

Text4baby

makes it easy to get important health and safety information, completely for **FREE**. The service sends personalized information directly to you, at the exact time you need it.

Text BABY (or BEBE for Spanish) to 511411 to receive three free text messages a week timed to your due date or baby's birthdate.



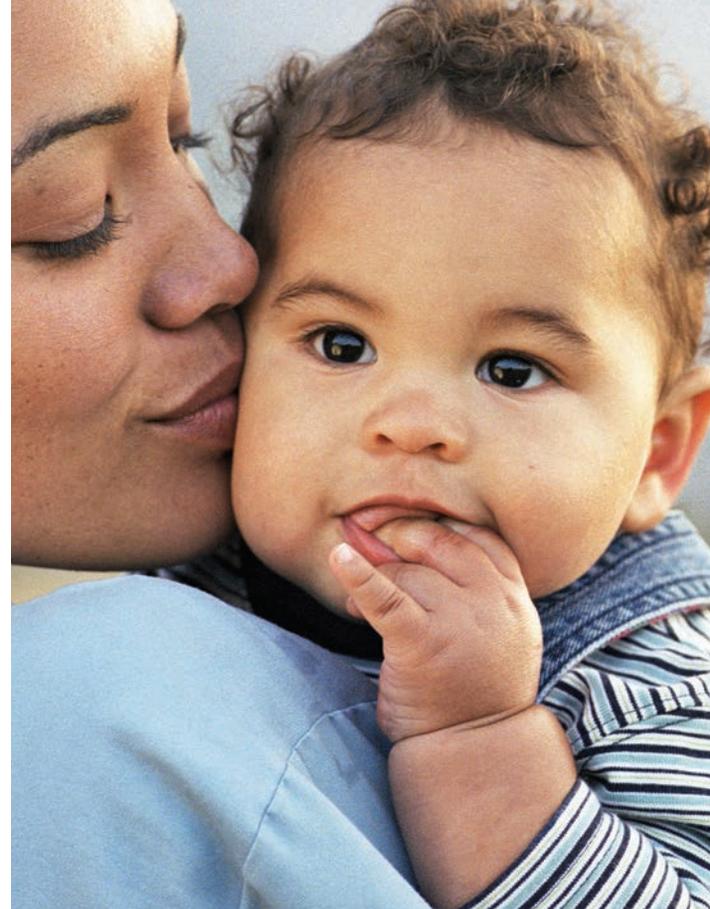
"I am a first-time mom and Text4baby helped me know what questions to ask the doctor while pregnant and now when I take my baby to the doctor. It has also helped me know information about milestones, breastfeeding, car seats and more. Thanks Text4baby!"

- Shannon, Text4baby mom

Text4baby is completely **free** thanks to The Wireless Foundation and all major wireless carriers. Even if you don't have a texting plan or if you have limited texts per month, you will get these messages at no cost.

The Wireless Foundation

Participating cell companies:



**Your Baby Has You,
You Have Text4baby**



text4babySM

FOUNDING SPONSOR

Johnson & Johnson

National Healthy Mothers,
Healthy Babies Coalition

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Text4baby is the nation's only free mobile information service designed to promote maternal and child health through text messaging. Women who text BABY (or BEBE for Spanish) to 511411 receive three free text messages a week, timed to their due date or their baby's birth date, through pregnancy and up until the baby's first birthday. A special thanks goes to Founding Sponsor Johnson & Johnson, founding partners Voxiva, Grey Healthcare Group and The Wireless Foundation.



text4babySM

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Text4baby includes appointment reminders, videos, mobile webpages and urgent health alerts to help you give your baby a healthy start!



Message

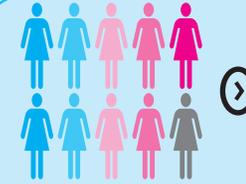


Mobile Pages



Videos

Moms Love Text4baby



93% of Text4baby moms would refer the service to a friend.

Text4baby moms feel

3x
more prepared for motherhood than non-Text4baby moms.

74% of participants said the text messages informed them of medical warning signs they did not know.

Women who use Text4baby feel more **CONFIDENT** because they are armed with the **KNOWLEDGE** that leads to better health for them and their babies.

To sign up for Text4baby:

- 1 Text BABY (or BEBE for Spanish) to 511411
- 2 Enter due date/baby's birthdate and zip code

To set up a free appointment reminder:

- 1 Text REMIND (or CITA for Spanish) to 511411
- 2 When prompted, enter the appointment date with no space or words after (e.g. 101213)
- 3 You will then be prompted to enter a short description of the appointment (e.g. Dr. Parker at 9am)
- 4 You will receive a text reminder three days before and the day of your appointment!

Other features:

- Text STOP to cancel service or HELP for help
- Text UPDATE to change due date/zip code
- Text LIKE to share feedback on messages you enjoy

Sample messages:

We can't believe baby is now 11 months! Have you noticed baby starting to imitate you? It's so cute! For more milestones visit text4b.org/008. Is your baby taking her first steps? Going barefoot indoors can help her learn to balance. Put gates at the top & bottom of steps to help prevent falls.

Your baby is growing fast! Baby is now the size of a lime & can open its mouth & move its tiny hands. Get info on baby's growth: text4b.org/001

Back to work? You can pump milk at work to save for later. Breastfeeding helps you & your baby re-connect at the end of each work day. Medicine you take while breastfeeding may enter your milk. Ask a Dr, midwife (CNM/CM) or lactation consultant before taking any meds. Or call 866-626-6847.

Text Message Content:

- Nutrition Information
- Safe Sleep Tips
- Baby's Development Tracker
- Signs and Symptoms of Labor
- Well-Baby Visit and Appointment Reminders
- Breastfeeding Advice
- Car Seat Safety
- Information on Health Insurance
- Urgent Health Alerts
- Resource Hotlines

Join TEAM Text4baby!

It's a new way for moms, dads, grandparents and others to get involved in Text4baby, spread the word to other pregnant women and new moms, and enter contests to win cool prizes!

Sign up here:
t4b.org/MomsGetInvolved

