



Text4baby Tuesday

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

June 28, 2011

Partners from every state are coming up with creative ways to reach more women with text4baby and win the State Enrollment Contest. Demonstrating real spirit and creativity, text4baby partner, Immunize Nevada, recently pulled off the first ever text4baby flash mob at the Reno Aces baseball stadium. Seventeen women wearing pink text4baby t-shirts, including pregnant women and new moms, participated in a dance and hundreds of people witnessed it. To see this ingenious approach to bringing visibility to text4baby, [click here](#). You can learn the details about how the flash mob was organized below. Congratulations Immunize Nevada on such a successful and creative initiative!

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

Welcome New Partners!

This week, we welcome the following new partners:

- Southwestern Community Services WIC (Keene, NH)
- Worcester Healthy Start Initiative (Worcester, MA)

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 **189,156** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

CONNECT WITH US:

[Become a fan on Facebook](#)

 [Join us on Ning](#)

 [Follow us on Twitter](#)

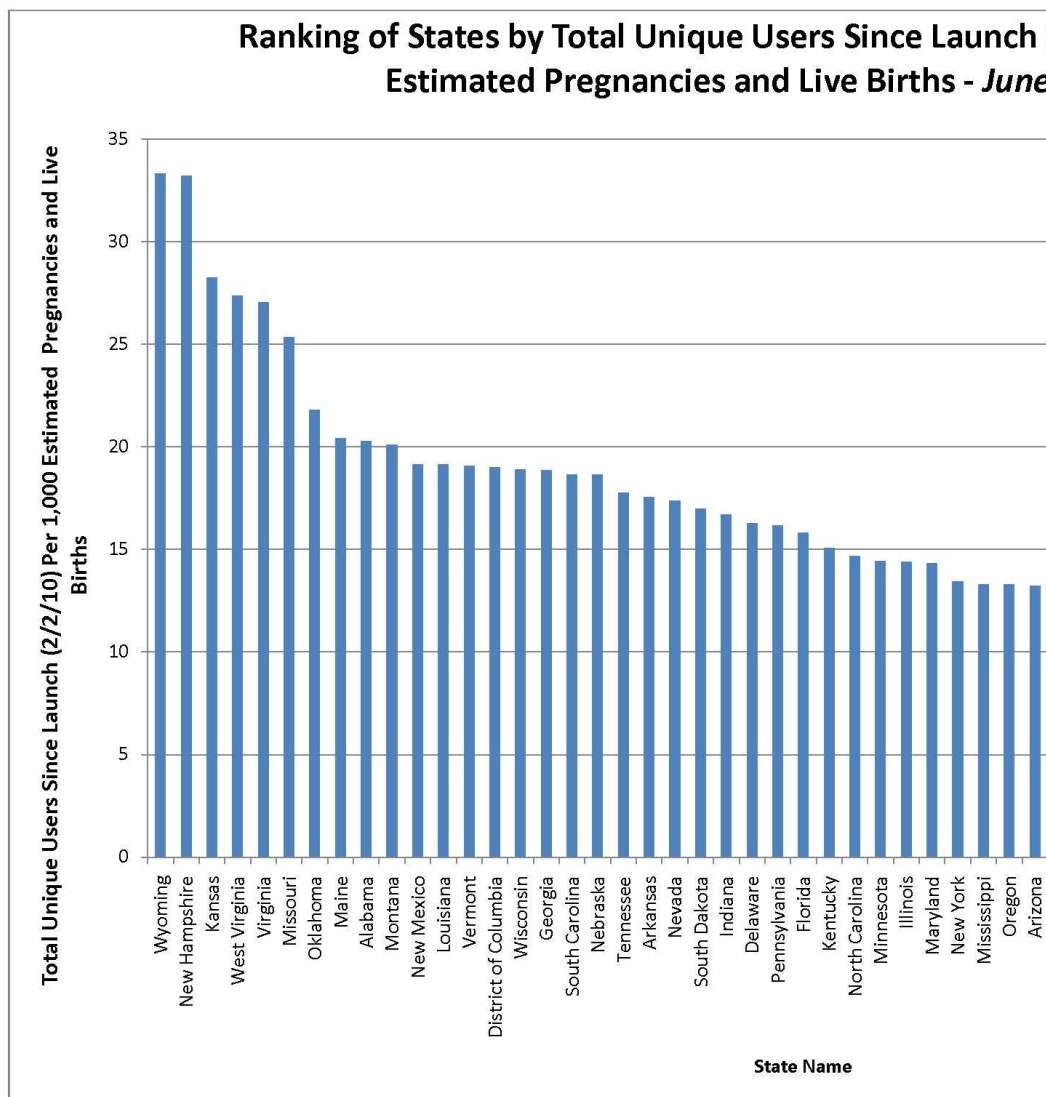
SHARE THIS EMAIL:



