



Text4baby Tuesday

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

August 31, 2010

Last week, the National Healthy Mothers, Healthy Babies Coalition participated in the stakeholder meeting for the National Action Plan for Childhood Injury Prevention, hosted by the Centers for Disease Control and Prevention (CDC). Text4baby was recognized as a unique communication vehicle and a way to help parents keep kids safe and injury free!

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Welcome New Partners!

This week, we welcome Parents Anonymous, Inc., California Parent Engagement Center (CA), Health Care Coalition of Southern Oregon (Medford, OR), Dubois County Health Department (Jasper, IN), and the Jasper Newton County Public Health District WIC Program (Jasper, TX) For a complete list of partners, visit <http://text4baby.ning.com/notes/Partners>.

Subscriber Update

We now have 74,162 text4baby enrollees, with 96% of enrollees reporting that they would recommend the service to a friend.

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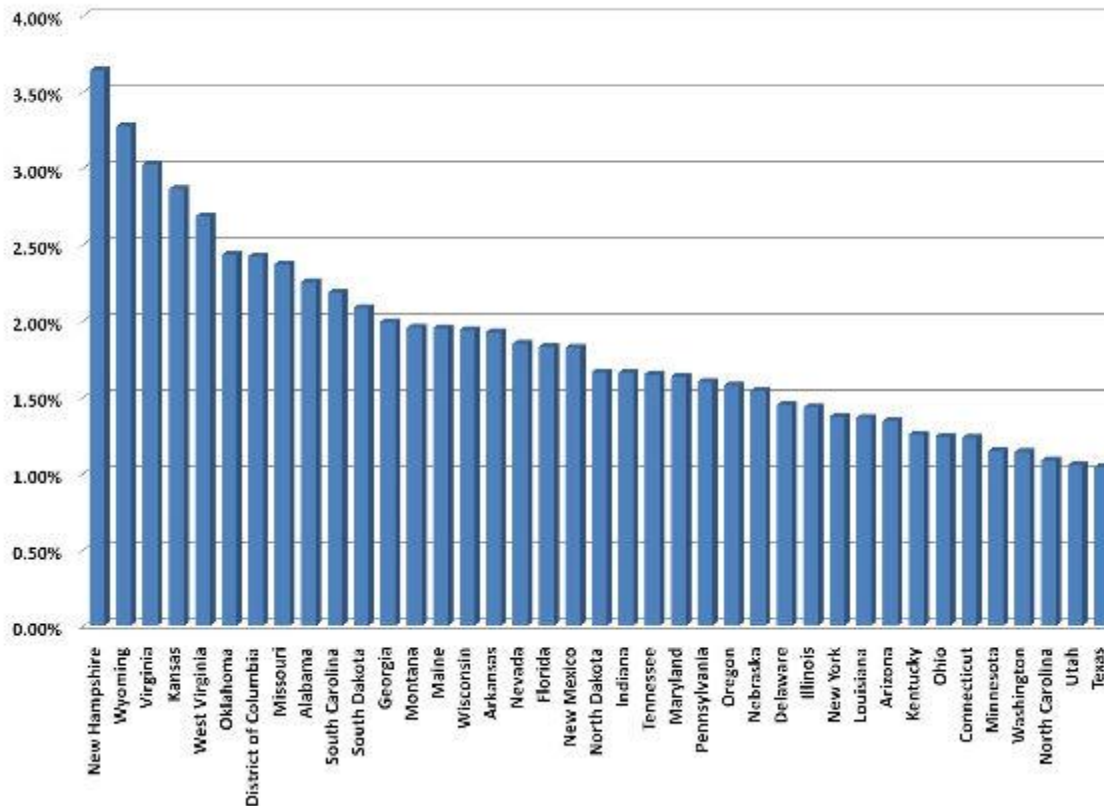
PARTNERSHIP INQUIRIES:

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Breakdown of Total Enrollees Weighted by Average Expected Pregnancies Per Year by St
August 27, 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

The Healthy Mothers, Healthy Babies Coalition of Hawai'i is collaborating with partners across the islands to sign women up for text4baby. HMHB of HI is working closely with 10 other organizations to form a statewide Text4baby Stakeholders' Committee who will develop and implement text4baby promotional efforts. The Hawaii Medical Services Association, has already begun their outreach efforts and is mailing cards with sign-up instructions to pregnant members, mailing posters to physicians, incorporating a question about text4baby into their survey efforts, writing an article in their magazine, Tweeting about it, and collaborating with HMHB of HI on local health fairs. In addition, HMHB of HI printed 60,000 rack cards and will be distributing them through its strong coalition to reach the target audience. Finally, HMHB of HI

is planning a radio campaign for later this year and early 2011.

Upcoming Events and Conferences

New: National Healthy Mothers, Healthy Babies Coalition is hosting a webinar with Joe Schwarcz, PhD, Professor of Chemistry at McGill University in Montreal, Canada and author of "Science, Sense and Nonsense: 61 Nourishing, Healthy, Bunk-Free Commentaries on the Chemistry That Affects Us All." The session will provide an overview of the public's changing view of chemistry and examine some of the controversies surrounding chemicals.

Sorting Through the Myths and Facts about Chemicals

This webinar will feature an engaging discussion with Joe Schwarcz, PhD, Professor of Chemistry at McGill University in Montreal, Canada. Join us and come with questions!

When: Wednesday, September 8th, 1:00 - 2:00 PM EST.

Register for the webinar at

<https://www1.gotomeeting.com/register/231244025>.

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, September 15th, 2:00-2:30 PM EST.

Register for the webinar at

<https://www1.gotomeeting.com/register/276225072>.

Text4baby Media

She's One Smart Mom

AdLibbing, the Ad Council's blog on social marketing, recently published an article on text4baby. The article highlights several components of the text4baby program, including partnerships and messages, and recognizes the generous contribution of the mobile carriers who provide the service for free. For more, [read the full article](#).

New Resource Available

The country has recently seen an alarming number of cases of pertussis. In

response to this epidemic, the National Healthy Mothers, Healthy Babies Coalition has posted a Q&A with pediatrician, Dr. Ari Brown, to address this topic and prevention strategies at <http://www.hmhb.org/brown.html>.

mHealth Highlight

[Headed to the ER? Some post waits by text, billboard](#)

In 2008, emergency room (ER) visits reached an all-time high at over 120 million—and so have waiting times. Especially for those considered "non-critical", wait times in the ER can last for hours. Now there's a new mobile marketing campaign designed to ease the stress of that wait. Some ERs are now posting, with frequent updates, what the current wait time is via text message, online or on public billboards. For more on this program, [read the full article](#).

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, 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.

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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