Text4baby Tuesday

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

September 6, 2011

We are pleased to announce that the HIMSS Electronic Health Record Association (EHR Association) has become a text4baby implementation partner. The EHR Association is a trade association of 42 electronic health record (EHR) companies that lead the health IT industry in the adoption of EHRs in hospital and ambulatory care settings in America. Among its member companies are EHR developers who serve multiple specialties and organizations, including community health centers and clinics. You can read more about our partnership below. We look forward to working with the EHR Association and seeing more EHR systems incorporate text4baby in the future.

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

Welcome New Partners!
This week, we welcome the following new partners:

- First 5 Santa Clara County (San Jose, CA)
- Native American Professional Parent Resources, Inc. (Albuquerque, NM)
- Sievers Medical Clinic (Gonzales, TX)

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
Text4baby has now enrolled more than **223,740** individuals! Ninety-six percent of enrollees report that they would recommend the service to a friend!

USERCOUNT

State/Territory name
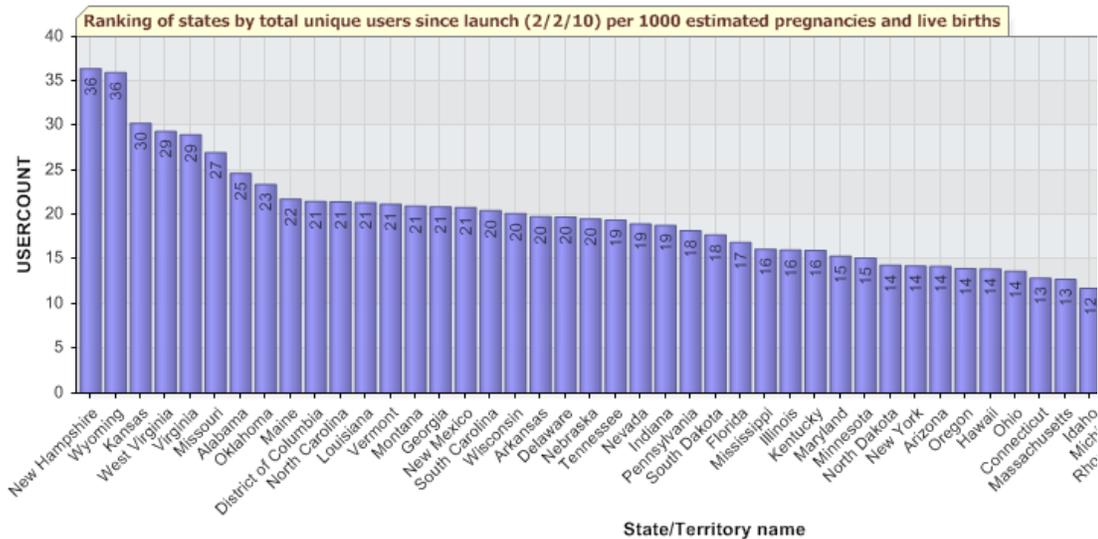
The chart above shows the total number of unique users who have enrolled in text4baby per state since launch on 2/2/10. Click here for more information on how this chart is calculated.

USERCOUNT

State name
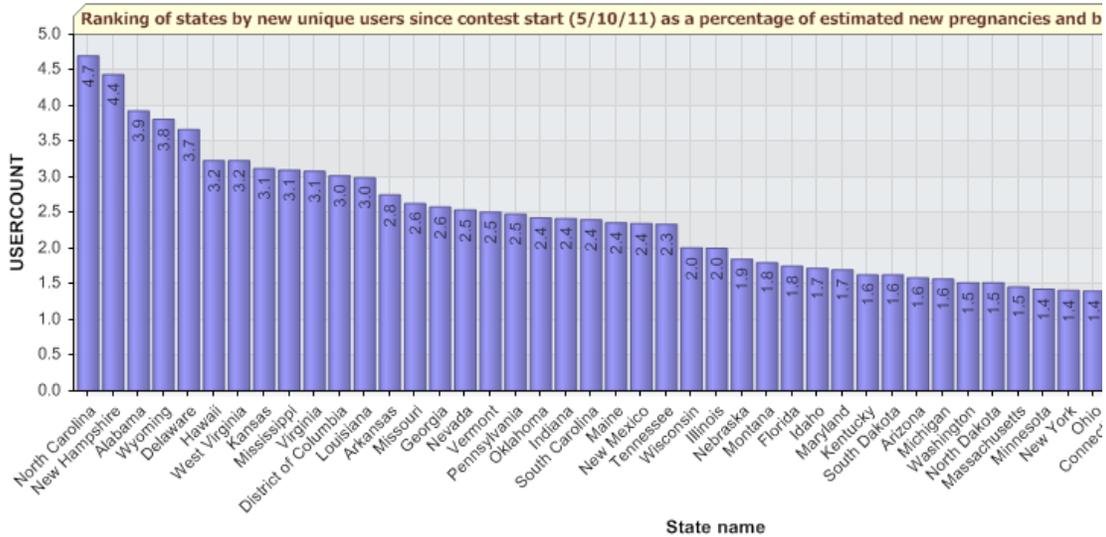
The chart above shows an estimate for population-adjusted text4baby enrollment during the Contest period. Click here for more information on how the chart is calculated.

