



Text4baby Tuesday

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

June 7, 2011

Last week, we saw firsthand the power of a good news story! After CNN ran its segment featuring text4baby user Stephanie Harris, and National Healthy Mothers, Healthy Babies CEO, Judy Meehan, the story was picked up and featured by a number of local news outlets across the country, including in [Philadelphia](#), [Nashville](#), [New York](#), [Indiana](#), and [Iowa](#). If you know of a story in your community about a text4baby user who finds the service helpful or a provider who promotes the program, we encourage you to pitch it to the media. As we saw last week, stories with a human interest can go far!

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

Welcome New Partners!

This week, we welcome the following new partners:

- Delta-Schoolcraft Great Start Collaborative (Escanaba, MI)
- Victoria OB-GYN Associates (Victoria, TX)
- Coventry Health Care of Louisiana, Inc.

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 **180,862** text4baby enrollees! Ninety-six percent of enrollees report that they would recommend the service to a friend.

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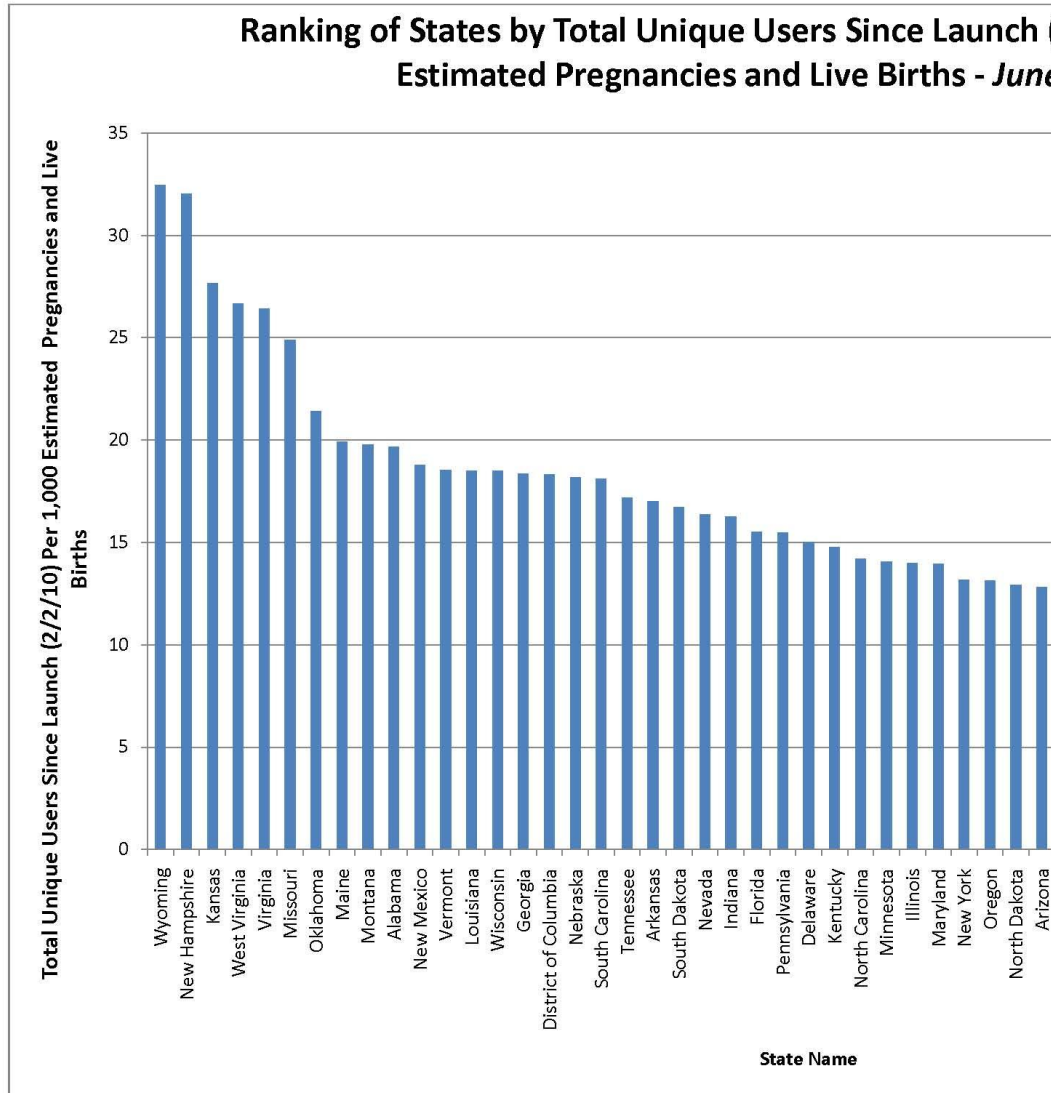
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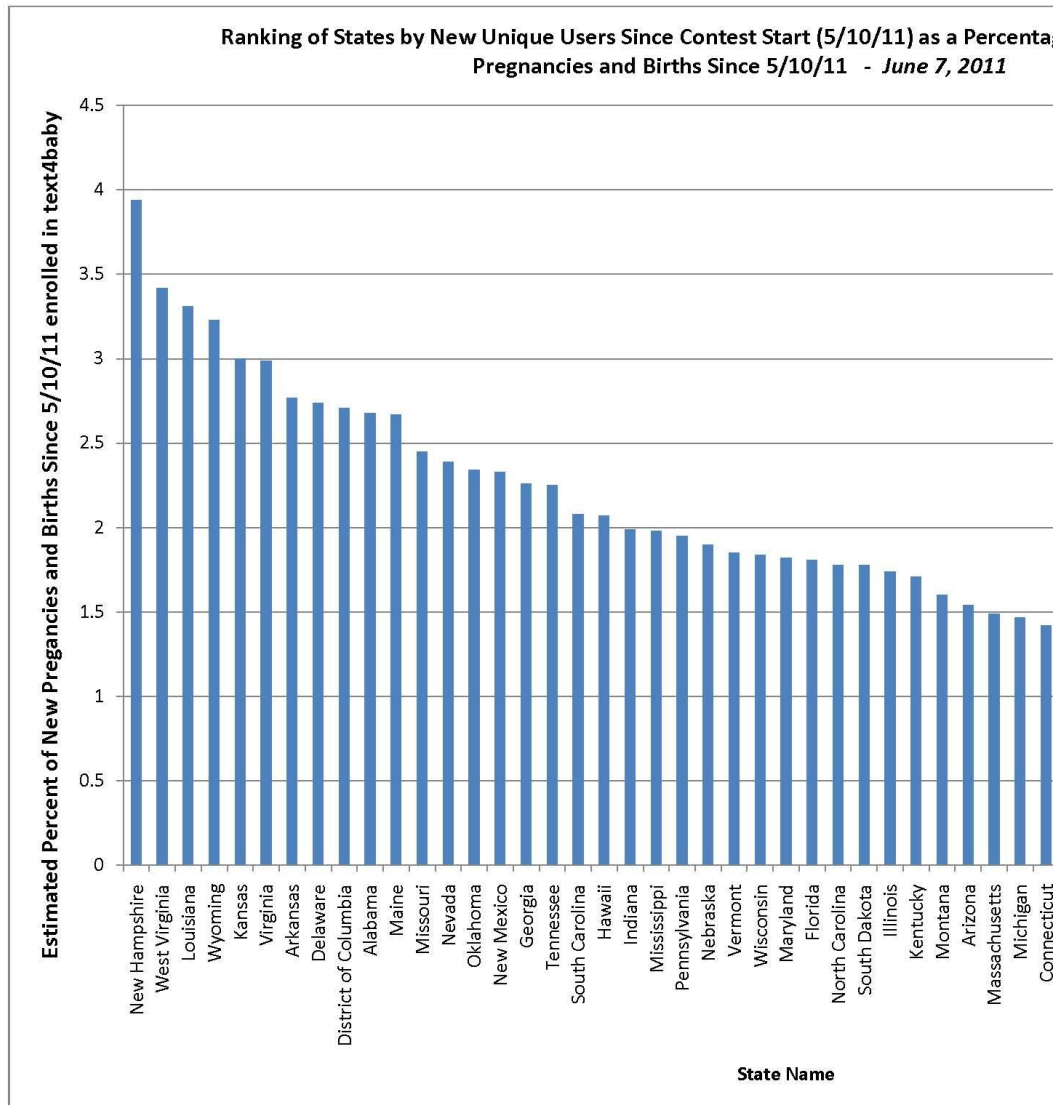
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INFO@TEXT4BABY.ORG
PARTNERSHIP INQUIRIES:
PARTNERS@TEXT4BABY.ORG
FOR MEDIA INQUIRIES,
PLEASE CONTACT:
MEDIA@TEXT4BABY.ORG

