Text4baby and WIC: Building on a Shared Mission

Text4baby Helps WIC Moms

Text4baby provides WIC clients with health messages and can even remind them about WIC appointments. In 2011, the National Healthy Mothers, Healthy Babies Coalition started text4baby as a free texting service for pregnant women and moms with infants under age one. To sign up, women text BABY (or BEBE in Spanish) to 511411 and receive 3 free text messages each week, timed to their due date or baby's date of birth. **There is no cost to sign up. Even if a woman does not have a text messaging plan, she can receive these free text4baby messages.**

Reinforcing WIC Education

The U.S. Department of Agriculture's (USDA) Food and Nutrition Service (FNS), the National WIC Association (NWA), and local WIC agencies nationwide have partnered with text4baby to reinforce WIC nutrition education by providing evidence-based information and resources via 150-character text messages.

"Both text4baby and WIC share a common goal of helping pregnant women and new moms learn about the importance of healthcare and proper nutrition throughout their lifetime and the lifetime of their new baby. Texting is one of this generation's most popular forms of communication and text4baby is a wonderful, free, relevant service."

-Beth Nitkin, LDN, CLC
WIC Director, East Bay Community Action Program, Newport, RI

Sample Text4baby Messages

Text4baby messages are developed with the support of the American College of Obstetricians and Gynecologists, American Academy of Pediatrics, Centers for Disease Control and Prevention, and an expert breastfeeding committee. There are no advertisements or product promotions.

- You need calcium to build your baby's teeth and bones. Good sources of calcium are low- fat or fat-free milk, yogurt & hard cheese (like cheddar).
- A steady weight gain suggests your baby is growing. Ask your doctor or midwife (CNM/CM) what a safe weight gain is for you.
- Help protect your baby from illnesses like the flu. Breastfeed right after baby is born. Your milk can help fight disease & protect your baby.
- Soon you'll meet your baby! Did you know that if you qualify, WIC can help you with breastfeeding? To find a local WIC office, call 800-311-2229.

text4baby℠

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Signing Clients Up for Text4baby

Have your WIC client sign up for text4baby. Have them text BABY (or BEBE for Spanish) to 511411. They will be asked to input their due date or baby's birth date, their zip code and the participant code WIC. They can start enjoying the free messages!!

Improve WIC Appointment Attendance

Your WIC clients can set up a reminder for their next WIC appointment for free using these simple steps:

1. If the participant is already a text4baby participant, have them text the word "WIC" (or "miWIC" for Spanish) to 511411.
2. To set up the appointment reminder have them text REMIND (or "CITA" for Spanish) to 511411.
3. When prompted, enter the appointment date (e.g. 10/12/13) and a short description for their appointment (e.g., "with WIC at Front St. office/bring proof of address/ get lab results for Jose").
4. The participant will receive the following automated text message: "Your reminder is set for your appointment on 10/12/13. We will send you a reminder three days before."

Help Spread the Word

- Talk to every client about text4baby and show them how easy it is to sign up!
- Order free promotional materials for your clients at http://www.tinyurl.com/t4bstore.
- Send an email to your staff and partners about text4baby, sharing details on how they can learn more and spread the word.
- Sign up for the Text4baby Tuesday e-newsletter to get weekly updates at http://eepurl.com/h9h3.

About Text4baby

Text4baby is made possible through a public-private partnership that includes the National Healthy Mothers, Healthy Babies Coalition, Voxiva, CTIA-The Wireless Foundation, and the U.S. Department of Health and Human Services. Johnson & Johnson is the founding sponsor.

"Text4baby has taken an innovative approach in helping new moms keep track of important milestones in their child's life. Together WIC and Text4baby can educate families on proper nutrition and encourage healthy habits for generations to come."

- Stacey Flanagan, MS Director of Public Health Solutions Neighborhood WIC, New York, NY

For more information, contact us at **info@text4baby.org** or visit **www.text4baby.org**.

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USDA

National WIC Association