



Healthy kids, strong parents,
WIC works wonders!

Text4baby & WIC

What is Text4baby?

Text4baby is the nation's largest FREE mobile service delivering 3 messages a week with health information and helpful tips for pregnant women and mothers with babies under one. The messages cover topics on prenatal and infant care, immunizations, developmental milestones, nutrition, oral health, quitting smoking, safety and so much more!

Why encourage WIC moms to sign up?

✓ Reinforces Key Health Messages

Text messaging is among the top 3 technologies used by WIC moms, and it's a free tool that reinforces key health messages. Did you know that over 90% of WIC moms own cell phones and almost 94% of them are texting? A survey revealed that Text4baby moms feel 3 times more prepared for motherhood than non-Text4baby moms.
Confident WIC parents!

✓ Improves WIC Appointment Attendance

WIC participants can set up free appointment reminders using these steps:

1. Once signed up for Text4baby, text "REMIND" (or "CITA" for Spanish) to 511411
2. When prompted, enter appointment date & description (e.g. WIC class "Prenatal Nutrition")

Text reminders will pop up 3 days before and again the morning of the appointment.

Sample Messages

The messages have been improved over the years - check them out!

"Help protect your baby from illness like the flu. Breastfeed right after baby is born. Your milk can help fight disease & protect your baby."

"You need calcium to build your baby's teeth and bones. Good sources of calcium are low-fat or fat-free milk, yogurt & hard cheese (like cheddar)."

Signing up is Easy

WIC participants can text BABY (or BEBE for Spanish) to 511411. The participant will be asked to enter her due date or baby's birth date and zip code. Then let the three, free messages a week begin!



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Check it out – www.text4baby.org

The Text4baby website offers relevant and useful information. There is even a section devoted to WIC! To get there, go to the web address above, click on the “Partners Click Here” button (above the pink bar), and then click in the blue “WIC” box. This page offers fact sheets, a PowerPoint training for staff, no-cost promotional materials, and more.

Promoting Text4baby

Talk about Text4baby in your next staff meeting. As a group, decide the best approach to promoting it within WIC, or within your health department. Opportunities to offer Text4baby materials could be at check in, voucher pick up, the certification appointment, a group class, or in a breastfeeding peer counseling session.

Moms Love Text4baby

- ✓ 93% of Text4baby moms would refer the service to a friend
- ✓ 74% said the text messages informed them of medical warning signs they did not know



“I am a first time mom, and Text4baby helped me determine questions to ask the doctor during pregnancy and now questions to ask baby’s pediatrician. I love knowing what milestones to expect, and the information about breastfeeding, car seats and other important topics is so helpful. Thanks, Text4baby!”

Image courtesy of [imagerymajestic](http://imagerymajestic.com) at FreeDigitalPhotos.net



Enrollment Contest Mother’s Day Kick Off

Text4baby (T4B) is having a national contest to connect more pregnant women and new moms/dads to this free texting service. It kicks off on May 11th and runs through November 1st. National Text4baby will identify weekly winners, and winning states will be announced at the American Public Health Association’s annual meeting in Chicago. The following amazing agencies are already signed up as Text4baby partners:

- Clatsop County Health Department of Public Health
- Lane County Public Health Division
- Malheur County Health Department
- Multnomah County Health Department
- Clackamas County WIC
- Deschutes County Health Services
- North Central Public Health District

For more information on becoming T4B partner, email jolene.mcgee@state.or.us. Let’s go Oregon!