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Release Date: May 17, 2010  
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## NEVADA STATE HEALTH DIVISION NEWS RELEASE

### NEVADA STATE HEALTH DIVISION PARTNERS IN UNPRECEDENTED PUBLIC-PRIVATE PARTNERSHIP TO ADDRESS RISING U.S. INFANT MORTALITY RATE

*First-Ever Free Mobile Health Service [Text4baby](#) Provides Health Tips to Pregnant Women, New Moms*

Carson City – Today the Nevada State Health Division announced that it is an outreach partner of [text4baby](#) – a new free mobile information service providing timely health information to pregnant women and new moms from pregnancy through a baby’s first year.

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 and safe sleep. [Text4baby](#) messages also connect women to prenatal and infant care services and other resources.

An educational program of the National Healthy Mothers, Healthy Babies Coalition (HMHB), [text4baby](#) delivers timely health tips via text message to those who need it most. It is made possible through an unprecedented public-private partnership which includes the White House Office on Science and Technology Policy, the U.S. Department of Health and Human Services, the Department of Defense Military Health System, Voxiva, CTIA-The Wireless Foundation, Grey Healthcare Group (a WPP company) and founding corporate sponsor Johnson & Johnson. Premier sponsors include WellPoint, Pfizer and CareFirst BlueCross BlueShield and wireless carriers are distributing text messages at no charge to recipients. Implementation partners include BabyCenter, Danya International, Syniverse Technologies, Keynote Systems and The George Washington University. MTV Networks is a media sponsor.

“We believe the power of partnership and community can make an incredible difference in women’s and children’s lives,” said Judy Meehan, executive director of the National Healthy Mothers, Healthy Babies Coalition. “Text4baby brings HMHB’s mission to life and with the help of our partners, we believe we can be a strong catalyst for change.”

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—signifying a public health crisis. 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 that while 90 percent of Americans have a mobile phone fewer have access to the Internet, and texting is more prevalent among women of childbearing age.

(MORE)



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NEVADA STATE IS AN EQUAL OPPORTUNITY EMPLOYER

“The Nevada State Health Division is proud to be a part of [text4baby](#),” said Deborah Aquino, Maternal & Child Health Program Manager. “Health education services around the world have demonstrated the ability to help change patient behavior and improve health outcomes, and we believe that this program can have a significant impact on maternal and child health in our state.”

The text4baby wireless carriers are voluntarily providing the critical communications link of the initiative, distributing text messages to recipients at no charge. Participating carriers include: Alltel, AT&T, Cellular South, Cellcom, Centennial Cellular, Cincinnati Bell, Metro PCS, N-Telos, Sprint, T-Mobile, U.S. Cellular, Verizon and Virgin Mobile.

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.

The Nevada State Health Division’s Maternal and Child Health staff, in partnership with communities, strives to promote healthy Nevada families.

For more information, contact Deborah Aquino, Maternal & Child Health Program Manager, Nevada State Health Division at (775) 684-3479 or [daquino@health.nv.gov](mailto:daquino@health.nv.gov).

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