

We are so excited to join other agencies in Kansas in participating in the @mytext4baby's State Enrollment Contest! Let's help Kansas win! Help us get the word out to as many moms in Kansas as possible. All they have to do is text BABY (or BEBE) to 511411 to sign up for the FREE service! Visit www.text4baby.org for more information.

The Franklin County Health Department has partnered with [text4baby](#) – the first free texting service to provide health information to pregnant women and new moms from pregnancy through a baby's first year. From now through November you may come into the Franklin County Health Department and sign up for text4baby. You will receive a free gift and be entered into a drawing for a \$25.00 gift certificate.

"Every woman deserves access to information that will help her give her baby the best possible chance at a healthy start in life," said Judy Meehan, CEO, National Healthy Mothers, Healthy Babies Coalition. "It's partners like Franklin County Health Department that are making it possible for text4baby to deliver health messages to those who need them most."

Women who sign up for the service by texting BABY to 511411 (or BEBE for Spanish) receive three 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, including birth defects prevention, immunization, nutrition, seasonal flu, mental health, oral health, safe sleep, and more. Text4baby messages also connect women to prenatal and infant care services and other resources.

According to the National Healthy Mothers, Healthy Babies Coalition, 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. The infant mortality rate in the U.S. is one of the highest in the industrialized world, and for the first time since the 1950s, that rate is on the rise. Research shows Over 85% of Americans own a cell phone and 72% of cell users send or receive text messages.

Text4baby is made possible through a broad, public-private partnership that includes government, corporations, academic institutions, professional associations, non-profit organizations, and more. Founding partners include National Healthy Mothers, Healthy Babies Coalition, Voxiva, CTIA - The Wireless Foundation, and Grey Healthcare Group (a WPP company) and text4baby's Founding Sponsor, Johnson & Johnson. Federal government partners include the White House Office of Science and Technology Policy, the U.S. Department of Health and Human Services, the U.S. Department of Defense Military Health System, the U.S. Department of Agriculture, and the U.S. Consumer Product Safety Commission. Free messaging services are generously provided by participating mobile operators, including Alltel, Assurance Wireless, AT&T, Bluegrass Cellular, Boost Mobile, Cellular South, Cellcom, Centennial Cellular, Cincinnati Bell, Cricket, Metro PCS, nTelos, Nex-Tech Wireless, Sprint Nextel, T-Mobile, U.S. Cellular, Verizon Wireless, and Virgin Mobile USA.

About the National Healthy Mothers, Healthy Babies Coalition

The National Healthy Mothers, Healthy Babies Coalition (HMHB) is the only coalition of its kind, which acts as a catalyst for change by creating partnerships among community groups, nonprofit organizations, professional associations, businesses and government agencies. The Coalition promotes optimal health for mothers and babies, and works to strengthen families and build healthy communities.