

**text4baby**<sup>SM</sup>

Text Baby to 511411

# Text4baby for Obstetricians & Gynecologists

Pregnant and new moms can get health information delivered free to their mobile phones through an innovative service called text4baby. An educational program of the National Healthy Mothers, Healthy Babies Coalition, text4baby provides women with information during pregnancy and through baby's first year to help mothers care for their health and give their babies the best possible start in life. Women who sign up for the service by texting BABY (or BEBE in Spanish) to 511411 receive free text messages each week, timed to their due date or baby's date of birth. **There is no cost to your patients to sign up.**

Results from the first text4baby evaluation indicate that text4baby increases users' health knowledge, facilitates interaction with their health providers, improves their adherence to appointments and immunizations, and improves their access to health services.

## Sharing text4baby with Your Patients

The National Healthy Mothers, Healthy Babies Coalition is working with a broad range of partners, including **The American College of Obstetricians and Gynecologists** (The College), to promote the service. Given the limited time available to discuss every health topic, text4baby is an important tool to reinforce the guidance obstetricians provide. The College provides continuous review of the text4baby content.

## How to Get Involved

- Use special tear pads as a "prescription" and give a sheet to each of your pregnant patients or new moms.
- Place text4baby tear-off pads next to your check-in/check-out desks and ask staff to encourage moms to take a sheet.
- Post text4baby flyers in your waiting areas, exam rooms, and bulletin boards.
- Promote text4baby (@mytext4baby) via your practice's Twitter account or Facebook page.
- Add the text4baby web button to your practice's website.
- Add a text4baby reminder prompt into your electronic health record.

To order **FREE** tear pads, email text4baby at [info@text4baby.org](mailto:info@text4baby.org).

**"Text4baby has helped 300,000 women in the US care for their own health and get their babies off to a healthy start in life. Being informed is the best way to get ready for your baby, ease your mind, and know what to expect from your body. Text4baby is a truly valuable resource, and we are proud to be a part of this innovative program."**

James N. Martin, Jr, MD, President, The American College of Obstetricians and Gynecologists



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**“The majority of reproductive-age women have access to a cell phone, which makes text4baby a great vehicle to get important health messages across. Messages include reminders to wear seat belts and to avoid alcohol, and also include free hotlines that provide assistance on quitting smoking and breastfeeding.”**

Gerald F. Joseph, MD, Vice President, Practice Activities, The American College of Obstetricians and Gynecologists

## Sample Messages

The American College of Obstetricians and Gynecologists is a key content reviewer of the program’s text messages.

- Don’t drink any alcohol while pregnant. Alcohol can cause your baby to have behavior & learning problems, speech delays & lower IQ. No amount is safe.
- Women who smoke have a higher risk of losing their baby or having a child with breathing & learning problems. Call 800-784-8669 for info on quitting.
- 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.
- If you’ve missed a visit with your Dr, be sure to reschedule. Need to find a Dr? Call your health plan. Or 800-311-2229 to connect to low-cost care.
- Diabetes can happen for the 1st time in pregnancy. You may be tested at 24-28 weeks. If you have it, you & your Dr. will make a plan to control it.
- Are you thinking about breastfeeding? Breast milk is the best food for babies. To learn more about breastfeeding, call 800-994-9662.
- Some swelling is normal. But if you have swelling in your face & hands, headaches or blurred vision, you may have high blood pressure. Call your Dr.
- Here’s another reason for you to get the flu shot. It helps protect your baby from flu after birth for 6 months. Questions? Call CDC at 800-232-4636.
- You should be tested for Group B strep (GBS). Get your results. If you have GBS, tell the Dr. at delivery. You’ll get medicine to protect your baby.
- Counting down the days until your due date? These last weeks are worth the wait - your baby’s brain and organs are still developing.

For more information about the text4baby program, visit [www.text4baby.org](http://www.text4baby.org).

