



## Select Health battles infant mortality one text at a time

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### **Select Health battles infant mortality one text at a time**

Select Health of South Carolina 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.

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.

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