



# Text4baby Tuesday

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

**August 24, 2010**

This week, we are pleased to announce the launch of the new online text4baby store! You can purchase text4baby materials, including posters, tear-pads, referral cards, and stickers, in customized quantities. Visit <http://www.circlesolutions.com/text4baby/> or click on the Store tab in the Partner Portal (<http://text4baby.ning.com>).

Arlene Remick  
National Healthy Mothers, Healthy Babies Coalition

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## Welcome New Partners!

This week, we welcome the Genetic Alliance, Latino Caucus for Public Health (American Public Health Association), Healthy Mothers, Healthy Babies Coalition of Massachusetts (MA), Holton Community Hospital (Holton, KS), and Network Health, Inc. (MA). For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

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## Subscriber Update

We now have 71,683 text4baby enrollees, with 96% of enrollees reporting that they would recommend the service to a friend.

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### CONTACT US

GENERAL INQUIRIES:

[INFO@TEXT4BABY.ORG](mailto:INFO@TEXT4BABY.ORG)

PARTNERSHIP INQUIRIES:

[PARTNERS@TEXT4BABY.ORG](mailto:PARTNERS@TEXT4BABY.ORG)

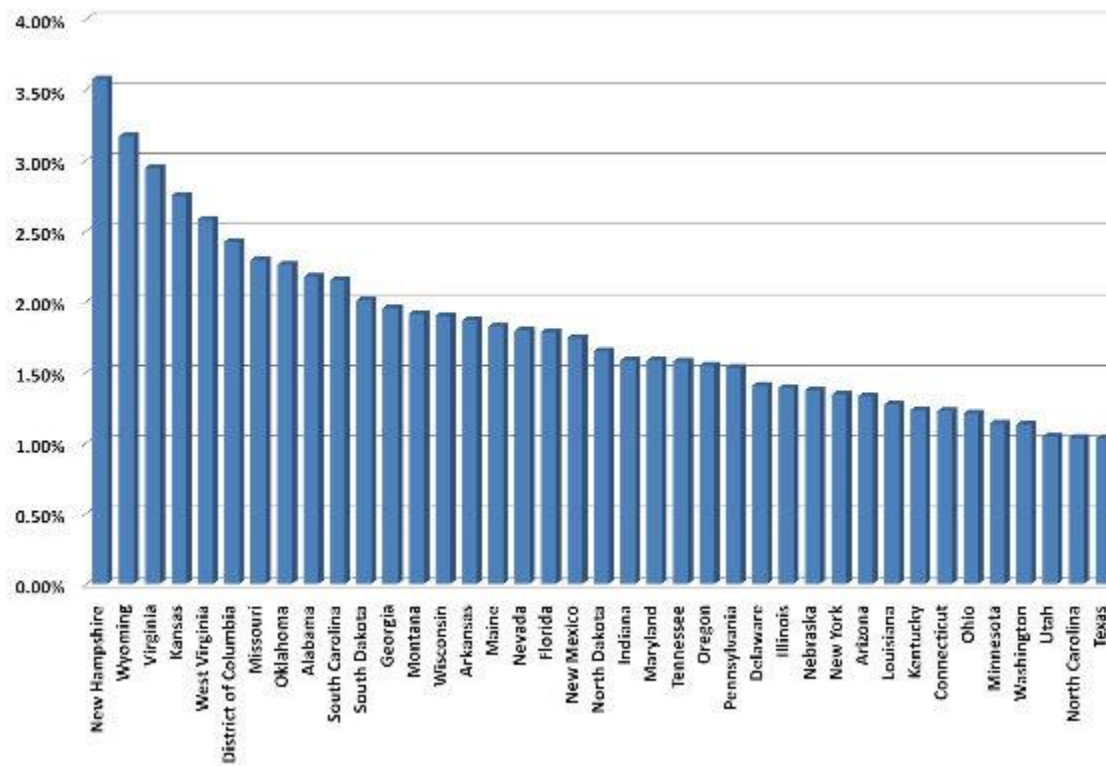
[RG](#)

FOR MEDIA INQUIRIES,

PLEASE CONTACT:

[MEDIA@TEXT4BABY.ORG](mailto:MEDIA@TEXT4BABY.ORG)

Breakdown of Total Enrollees Weighted by Average Expected Pregnancies Per Year by St  
August 20, 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)

## Partner Spotlight

Text4baby Outreach Partner the Pennsylvania Department of Health has been very busy promoting text4baby this summer. A blurb about text4baby was published in their [wellness newsletter](#), reaching 1,600 employees. The multi-agency Health and Human Services Call Center is promoting text4baby through their [HelpinPA facebook page](#) and the baby and kids line to over 10,000 callers a month. In addition, they promoted text4baby at the grand opening of the Latino Community Center recently, reaching over 2,000 people. Finally, they have made text4baby promotional materials available to agencies and offices around the state.

## 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, August 25th, 2:00-2:30 PM EST.

Register for the webinar at <https://www1.gotomeeting.com/register/462250001>.

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### **Text4baby Media**

#### *[The 3-minute interview: Judy Meehan](#)*

Judy Meehan, CEO of the National Healthy Mothers, Healthy Babies Coalition, is interviewed by the Washington Examiner in a recent edition of their "THE 3-MINUTE INTERVIEW" series. Meehan discusses the origin of text4baby and our latest honor, the HHSinnovates award. For more, [read the full article](#).

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### **mHealth Highlight**

#### *[Kenya: Medical Smart Card Extended to Maternal Care](#)*

Through the use of a medical smart card, Kenyan women can now start saving on maternal health costs like childbirth. Participants upload small amounts of money via cellular telephone onto their medical smart card and when the time comes to pay for a medical expense, it is deducted from this card. This report, from AllAfrica.com, states that, "the smart card is [designed] to encourage families to develop a culture of saving for childbirth as well as for their other health needs." For more on this program, [read the full article](#).

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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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