 183,561 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 since launch on 2/2/10. Visit <http://www.text4baby.org/index.php/get-involved-pg/2-uncategorised/104> for more information on how this chart is calculated.



The chart above shows an estimate for population-adjusted text4baby enrollment during the Contest period. Visit <http://www.text4baby.org/index.php/get-involved-pg/10-news/80> for more information on how the chart is calculated.

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

---

### Partner Spotlight

Text4baby partner, the APHA Latino Caucus for Public Health, represents and provides advocacy for the health interests of the Hispanic/Latino community, within and outside the American Public Health Association. The Caucus actively promotes text4baby in the Latino community by putting advertisements on its member website, including

information about the service in its executive leadership email communication, and most recently, by sharing text4baby fliers with community partners that serve Hispanics —such as the Proyecto Salud Clinic in Montgomery County, Maryland. Thank you APHA Latino Caucus and Proyecto Salud for helping to get the word out to Hispanic/Latina moms about text4baby!

### **Text4bebe News**

#### *Latinos going mobile for more reasons than expected*

According to a new study, few groups in America have benefited from mobile technology – cellular telephone, SMS and mobile broadband service – more than the Hispanic community. The report, *Connected Hispanics & Civic Engagement*, released by The Hispanic Institute (THI) examines the increased utilization of mobile technology amongst Hispanics and the reasons driving the growing adoption rate. In addition to using mobile broadband for its entertainment value, the report asserts that Hispanics are combining their “greater reliance on handheld wireless devices” and their “dynamic and influential voice in American political and social discourse” to discover new means to participate in civic activities. In particular, the report states that “the use of social networking sites by Hispanics in the U. S. has outpaced that of other groups” as a way to stay connected to family and culture as well as to organize and mobilize people. “Mobile and wireless technology have helped narrow the digital divide for Hispanics,” stated Gus West, Board Chair of The Hispanic Institute. Check out the full report [here](#).

### **mHealth Highlights**

#### *Voxiva launches Text2Quit to help smokers quit with the help of their mobile phone*

Text4baby founding partner, Voxiva, has launched Text2Quit, a new innovative approach to smoking cessation. Text2Quit delivers highly interactive, customized educational content that is based on the user’s quit date. The program utilizes mobile surveys that allow users to receive advice, play games to curb cravings, and select prescription or over-the-counter therapies as cessation aids. Additionally, Text2quit collects data to assist users in tracking their own progress. Voxiva’s CEO Justin Sims said of the program, “We are using our highly scalable mobile health platform to put this service into the hands of hundreds of thousands of smokers that otherwise would not have access to smoking cessation support.” To learn more about the Text2Quit program, click [here](#).

### **Partner Data Access**

Did you know? Text4baby Outreach Partners can request access to zip code-level enrollment data! Since March, over 100 text4baby Outreach Partners have gotten access to local data, helping them improve outreach efforts and strengthen text4baby enrollment in local communities most in need. If you’re already an Outreach Partner, simply download the [Data Use Agreement found here](#) and follow the instructions to access to this useful local data. Not yet a partner? Fill out and submit the [MOU here](#). Don’t forget to keep us posted about how your organization is using the data to help your state win the [State Enrollment Contest!](#)

### **Calling All Partners in Puerto Rico!**

If you have been actively promoting text4baby (either formally or informally) in Puerto Rico, we would love to hear from you! The text4baby team is interested in learning more about the service experience in this U.S. territory, and how we can better support you as part of our larger Hispanic outreach efforts. Please respond to [info@text4baby.org](mailto:info@text4baby.org). We look forward to hearing from you!

### **Upcoming Webinar**

*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, June 21st from 2:00-2:30pm EST. Register by visiting:

<https://www1.gotomeeting.com/register/294229585>

### **Text4baby Job & Internship Openings**

#### *Multicultural Outreach Coordinator*

The National Healthy Mothers, Healthy Babies Coalition is seeking a Multicultural Outreach Coordinator who is fluent in Spanish to help develop and nurture relationships with text4baby partners serving women of color, Spanish-speaking women, and faith-based communities. Responsibilities include developing and implementing audience-specific outreach strategies for local, state, and national partners, managing relationships with specific key partners, supporting the Campaign Director in managing and responding to Spanish-language media requests, attending events and conferences both locally and nationally, managing Spanish-language partner materials and tools, and working closely with Director of Education to review and update Spanish-language text4baby messages and to support evaluation and feedback processes around the Spanish content. The ideal candidate will have a Bachelor's degree in public health or related field. Qualifications include 2-5 years of office work experience and written and oral fluency in Spanish. This full-time, exempt position is based in Alexandria, Virginia. To read the full job description go to <http://www.idealists.org/view/job/pT3Zk8b24n2D/>. Interested candidates should email their resume or CV, cover letter, and salary history to [hr@text4baby.org](mailto:hr@text4baby.org) with "Multicultural Outreach Coordinator" in the subject line. *No phone calls please.*

#### *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](mailto: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](mailto:hr@text4baby.org) with “Partner Outreach Intern” in the subject line. *No phone calls please.*

#### *Data and Evaluation Intern*

The National Healthy Mothers, Healthy Babies Coalition is seeking an intern to support data and evaluation efforts around the text4baby program 20-40 hours per week. Responsibilities include working with the Campaign Manager to provide technical assistance to hundreds of Outreach Partners seeking access to data, to maintain and update the publication/presentation calendar for scholarly data-sharing, to run basic analyses on text4baby enrollment data, and to edit tools related to data and evaluation of the program. Qualifications include a Master's degree or enrollment in a Master's program in public health or related field. Familiarity with Microsoft Excel and basic statistical knowledge required. Enthusiasm and flexibility a must! This internship position is based in Alexandria, Virginia. To read the full job description go to <http://www.idealists.org/view/internship/Gh76ZZK5bcxd/>. Interested candidates should email their resume and cover letter to [hr@text4baby.org](mailto:hr@text4baby.org) with “Data and Evaluation Intern” in the subject line. *No phone calls please.*

---

Visit [www.text4baby.org](http://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.

*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.*

*Information is reported as provided and does not necessarily represent the view of or the endorsement by the National Healthy Mothers, Healthy Babies Coalition. A complete copy of HMHB's disclaimer is available at <http://www.hmhb.org/disclaimer.html>.*



[Unsubscribe <<Email Address>>](#) | [Update your profile](#) | [Forward to a friend](#)

\*|Text4baby Tuesday|\*

*Copyright (C) 2011 National Healthy Mothers, Healthy Babies Coalition All rights reserved.*