



# Text4baby Tuesday

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

**August 10, 2010**

Last week, [text4baby was honored with a US Department of Health and Human Services HHSinnovates award!](#) Based on employee voting and Secretary Sebelius' selections, awards went to the top three innovative programs, chosen from 126 submissions. This was truly a celebration of the program's public-private partnership. A special thanks to all who have contributed to our program's success, including founding sponsor Johnson & Johnson; founding partners Voxiva, CTIA - The Wireless Foundation and WPP; and premier sponsors WellPoint, Pfizer and CareFirst BlueCross BlueShield.

Arlene Remick  
National Healthy Mothers, Healthy Babies Coalition

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## Welcome New Partners!

This week, we welcome Pathways Awareness, Access Community Health Centers (Madison, WI), Breastfeeding Coalition of Marion County (Pendleton, IN), Smart Beginnings of Franklin/Patrick (Rocky Mount, VA), Indianapolis Healthy Start (Indianapolis, IN), Telamon Corporation Delaware Head Start Programs (Georgetown, DE), Managed Health Services (WI), HCA Management Services, L.P. (National), San Luis Obispo County Health Agency, Maternal and Child Division (San Luis Obispo, CA), Delaware Division of Public Health. For a complete list of partners, visit: <http://www.text4baby.ning.com/notes/Partners>.




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## Subscriber Update

We now have 66,778 text4baby enrollees, with 95% of enrollees reporting that they would recommend the service to a friend.

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**GENERAL INQUIRIES:**

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

**PARTNERSHIP INQUIRIES:**

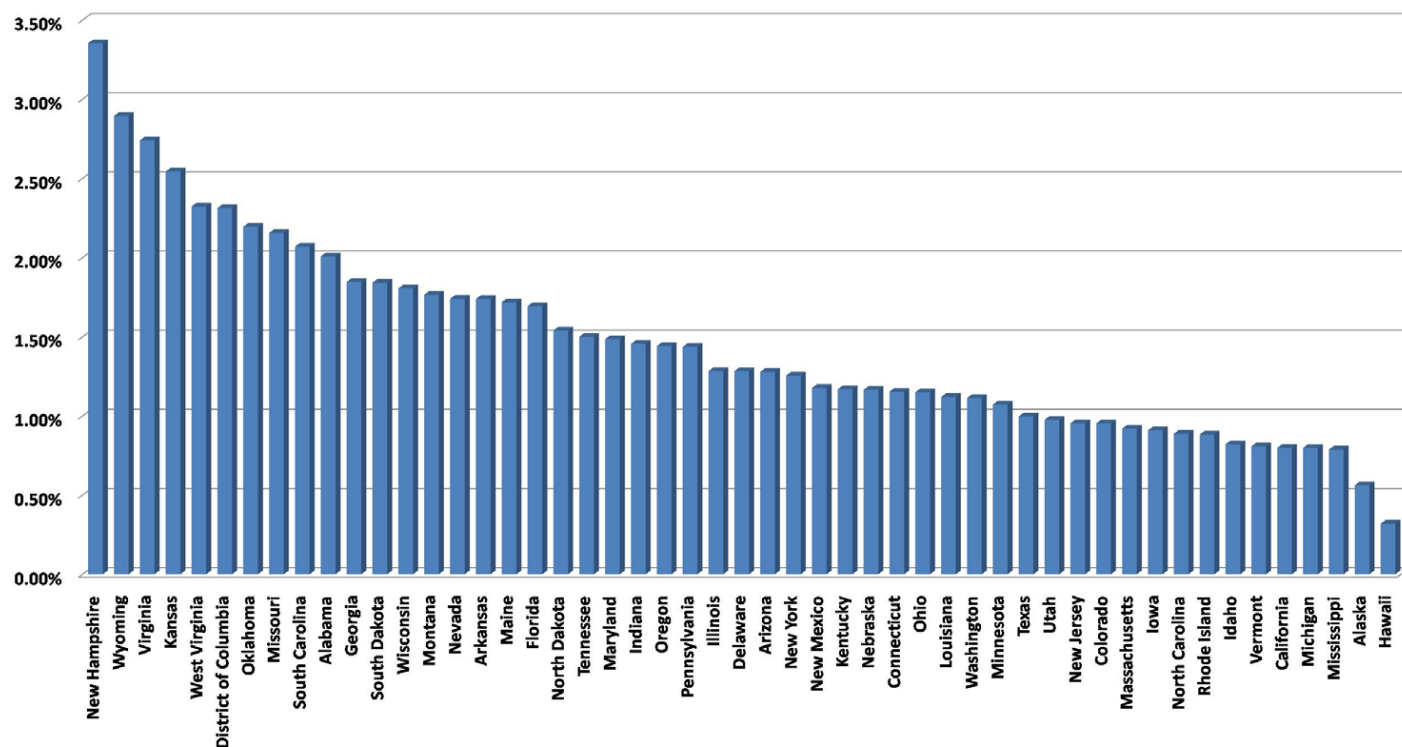
[PARTNERS@TEXT4BABY.ORG](mailto:PARTNERS@TEXT4BABY.ORG)

**FOR MEDIA INQUIRIES,  
PLEASE CONTACT:**

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

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**Average percentage of pregnant women in each state who have enrolled in text4baby  
August 6, 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

If you live in the Solano County, CA area, be sure to visit your local Westfield mall! Text4baby Outreach Partner First 5 Solano worked with the local mall to [display text4baby posters](#) (customized with their logo and local contact information) in kiosks where over 8 million shoppers per year pass through! In addition to this great public-private partnership, First 5 Solano has also developed relationships with service providers in their community, including a local food bank that is distributing text4baby referral cards in English and Spanish to more than 1,000 clients. Through an energized network of interns, they have distributed text4baby posters to Family Resource Centers, Health clinics, libraries, WIC offices and pediatricians' offices in the county.

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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, August 11th, 2:00-2:30 PM EST.

Register for the webinar at <https://www1.gotomeeting.com/register/631370512>.

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## Text4baby Media

The National Healthy Mothers, Healthy Babies Coalition's press release announcing the HHS Innovates award was picked up by 83 outlets, including AOL News, Reuters, Yahoo! News, Healthcare Industry Today and TecTrends.

The White House Office on Science and Technology Policy released a post on their blog about the event, [Text4baby Wins Outstanding Innovation Award](#).

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## mHealth Highlight

### [Clinton: mHealth offers unprecedented access](#)

At a USAID conference last week, US Secretary of State Hillary Clinton presented on the growing opportunities that mobile phones provide for healthcare, as well as developments in the economy, government, banking industry and beyond. Secretary Clinton said that, "the reality of the world we live in today is that technology and innovation are the great equalizers and can be used to create opportunity where there is very little of that commodity." For more quotes from the conference and a video of the Secretary's speech, 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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