

Oregon Text4baby

Fall 2016 Newsletter

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OREGON TEXT4BABY DATA

Oregon Text4baby data is available for 2013 through today. Below, we show the registration numbers for the program for three years. This data is also available at the county level.

Pregnant women consistently register at the highest rates, while new moms register at the second highest. Since 2013, total new registrations has decreased.

Oregon Text4baby New Registrations

	2013	2014	2015
Pregnant	998	780	723
New Mom	267	225	206
Other Parent	25	32	28
Relative/Friend	19	10	14
Healthcare Provider	26	20	21
Spanish	46	35	39
Totals	1381	1102	1031

There may be many factors relating to this decrease, including lack of awareness among direct service staff or lack of outreach from organizational partners. Moving forward, here are a few things you can do to increase the number of people who register for Text4baby (T4B):

- Order free promotional materials from www.Text4baby.org.
- Hang T4B posters in visible areas.
- Train staff members on the benefits of T4B.
- Help your clients sign up for T4B during visits.

ONE MILLION MOMS!

Since Text4baby launched in 2010, moms (and dads, partners, and more!) across the country have been receiving messages with important health and safety information. This year, Text4baby reached its **ONE MILLIONTH MOM!**



NEW TEXT4BABY OUTREACH PARTNER

In March 2016, the Marion County Health Department became an official outreach partner of Text4baby. It joins the other 26 Oregon partners that are helping connect families with Text4baby. Visit our new website for the full list and other resources: [Oregon Text4baby](#)

ZIKA VIRUS: AWARENESS AND PREVENTION

Text4baby has been working with partners to prevent Zika. Text4baby has been sending monthly messages to users across the country since early 2016 with important information regarding Zika. They have also been working with the Centers for Disease Control and Prevention (CDC) to send local messages to participants living in areas with active Zika, and have been helping the CDC test messaging on Zika through social media channels. For information on Zika for Oregonians, click here: [More info on Zika](#)

SAFE SLEEP FOR BABIES

October is SIDS Awareness Month. In Oregon, about 40 babies die suddenly and unexpectedly in their sleep each year. These deaths are called sudden unexpected infant deaths (SUID). The most common causes of SUID include the following: Sudden Infant Death Syndrome (SIDS), Accidental Suffocation and Strangulation in Bed (ASSB) and unknown causes. Although we do not know the exact causes of SUID, we do know there are things parents and caregivers can do to reduce the risk. Text4baby subscribers receive messages encouraging them to take action to reduce the risk of SUID. Messages include: “Worried about keeping baby warm at night? Infant pajamas and infant sleep sacks are safe for baby to wear to sleep. But no loose blankets in the crib” and “Moms who smoke have a higher risk of losing their baby through miscarriage or Sudden Infant Death Syndrome (SIDS). No matter how long you’ve smoked, you can quit. Get FREE help to stop smoking: 800-784-8669.”

[More info on Safe Sleep](#)

Nothing else in crib.

Firm mattress, tight-fitting sheet.

Offer a pacifier if breastfeeding is going well.

Do not overheat or overdress.

Baby sleeps on his or her back.

Baby sleeps in crib, pack-n-play, or bassinette.

FACE UP, FACE CLEAR, SMOKE-FREE, BABY NEAR

Breastfeed your baby

No smoking near your baby



LOCAL AGENCY HIGHLIGHT

Aoife Rose Magee is the coordinator of the Parenting Success Network at Linn-Benton Community College. In this role, she disseminates Text4Baby materials to several partner agencies and organizations that provide parent education. Additionally, Text4baby information is offered directly to families served in classes at Linn-Benton Community College. “We believe that parenting is a challenging job under the best of circumstances, and families need support and good information like Text4baby to help their babies thrive.” says Magee.

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