



Text4baby Tuesday

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

June 21, 2011

On behalf of the staff at the National Healthy Mothers, Healthy Babies Coalition, I'd like to wish dads everywhere a Happy Father's Day! We know mothers are sharing text4baby with fathers so they can learn more about pregnancy and stay informed about their baby's needs in the first year of life. We also know that many men proudly promote the service to their patients, clients and friends. Our sincere thanks go out to all of the fathers promoting text4baby and supporting pregnant women, new moms, and babies.

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

Welcome New Partners!

This week, we welcome the following new partners:

- Excellus Health Plan, Inc. (NY)
- KIDTASTIK Early Learning Services, Inc (Pembroke Pines, FL)
- National Hispanic Medical Association
- Tug River Health Association (WV)
- Zeta Phi Beta Sorority, Inc, "Eminent" Psi Theta Zeta Chapter Stork's Nest (North Las Vegas, NV)

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

We now have 186,443 text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

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GENERAL INQUIRIES:

INFO@TEXT4BABY.ORG

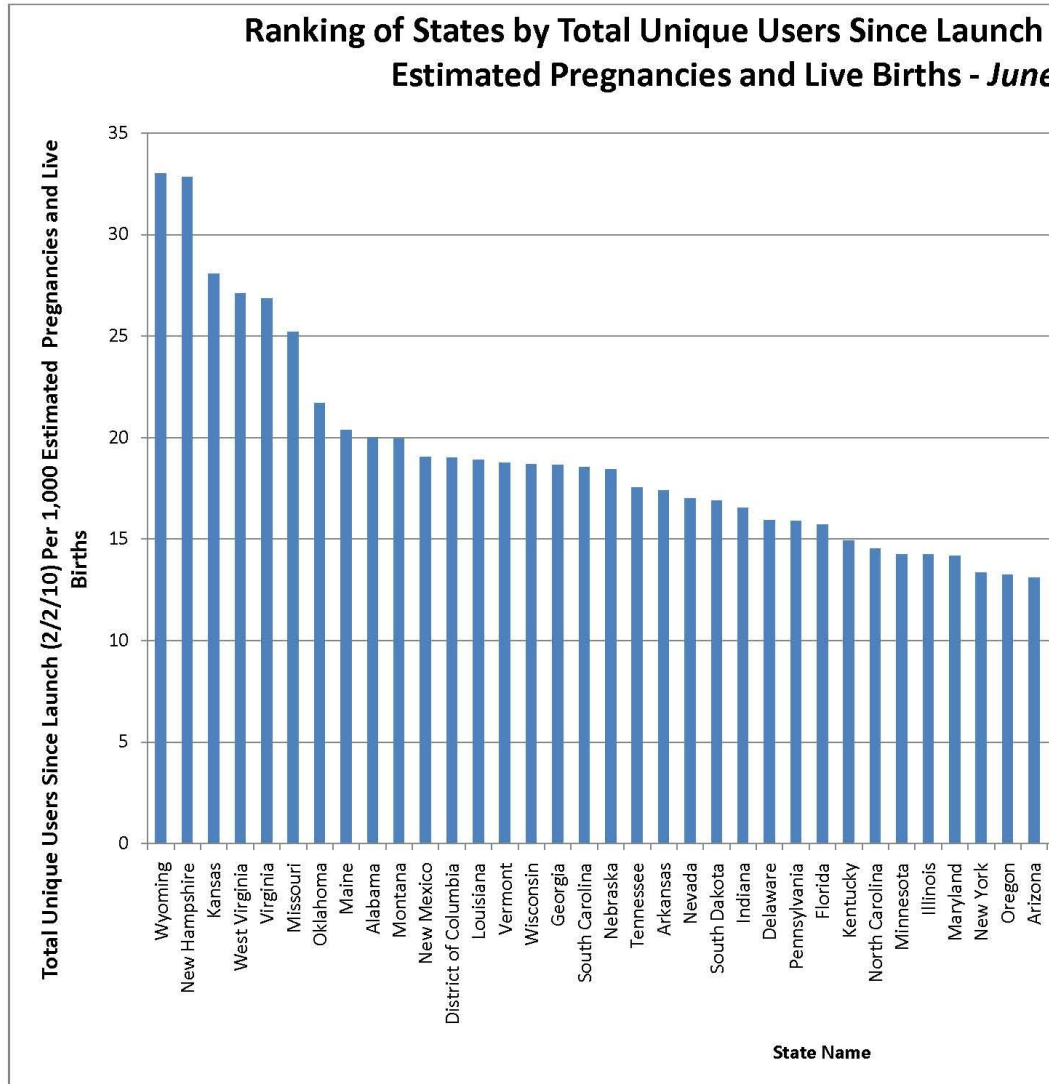
PARTNERSHIP INQUIRIES:

PARTNERS@TEXT4BABY.ORG

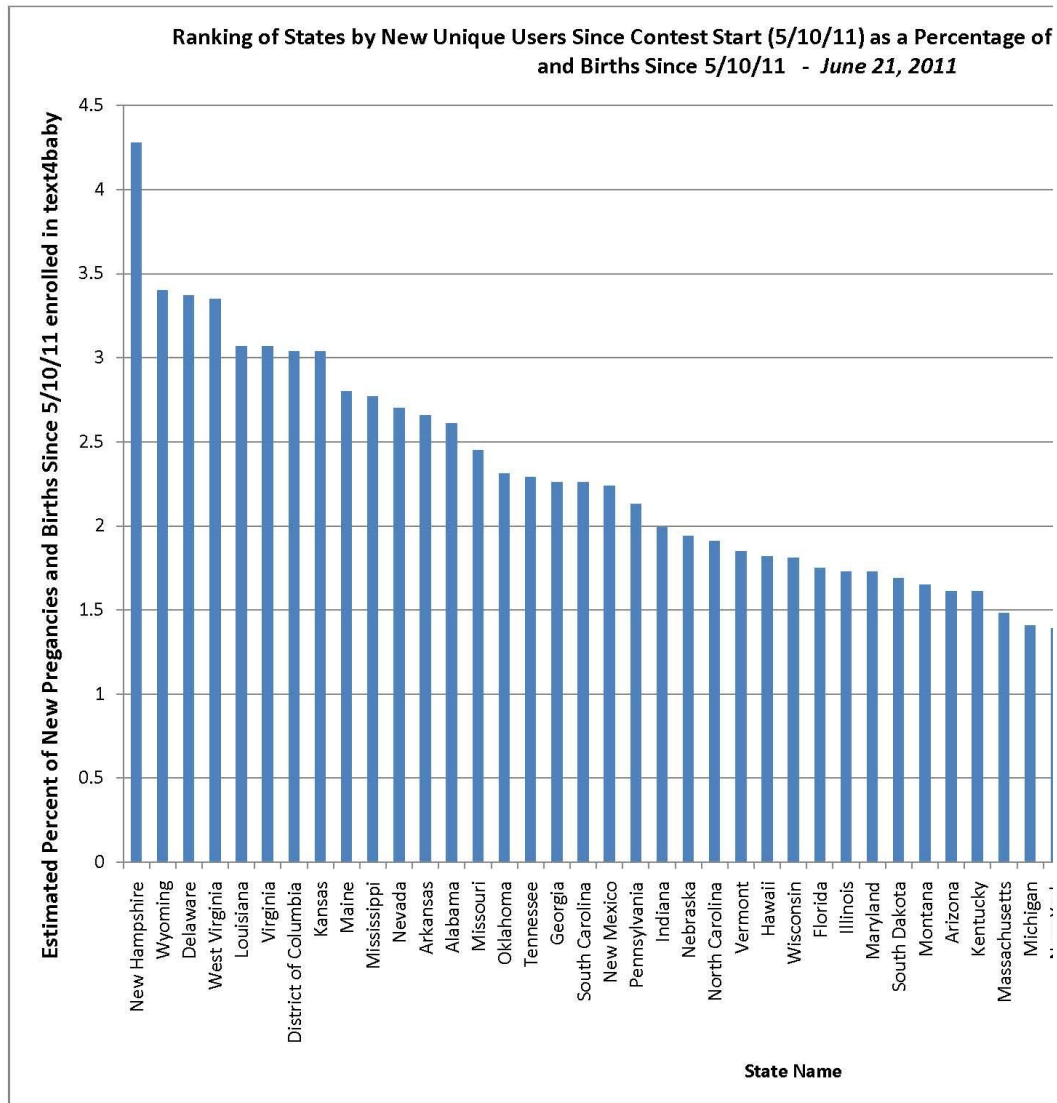
FOR MEDIA INQUIRIES,
PLEASE CONTACT:

MEDIA@TEXT4BABY.ORG

Ranking of States by Total Unique Users Since Launch Estimated Pregnancies and Live Births - June



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

Hudson Health Plan, a text4baby health plan partner based in Tarrytown, NY, is a great example of how text4baby can be integrated into health plan promotion to members to encourage enrollment. Hudson includes information on text4baby in their member and provider newsletter, as well as through their social media outlets. Posters and fliers are

distributed at network clinics, and text4baby has been fully integrated into their existing maternal care program, Mommy & Me. Once a pregnant member is identified, she is interviewed to determine if she is a high-risk pregnancy. That member then receives a welcome packet that includes information on text4baby, as well as follow-up with additional information 6 months and then 8 months into the pregnancy. Upon delivery, Hudson encourages the mother to continue to use text4baby through the baby's first year of life. Says Lillian Jimenez, Clinical Member Outreach Coordinator, "Feedback has been great and our members feel that the messages are informational and timely based on where they are in their pregnancy or following birth, answering questions that they often didn't even know to ask! "

Text4baby in the Media

Good News Broadcast: Judy Meehan and Paul Meyer

This week, Good News Broadcast featured two interviews: one with Judy Meehan, the CEO of the National Healthy Mothers, Healthy Babies Coalition and one with Paul Meyer, co-founder and President of Voxiva. Good News Broadcast delivers news stories about people making a positive social impact, presented in an unedited video format. Ms. Meehan discussed the strong relationship HMHB has with Johnson & Johnson, the founding of HMHB, and described the text4baby program. Mr. Meyer was interviewed about the history of Voxiva, the potential of mHealth, and his background and involvement with the Text2Quit and Text4baby programs. To watch the interview with Ms. Meehan, click [here](#) and to watch the interview with Mr. Meyer, click [here](#).

mHealth Weekly Fast Fact

According to PricewaterhouseCoopers' 2010 Health Research Institute Report, more than 10,000 medical and healthcare/fitness-related applications are available for download to smartphones and hundreds of other devices. Forty percent of consumers surveyed by the Health Research Institute said they would pay for remote monitoring devices and a monthly service fee to send data automatically to their doctors. Additionally, men are twice as likely as women to use their cell phone to get health related reminders. They also are more willing to incorporate an application into their cell phone to monitor their health (36% vs. 27%). To read more from the Health Research Institute's study 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. We look forward to hearing from you!

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 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 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.*

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 with "Data and Evaluation 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.

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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