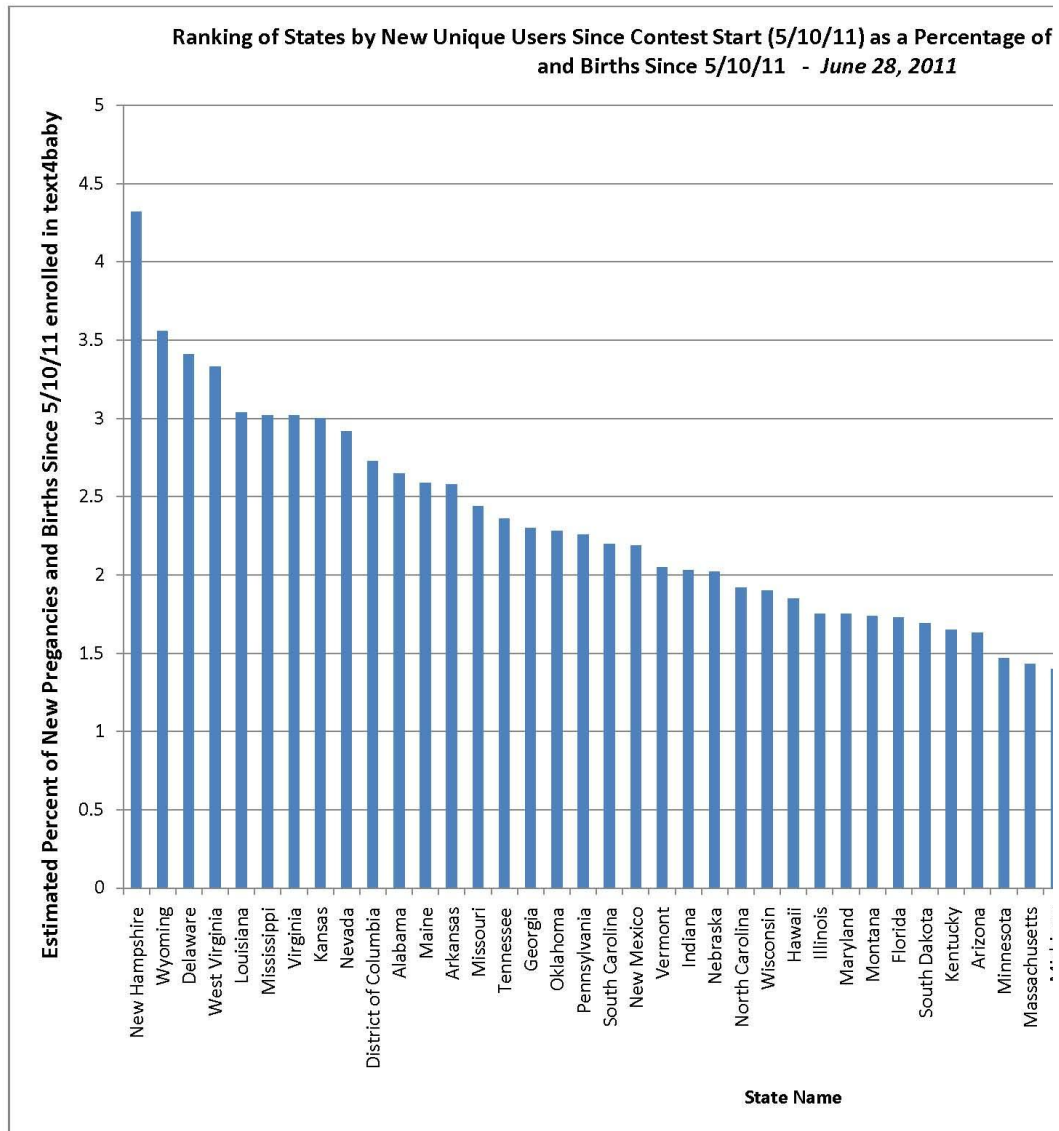
CONTACT US

GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG
PARTNERSHIP INQUIRIES:
PARTNERS@TEXT4BABY.ORG
G
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. Click [here](#) for more information on how this chart is calculated.



The chart above shows an estimate for population-adjusted text4baby enrollment during the Contest period. 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

Text4baby partner, Alliance of Chicago Community Health Services (Alliance) has teamed up with the Illinois Maternal and Child Health Coalition to promote text4baby at three Alliance member community health centers. During pre-natal visits, all women are asked if they are interested in enrolling in text4baby. The patient's intent to enroll in text4baby is captured in the electronic health record system by the care provider and can later be

used to link with outcome measures of interest. Since February 2011, the EHR system has been used to document the intent to enroll in text4baby for 279 women. Thank you to the Alliance of Chicago and the Illinois Maternal and Child Health Coalition for working together to promote text4baby to the women you serve!

State Enrollment Contest: Featured Partner Activity

On Friday, June 24th, Immunize Nevada pulled off the first ever text4baby flash mob. Planning for the flash mob took lots of coordination. To recruit flash mob participants, Immunize Nevada reached out to pregnant women and new moms through the organization's social media outlets and local mom blog sites. Once participants were secured, they received a link to a YouTube video of the dance, which gave step by step instructions. Two "dress rehearsals" were held, which allowed participants to ask questions, see the venue, and get to know one another. As a thank you for participating, the women received a gift certificate to the local mall and two tickets to the June 24th Aces baseball game. Immunize Nevada also provided the participants with bright pink text4Baby t-shirts to wear during the dance.