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

Capital Area Health Network Promotes text4baby

Last month, the Capital Area Health Network in Richmond, Virginia, held a baby shower to help promote text4baby. Expectant and new moms enjoyed a day filled with food, games, prizes, and also received information about text4baby and health topics such as

gestational diabetes and postpartum depression. WIC and Healthy Families Richmond also participated in the event. Thank you, Capital Area Health Network for promoting text4baby and for all the work you do!

Text4baby in the News

Fox 10 Alabama: Text4baby

Last week, Fox 10 in Mobile, Alabama featured text4baby in a Healthy Living segment. Studio 10 interviewed Kelly Warren from the Mobile County Health Department about the origins of text4baby, how to sign up, and how the program works. The interview also touched on the important role information plays in the health of both mothers and babies. To watch the interview, click [here](#).

Iowa WIC: Friday Facts

This month, the Iowa Department of Public Health (IDPH) featured the text4baby State Enrollment Contest in their weekly WIC newsletter Friday Facts. The article included information about the State Enrollment Contest and a call to action for Iowa WIC agencies to promote enrollment. Thanks to IDPH for promoting the contest! To read the newsletter, click [here](#).

Weekly Mobile Health Fast Fact

According to the Pew Internet & American Life Project, 95% of Americans between the ages of 18 and 29 who own cell phones, send or receive text messages from their cell phones. Additionally, the average teen sends and receives five times more text messages a day than a typical adult. Learn more about cell phone usage by age [here](#).

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 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.

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