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**Release Date: June 5, 2012**  
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## **NEVADA STATE HEALTH DIVISION**

### **NEWS RELEASE**

#### **Nevada Competes in National Contest to Help Pregnant Women and New Mothers**

*Nevada State Health Division aims to reach 7,000 new and expecting moms with the text4baby program*

Carson City – Nevada State Health Division announced today its participation in the 2012 Text4baby State Enrollment Contest, a national competition to enroll pregnant women and new mothers in the text4baby program.

Text4baby, the country's first free, health education program in the form of text messages, provides timely tips and expert advice sent directly to the cell phones of pregnant women and new moms. Pregnant women and new mothers who text "BABY" (or "BEBE" for Spanish) to 511411 receive weekly text messages, timed to their due date or their baby's birth date through the baby's first year. The messages, which have been developed by government and non-profit health experts like the Centers for Disease Control & Prevention and American Academy of Pediatrics, deal with nutrition, immunization, and birth defect prevention, among other topics.

"Nevada State Health Division is pleased to partner with the text4baby initiative to give expectant and new mothers critical information they need so they can take charge of their health and the health of their babies," Tracey D. Green, M.D., State Health Officer said.

In its first two years, text4baby has already reached more than 335,000 users thanks to its unprecedented public-private partnership. By engaging a vast network of over 775 text4baby Outreach Partners around the country, the contest aims to reach more potential participants through healthy competition among the states.

The top three states that have enrolled the most users in text4baby between May 17 and October 22, 2012 will be announced and recognized during the American Public Health Association Annual Meeting in San Francisco, California in late October.

#### About text4baby

Text4baby is made possible through a public-private partnership that includes government, corporations, academic institutions, professional associations, tribal agencies and non-profit organizations. Johnson & Johnson is the founding sponsor. Founding partners include the National Healthy Mothers, Healthy Babies Coalition, Voxiva, CTIA - The Wireless Foundation, and Grey Healthcare Group (a WPP company). U.S. government partners include the Department of Health and Human Services, the Department of Defense Military Health System, the Department of Agriculture, the Consumer Product Safety Commission, and the Social Security Administration. The mobile health platform is provided by Voxiva and free messaging services are generously provided by participating wireless carriers. For more information visit:

[www.text4baby.org](http://www.text4baby.org).



*Richard Whitley*

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