

**Subject: Text4Baby:** Mobile Educational Program for pregnant/post-partum women!

The National Healthy Mothers Healthy Babies Coalition, the White House Office of Science and Technology, and a broad array of public and private partners have launched a one-of-a-kind program called text4Baby. HHS is a partner in this innovative effort. Text4baby is a mobile educational program designed to give pregnant women and new moms critical health information to help keep themselves and their babies healthy. Today's Featured Update provides key information about this exciting new public-private partnership and highlights ways you can get involved.

## **Text4baby helps new and expecting mothers give their babies the best possible start!**

The Partnership Center is pleased to promote the launch of an exciting new mobile information service called **text4baby**. This initiative announced on Thursday by the White House Office of Science and Technology Policy. An educational program, **text4baby** provides pregnant women and new moms with information to help them care for their health and give their babies the best possible start in life. **using their cellphones!**

Each year in the U.S., more than 500,000 babies are born prematurely and an estimated 28,000 children die before their first birthday, signifying a national public health crisis. The infant mortality rate in the U.S. is one of the highest in the industrialized world and. Prematurity (is this a word?) is often cited as being a leading cause of infant mortality

Mobile phones can play a significant role in health care by delivering information directly to those who need it most. Text messaging can deliver the right health information at the right time to pregnant women and new moms, and can be particularly helpful in reaching underserved populations.

While not everyone has access to the Internet, 90% of Americans have a mobile phone. Text messaging is disproportionately higher among women of childbearing age and minority populations who face higher infant mortality rates. In studies from around the world, mobile health services like text4baby have demonstrated the ability to help change improve health outcomes.

Here's how it works:

- Women can sign up for the service by **texting BABY to 511411 (or BEBE for Spanish to the same number)**. Once signed up, they will receive free SMS text messages each week, timed to their due date or baby's date of birth.
- These messages focus on a variety of topics critical to maternal and child health: nutrition, mental health, birth defects prevention, oral health and safe sleep, seasonal flu and immunization. Text4baby messages also connect women to prenatal and infant care services.
- Of particular significance, text4baby is a **free service** for all subscribers and is the first ever free mobile health information service in the U.S. with great potential to reach an enormous audience.

Consider spreading the word about text4baby to your clients, congregants, program participants and patients.

Please see below for sample language you can use in emails, newsletters or church bulletins to help spread the word about text4baby

- *If you're pregnant or a new mom, there is new free service called **text4baby** that can help keep you and your baby healthy.*
- ***Text4baby** will send 3 text messages each week to your cell phone with expert health tips to help you through your pregnancy and your baby's first year. It's free to sign up and the messages are free.*
- *To sign up, text **BABY** to **511411**. To sign up for text4baby in Spanish, text **BEBE** to **511411**.*
- *You can also sign up and find more at [www.text4baby.org](http://www.text4baby.org).*
- ***Text4baby** is an educational service of the National Healthy Mothers, Healthy Babies Coalition.*

If you are interested in getting more involved with text4baby, there are posters and other promotional materials available for your outreach efforts. Please contact [info@text4baby.org](mailto:info@text4baby.org) or 703-837-7548 for more information.

Thank you very much for your support of this important initiative.

*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 are HMHB, Voxiva, CTIA - The Wireless Foundation and WPP. 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 and the Department of Health and Human Services. 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.*