



Text4baby

Expectant mothers are getting a new tool to help keep themselves and their babies healthy: free tips sent directly to their cell phones timed to their due date or baby's date of birth. This is an exciting opportunity for moms and babies. For more information on text4baby, please visit text4baby.org

Envia BEBE al 511411 para Español

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. Women who sign up for the service by texting BABY to 511411 (or BEBE in Spanish) will receive free SMS text messages each week, timed to their due date or baby's date of birth.

Critical information moms need to keep themselves and their babies healthy: The messages focus on topics critical to the health of moms and babies, including immunization, nutrition, seasonal flu, mental health, smoking and alcohol, oral health, and safe sleep.

Reducing premature births in America: More than 500,000 babies – 1 in every 8 – are born prematurely each year in the US. Premature babies can face lifelong health and intellectual development problems. The risk of premature birth can be reduced if moms take care of themselves and their babies during pregnancy (e.g. don't smoke!) and seek prenatal care. Text4Baby can help by giving moms information and connecting them to care.

Reducing health care costs: This free service could save us money by ensuring moms are connected to health knowledge and services as early as possible. Catching problems early can help avoid expensive and potentially harmful complications at birth and in the first year of life. This helps families as well – the average first year medical costs for premature babies are about 10 times greater than for full-term babies.



Text4baby is made possible through a broad, public-private partnership that includes HMHB, Voxiva, CTIA - The Wireless Association 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 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.