

## Helping Out

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Medicaid plan [Select Health of South Carolina](#) last month 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 also help connect women to prenatal and infant care services and resources in underserved areas, Select Health officials said.

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. More than 575 women in South Carolina have signed up to receive Text4baby messages since the program began in February 2010.