

An Introduction to text4baby



text4babySM

A free service of the
National Healthy Mothers, Healthy Babies Coalition

What is text4baby?

Text4baby is a free mobile information service designed to promote maternal and child health. An educational program of the [National Healthy Mothers, Healthy Babies Coalition \(HMHB\)](#), 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.

Text4baby is the largest national mobile health initiative to date and is being launched by an unprecedented group of public and private partners, including the White House Office on Science and Technology Policy, and U.S. Department of Health and Human Services, and the Department of Defense Military Health System.



Text4baby Program Goals

- Demonstrate the potential of mobile health technology to address a critical national health priority: maternal and child health.
- Demonstrate the potential of mobile health technology to reach underserved populations with critical health information.
- Develop a base of evidence on the efficacy of mobile health interventions.
- Catalyze new models for public-private partnerships in the area of mobile health.



Text4baby Founding Partners

- National Healthy Mothers, Healthy Babies Coalition
(lead partner + content + program coordination)
- CTIA-The Wireless Foundation
(coordination with mobile operators)
- Voxiva
(technology infrastructure + program coordination)
- Grey Healthcare Group (a WPP company)
(marketing + PR)
- Johnson and Johnson
(founding sponsor)



Sponsors

Founding Sponsor

Johnson & Johnson

Premier Sponsors

CareFirst 
BlueCross BlueShield


WELLPOINT


Pfizer

Text4baby Partners

Federal Government Partners:

- White House Office on Science and Technology Policy
- U.S. Department of Health & Human Services
- U.S. Department of Defense Military Health System

Implementation Partners:

- BabyCenter
- Danya International
- The George Washington University
- Keynote Systems
- Syniverse Technologies
- WellPoint

Media Partners:

- MTV Networks

Outreach Partners:

- 138 including national, state, and local-level and health plans



Text4baby Mobile Operator Partners

Alltel

Assurance Wireless

AT&T

Boost Mobile

Cellular South

Cellcom

Centennial Cellular

Cincinnati Bell

Cricket

Metro PCS

N-Telos

Sprint Nextel

T-Mobile

U.S. Cellular

Verizon Wireless

Virgin Mobile USA

Participating mobile operators have agreed to deliver text4baby to their subscribers [at no charge](#). This is the first time this has been done for a mobile health service in the U.S.



Why go mobile?



- 90% of Americans have cell phones.
- 18% of U.S. households are “mobile-only.”
- 1 trillion short message service (SMS) messages sent in U.S. in 2008.
- Mobile phones are especially important in reaching the main target audience for text4baby:
 - Younger women
 - Lower-income women
 - Women of color
- Many more of these women have phones than Internet access and an overwhelming percentage use SMS.

Sources: Pew Internet & American Life Project, “Degrees of Access” (May 2008); Nielsen, “Record High TV Use, Despite Online/Mobile Video Gains” (November 2008); Harris Interactive, “Cell Phone Usage Continues to Increase” (April 2008); US Centers for Disease Control, “Wireless-Only Phone Use Varies Widely Across United States” (March 2009); CTIA, “Wireless Quick Facts” (March 2009).



Service and Content



How it works



User registration
via text or website



User gives zip and
due date/DOB



If pregnant, starter-
pack of 6 key
messages



Free tips 3x/week



Ends if text STOP or
baby's 1st b-day

About the Service

- **Cost**

- There is no cost to user, even if she does not have a text message plan with her mobile service provider.
- If user does have a text plan, text4baby will not deduct from the total number of texts she pays for with her regular plan.

- **Updates**

- Close to due date, there are messages instructing the user to text UPDATE to update her baby's due date and/or date of birth in the system and adjust timeline.

About the Service

- **Privacy & Security**

- All user data is encrypted and stored on HIPAA-compliant secure servers.
- HMHB does not sell or share any personally-identifiable user data with any third parties.

- **Quit and Help**

- Users can text QUIT to quit service. We are unable to ask why users quit.
- Users can text HELP for technical assistance.

