

Count on News 2



WCBD TV/DT CHARLESTON SC

Date: June 30, 2010
Time: 5:00 PM Newscast
Station: WCBD NBC 2, Charleston, SC
Guests: Tracy Pou

Anchor: More than 500,000 babies in the U.S. are born prematurely and an estimated 28,000 children die before their first birthday. As a result, the infant mortality rate in the United States is one of the highest in the industrialized world and for the first time since the 1950s that rate is increasing, but there are efforts designed to reduce how often babies die. Select Health of South Carolina is announcing a new partnership with text4baby. This is a program which provides expecting women and new mothers with valuable information through text messages, and Tracy Pou is with Select Health, and she joins us to tell us more about text4baby. We're glad you could join us, Tracy.

Tracy: Thank you for having us, Carolyn.

Anchor: Tell us why you believe that this is so important. We know incredible numbers when you consider the number of babies who die in this country -- in a country that is so advanced.

Tracy: Well, Select Health of South Carolina, which is the state's largest Medicaid health plan, is extremely excited to be one of the first partners for this particular program here in South Carolina. When you talk about the need for text4baby you can't start that conversation without talking about infant mortality in this state. Over the past 15 years, Select Health has really been committed to partnering with different organizations to focus on addressing infant mortality, and you'll see this is one of many steps in that regard. So it's absolutely important because March of Dimes says that each week in this state more than 184 babies are born prematurely. When you look at those statistics obviously there is a need for health information to get out to moms who need it the most.

Anchor: And Tracy, it really sounds like a great partnership because so many people have access to technology so this is a way for people to easily access information when they need it and may not conveniently be able to get it because they're new moms and might be dealing with a whole lot of other new things at the same time.

Tracy: Absolutely. And the text4baby program is really simple. New or expecting moms all they have to do is text the word baby, B-A-B-Y, to 511411 and when they do that they input their zip code and their expected due date and the service sort of does the rest. It sends out timely, relevant health information related to immunizations going to the first doctor's visit, those kinds of things. The messages are really targeted on the different stages of development so it really is a great program.

Anchor: And it's also available to people who speak Spanish.

Tracy: Absolutely. The number is the same, they would still text 511411 but the message would be to B-E-B-E, which is the Spanish translation of baby, so they text B-E-B-E to 511411.

Anchor: And we want to remind people that they can find out more about this by going to our website Counton2.com, and we provided a link to your website so they can get involved and take advantage of the text4baby program. Tracy Pou with Select Health, thank you so much for being with us, we appreciate you sharing so much about text4baby.

Tracy: Thank you.