



Text4baby Tuesday

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

February 16, 2010

Text4baby continues to generate momentum across the country! We are thrilled by the positive response to the program and truly appreciate the efforts of our partners to spread the word about the service. We would especially like to thank CTIA-The Wireless Foundation and the mobile carriers (Alltel, Assurance Wireless, AT&T, Boost Mobile, Cellular South, Cellcom, Centennial Cellular, Cincinnati Bell, Metro PCS, N-Telos, Sprint Nextel, T-Mobile, U.S. Cellular, Verizon Wireless, and Virgin Mobile USA) for ensuring that this service can be free to users. Text4baby wouldn't be possible without your support.

If you're interested in learning about becoming a text4baby partner, please email partners@text4baby.org.

Arlene Remick
National Healthy Mothers, Healthy Babies Coalition

Upcoming Event: Intro to Text4baby Webinar

New to text4baby? Join us for an introduction to the program and learn how your organization can get involved as an outreach partner.

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CONTACT US

GENERAL INQUIRIES:
INFO@TEXT4BABY.ORG

PARTNERSHIP INQUIRIES:
PARTNERS@TEXT4BABY.ORG

FOR MEDIA INQUIRIES,
PLEASE CONTACT:
MEDIA@TEXT4BABY.ORG OR
CALL 202-944-1968

When: Wednesday, February 24, 2010, 2:00 PM - 3:00 PM EST

Conference Number(s): 1-866-894-2320

Participant Code: 8374792#

To join the meeting click:

<http://connectpro94924579.acrobat.com/r42969578/>

Note: No registration required. Anyone with the url can enter the meeting.

Did you miss last week's webinar? No problem. Click [here](#) to view the presentation slides.

Subscriber Update

The text4baby service has approximately 13,000 subscribers! Sixty-six percent of users are pregnant, and 34% are new moms.

Partner Spotlight

Last week the Virginia Department of Health (VDH) held a press briefing to announce its participation in the text4baby program. VA Health and Human Services Secretary Bill Hazel, MD spoke about Virginia's involvement as a national model and highlighted the accomplishment as an unprecedented public/private partnership. Last summer, Virginia established a text4baby implementation team that includes key stakeholders and members of the Health Commissioner's Infant Mortality Workgroup. Virginia will continue to collaborate with the National Healthy Mothers, Healthy Babies Coalition to promote text4baby throughout Virginia with a grant provided by CareFirst BlueCross BlueShield.

Read the full press release from VDH [here](#).

We'll be featuring partners weekly in this section of the newsletter. Send us your activities so we can highlight you at partners@text4baby.org.

Text4baby on MTV

Text4baby was highlighted on MTV in the finale special of "Teen Mom" with

Dr. Drew, which aired on Tuesday, February 3rd. In this special, Dr. Drew Pinsky catches up with the cast of "Teen Mom" to reflect on the struggles of their first year of motherhood. Dr. Drew directed listeners to sign up for text4baby as a tool to support them through pregnancy and baby's first year.



[Watch a video of Dr. Drew's text4baby announcement](#)

MTV is a text4baby media partner.

Text4baby Partner Portal

We are excited to provide you with a text4baby partner portal designed on a Ning platform. Check out the new, and frequently updated, partner materials available at <http://text4baby.ning.com>. Key features of the Partner Portal include [partner toolkit](#), where you can access a variety of materials needed for outreach; and get a listing of text4baby-related [activities, meetings, and events](#). Project staff will be happy to create a group page within the text4baby network for outreach partners. Email partners@text4baby.org to request a group page.



[Access the Text4baby Partner Portal on Ning](#)

This Week on text4baby.org

We hope you've all had a chance to visit the new text4baby website at www.text4baby.org. This website serves as the public face of the campaign and will include updated information, news, media, and more about the campaign. Please visit and encourage your colleagues and friends to check it out!

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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