



# Neighbors

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## **Text4baby provides health tips to pregnant women and new moms**

Select Health of South Carolina today announced a new outreach partnership with the national text4baby program, a mobile phone information service designed to promote the health of pregnant women and their babies.

Pregnant women who sign up for the text4baby service receive free text messages with tailored health information according to the due date of their baby. Text4baby continues through a baby's first year with text messages also being sent to new mothers who are enrolled in the program.

"Select Health is very proud to be part of the text4baby program," said J. Michael Jernigan, president and chief executive officer of Select Health. "Infant mortality is a very serious issue in South Carolina, particularly in areas where access to prenatal care is limited. Text4baby provides an easy, innovative way for mothers in underserved populations to receive beneficial health information that can significantly improve their health as well as the health of their child."

The text4baby messages focus on a variety of health issues critical to maternal and child health including birth defects, prevention, immunization, nutrition, seasonal flu, oral health and safe sleep. During pregnancy, moms receive messages about what to expect at different stages of the pregnancy as well as tips emphasizing the importance of prenatal care. Text4baby messages will also help connect women to prenatal and infant care services and resources in their area.

Select Health serves nearly 200,000 members in South Carolina and is the only Medicaid health plan in the state to participate in the text4baby program as an outreach partner. Over 575 women in South Carolina have signed up to receive text4baby messages since the program began in February 2010.

Text4baby is an educational program of the National Healthy Mothers, Healthy Babies Coalition (HMHB) and is made possible through a unique public-private partnership which includes the White House Office of 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, Johnson & Johnson, and many other partners.

To sign up for the text4baby service, pregnant or new moms should text BABY (or BEBE for Spanish) to 511411.