The flash mob was held at the Reno Aces baseball stadium in Reno, Nevada. The dance took place near the main ticket entrance 30 minutes before the game was set to start. Hundreds of people looked on as 17 pregnant women and new moms danced to the song "Baby" by Justin Bieber. Immunize Nevada worked with the Reno Aces to have the video of the flash mob replayed during the baseball game. The organization also secured media coverage through the local NBC news station. We look forward to hearing about more text4baby flash mobs nationwide.

text4bebe News

WZDC Telemundo - Hola Ciudad

Earlier this month, text4baby user Ruth Torrico, spoke on WZDC Telemundo television about text4baby for their program Hola Ciudad. Ms. Torrico is a mom from northern Virginia who signed up for the service after the delivery of her second child. She found out about text4baby after seeing a Spanish-language poster in her doctor's waiting room. In addition to local news, community sources, and entertainment, the Spanish-language program features a weekly healthy living segment that airs every Tuesday in Washington, DC, Maryland, and Virginia and reaches online viewers across the country. On the show, Ms. Torrico shared how helpful the messages have been in reminding her about timely checkups and developmental milestones for her infant. She particularly appreciated the messages about immunization scheduling and was prompted to ask her doctor for more information. The program reporter Douglas Mejia provided an overview of text4baby. The video is featured [here](#) under "La Buena Vida."

mHealth highlight

mHealth: New horizons for health through mobile technologies

The World Health Organization's Global Observatory for eHealth recently released a comprehensive report based upon the findings from the second global survey on eHealth. The survey gathered information on: Adoption of initiatives, types of initiatives, status of evaluation, and barriers to implementation. The findings of the survey show that the vast majority (83%) of WHO Member States offer at least one type of mHealth service, with many nations offering up to four to six programs. The report also highlights the need for a more strategic approach to planning, developing, and evaluating mHealth activities, as many governments are interested in using mHealth as a complementary strategy for strengthening health systems. To read the full report click [here](#).

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/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 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.