



# Text4baby Tuesday

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

**July 27, 2010**

This September, text4baby partner Juvenile Products Manufacturers Association (JPMA) is dedicating Baby Safety Month to safe sleep. In a recent [interview with HMHB](#), Mike Dwyer, Executive Director of JPMA, discussed their new safe sleep campaign launched in June to educate parents about creating an optimal sleep environment for their baby. The campaign includes a five-city education and sleep product donation tour this fall. In each city, JPMA is working with Kids In Distressed Situations to facilitate donations of cribs and other safe sleep environments to children most in need. Learn more about the campaign at [cribsafety.org](http://cribsafety.org).

Arlene Remick  
National Healthy Mothers, Healthy Babies Coalition

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## Welcome New Partners!

This week, we welcome the U.S. Department of Agriculture, Supplemental Food Programs Division, Chicanos Por La Causa, Inc. (AZ), District of Columbia Breastfeeding Coalition, Oklahoma City Inter-Tribal Health Board, Prevent Child Abuse Arizona (AZ), Centro San Vicente (El Paso, TX), Cornell Scott-Hill Health Corporation (New Haven, CT), Opportunity Knocks for Middletown's Young Children Collaborative (Middlesex Hospital Family

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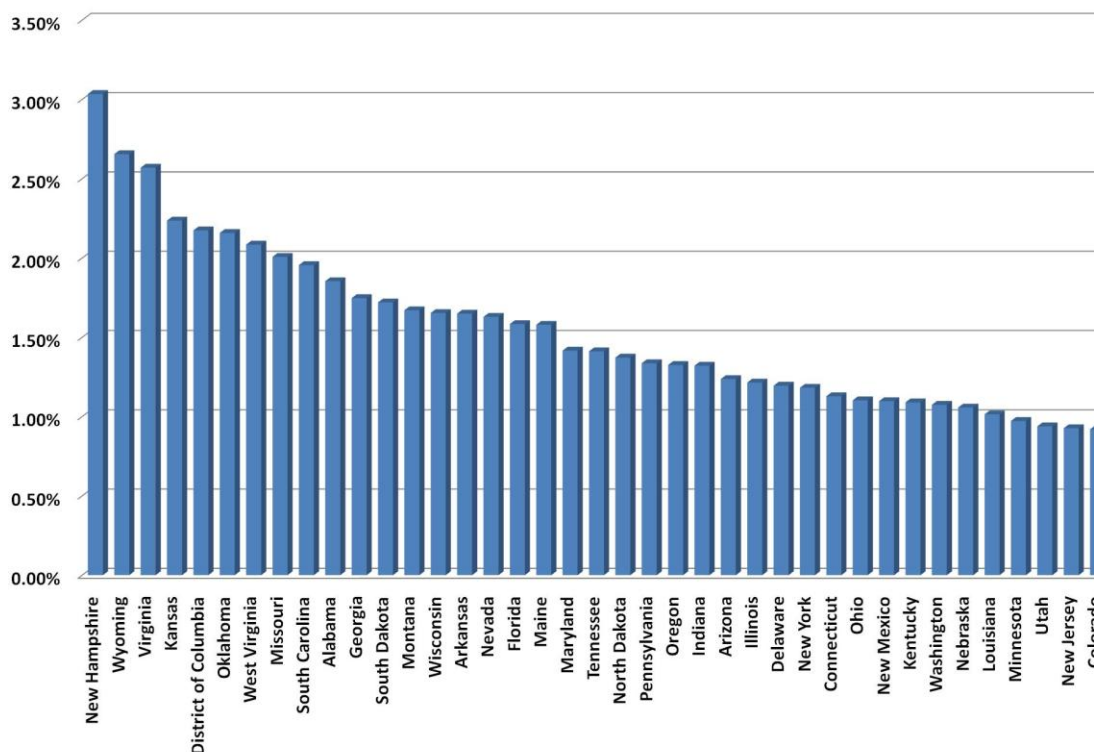
Advocacy Program) (Middletown, CT), Jefferson County Public Health (Golden, CO), Onslow County Health Department (Jacksonville, NC), Utah County WIC Program (Provo, UT), Venice Family Clinic (Santa Monica, CA), Harvard Pilgrim Health Care (MA, ME, NH), Josiah Hill III Clinic (Portland, OR), and First 5 Amador (Jackson, CA). For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

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## Subscriber Update

We now have 62,264 text4baby enrollees, with 95% of enrollees reporting that they would recommend the service to a friend.

Average percentage of pregnant women in each state who have enrolled in text4  
July 23, 2010



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

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## Partner Spotlight

WhyHunger, who manages the National Hunger Clearinghouse, promoted text4baby in their latest national newsletter, the [Clearinghouse Connection](#), sent to 1,400 Emergency Food Providers. The National Hunger Clearinghouse also operates the National Hunger Hotline, 1-866-3 HUNGRY, which connects people to emergency food resources in their community. The hotline is included in the text4baby service, and the Clearinghouse reports that between 2 and 3% of callers this past quarter have called the hotline number through text4baby!

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## Upcoming Events and Conferences

### *Intro to text4baby Webinar*

New to text4baby? Join us for an introduction to the program and learn how your organization can become an outreach partner. Partners will find this webinar helpful to learn more about the program and ask questions.

When: Wednesday, July 28th, 2:00-3:00 PM EST.

Register for the webinar at <https://www1.gotomeeting.com/register/844636968>.

### *National Urban League Centennial Conference*

Text4baby exhibits this week at the National Urban League Centennial Conference in Washington, DC. Visit us at the Johnson & Johnson booth!

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## mHealth Highlight

### [Reality Check: Messaging's vast contributions to society today and tomorrow](#)

Tony Holcombe, President and CEO of Syniverse Technologies (a text4baby implementation partner), wrote last week's "Reality Check" article for RCR Wireless News. Holcombe writes about the "explosive growth of mobile messaging" and how it is not only a value to the end-user but also for the "members of this industry [who] are making positive contributions to society for today and tomorrow." The article covers mobile messaging services like text4baby and Amber Alerts in the United States, one for rural farmworkers in India, and a service dedicated to supporting HIV-positive citizens and their families in South Africa. For more information on these services, Syniverse Technologies and the full article, [click here](#).

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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.](#)

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### *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, Pfizer 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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