The top five states currently winning the State Enrollment Contest are: 1) North Carolina, 2) New Hampshire, 3) Alabama, 4) Wyoming, and 5) Delaware.

To view the total number of subscribers in each state and the subscriber breakdown by pregnancy status and language, click here.

Partner Spotlight
HIMSS EHR Association becomes Implementation Partner
Today, the EHR Association issued a press release about its partnership with text4baby. In the press release Mark Segal, EHR Association past chair and member of the EHR Association Executive Committee said, "We're pleased to support this initiative and encourage our members to offer their customers the option to add the text4baby link to their patient information printouts, appointment reminders, and other features of their EHR systems." He also remarked, "We believe we can have a real impact with the thousands of clinicians and providers supported by our members and the tens of thousands of patients they serve. To read the full press release, click here.

Text4baby in the Media
Moms-to-be get free advice by text
Last week, an article about text4baby appeared in the Chicago Tribune. The article profiled several text4baby users and the value they derive from receiving the messages. For example, Nycholle Brown from Chicago, realized she was in labor three weeks before her due date because of a message that alerted her to the signs of early pregnancy. Sheila Sanders, who is a text4baby user and text4baby Project Coordinator for the Illinois Maternal and Child Health Coalition (the text4baby State Lead agency in Illinois), remarked, "Sometimes you don't get everything you need at every (doctor's) appointment. This information is designed to give you every tidbit of information you need to know." The article also touched on how first time dad, Monte Cook, benefited from the service, including how the messages taught him what questions he should ask the doctor. To read the full article, click here.

mHealth Highlight
Exploring Everyday Health Routines of a Low Socioeconomic Population through Multimedia Elicitations
A new research study published in the Journal of Participatory Medicine looks at the ways mobile technology can influence healthy behavior in low socioeconomic populations where chronic diseases are prevalent. This paper is the last of a three-part needs assessment study that aims to develop guidelines for health intervention technologies for underserved populations. The researchers studied how income, lack of education about nutrition, stress and cultural upbringing can lead to unhealthy eating habits and poorer health outcomes. To explore this topic, participants from the target population were recruited and given mobile phones to document their daily health routines. All pictures and videos were annotated so that researchers could effectively review and categorize them. The results showed that when discussing health related activities with low socioeconomic populations, diet, as opposed to exercise, was the main focus. Therefore, the researchers believe that in order to improve the target populations' health, interventions should initially be focused on improving dietary habits. To be most effective, these technological interventions need to take into account the needs of low socioeconomic populations such as limited resources, culturally influenced diets, lack of nutritional knowledge, and access to healthy foods. Additionally technology designed for this population needs to provide educational information that is easy to understand and culturally relevant. The study also noted that a technological intervention, like a mobile phone app, should be designed to encourage a gradual positive change in low income families' health and highlight examples of good health to educate the community. To read the full study, click here.

Please take two minutes to vote for text4baby!
We want to share the text4baby story at South by Southwest (SXSW), the annual music,

film and interactive conference in Austin next spring. We recently submitted a presentation proposal, but we need your votes to be selected to speak at this exciting conference. Please take a minute to vote for the text4baby presentation by visiting this website (you will need to create an account to vote). With enough votes, we will be able to spread the word about this fantastic program at SXSW. Thank you so much!

Text4baby Initiatives for Partners
Legacy Camera Program
To help Outreach Partners document their text4baby promotional activities, lessons learned, and feedback from moms, HMHB has 10 Flip brand video cameras (very easy-to-use handheld camcorders) available for partners to borrow free of charge. We hope that this program will make it easier for our Outreach Partners to share their success with others around the country. To learn more about this program and how to borrow a camera, click here.

Text4baby Job Openings
Outreach Coordinator, text4baby
The National Healthy Mothers, Healthy Babies Coalition is seeking an Outreach Coordinator for the text4baby program to support the management of the diverse partner base for the service. The job entails working with diverse external partners ranging from local direct service providers to major national medical associations. This position is an opportunity for a motivated individual to be part of the growing grassroots movement that is text4baby. Responsibilities include managing relationships with local and state partners in 17 states as well as with a number of national nonprofits and major medical associations. The ideal candidate will have 2-5 years of office experience and at least a Bachelor's degree in public health or a related field. S/he should be organized, driven, a strong writer, and be comfortable working independently in a fast-paced environment. This full-time, exempt position is based in Alexandria, Virginia. To read the full job description go to http://www.idealist.org/view/job/WxxpNnz4fkMD/. Interested candidates should email their resume or CV, cover letter, and salary history to hr@text4baby.org with "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.idealist.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.

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 the premier sponsor is WellPoint. U.S. government partners include the White House Office of Science and Technology Policy, the Department of Health and Human Services, the U.S. Department of Agriculture, the Department of Defense Military Health System and the U.S. Consumer Product Safety Commission. 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.