Content

- Messages do not include any product promotions. The content is purely educational and scientifically accurate.
- Content developed by HMHB in collaboration with:
 - Department of Health and Human Services (HHS)
 - Centers for Disease Control and Prevention (CDC)
 - National Institute of Child Health and Human Development (NICHD)
 - Health Resources and Services Administration (HRSA)
 - Physicians and nurses

Content Reviewers

- OB/GYN
- Nurse-Midwife
- Pediatricians
- Medical epidemiologists
- Mental health professionals
- Nutritionists
- Nurses
- Lactation Consultant
- Clinical geneticist

Topics Covered

Topic areas focus on topic areas critical to maternal and infant health, including:

- Health Care Access
- Immunization
- Nutrition
- Prenatal Care
- Drugs and Alcohol
- Emotional Well-being
- Smoking Cessation
- Labor & Delivery
- Feeding
- Flu
- Breastfeeding
- Mental Health
- Car Seat Safety
- Safe Sleep
- Oral Health
- Pregnancy symptoms & warnings
- Exercise
- Developmental Milestones
- Family Violence

Sample Messages

Congratulations, you're going to be a mom! Text4baby wishes you a happy & healthy pregnancy. Thanks for including us in this special time.

Back

Have you visited a doctor or midwife? If not, you'll need to right away. Call 800-311-2229 for free or low-cost health care & your local WIC program.

Back

A seat belt protects you & your baby. Shoulder belt goes between your breasts & lap strap goes under your belly (not on or above). Wear it every time.

Back

Congratulations on your baby's birth! Baby's 1st doctor's visit should be 2 to 3 days after leaving the hospital. Ask your doctor when to schedule it.

Back

It's normal for new moms to feel tired & overwhelmed. But if you're crying a lot or feeling anxious or hopeless, please call 800-944-4773 for help.

Back

Keeping your baby's mouth clean is important even before she has teeth! Wipe her gums each day with a wet washcloth or use a soft baby toothbrush.

Back

Text4baby Outreach Partners



Partnership Opportunities

- Outreach Partners are instrumental in getting the word out about text4baby to the women they serve.
- **Informal Partners (no MOU)**
- Access to Partner Portal at <http://text4baby.ning.com> with flyer art, web banners and buttons, boilerplate language, press release template, and more.
- Text4baby Tuesday, a weekly e-mail alert providing program updates.
- Technical assistance through HMHB/Voxiva.
- **Formal Partners (signed MOU)**
- Access to text4baby logo and Adobe InDesign art files for customization.
- Recognition on the text4baby website & in select communications.
- Free promotional materials (posters) while supplies last.



Outreach Partner Activities

Sample Promotional Activities Include:

- Mass emails
- Posters in health clinics/exam & waiting rooms
- E-newsletter or print newsletter
- In-person conferences or “baby shower” events
- Home visiting programs
- Hospitals and private doctor offices
- Referral card distribution
- “Hold” messages
- Medicaid member enrollment letters/mailings
- Birth certificate mailings
- Media events

FAQs About Partnership

- There is no cost to the partner, beyond any promotional activities they choose to partake in with their own budgets.
- The person who should sign the MOU is whomever has the authority to enter into a legal agreement with HMHB.
- You can fax, email, or snail-mail the MOU to HMHB at partners@text4baby.org or 703-684-5868.
- The agreement is informal. Partner responsibilities include assigning a Text4baby Coordinator to work with HMHB staff and agreeing to abide by HMHB's guide for use of graphics.
- Once you have signed the MOU, it may take up to a week for your agency's name to appear on our websites.

Additional FAQs

- You can request to see the messages by emailing partners@text4baby.org. They are copyrighted.
- If you have suggestions for content changes or additions, send them to HMHB for consideration. We ask for suggestions for new messages to be written in the 160-character text message format at a 5-6th grade reading level.
- HMHB and Voxiva are working to provide the option to customize text4baby to include local/regional/state resources and services. If you are interested, please email partners@text4baby.org. There is a cost associated.



Interested in partnership?

Contact partners@text4baby.org for more information.



Q & A