



## **The Children's Home Society of New Jersey Joins Online Campaign to Enroll Moms in Innovative Text4baby Service**

**TRENTON, NJ** – The Children's Home Society of New Jersey (CHS of NJ) is helping bring the resources and information pregnant women and new moms need right to the palms of their hands. Today, CHS of NJ joined the National Healthy Mothers, Healthy Babies Coalition (HMHB) in encouraging women to enroll in a free mobile health informational service called text4baby.

Text4baby delivers timely health information during pregnancy and throughout baby's first year, via text messaging personalized to a pregnant woman's due date or baby's date of birth. Women can enroll in the service by texting BABY (or BEBE for a Spanish language version) to 511411. Messages focus on a variety of critical health topics, including immunization, nutrition, mental health, oral health and safe sleep practices. Text4baby messages also connect women to prenatal and infant care services and resources.

The campaign features two thirty-second videos, available online at [www.chsofnj.org](http://www.chsofnj.org). The first video teaches expectant mothers how to register for the service, and the second features photos of actual subscribers' babies from across the nation, submitted by their mothers.

These video promotions on the CHS of NJ website are just one way we are helping to spread the word about the text4baby service. Other channels being used to raise awareness of the program include the CHS of NJ Facebook page and discussion in CHS of NJ Maternal-Child programs. Text4baby has already reached more than 240,000 users, thanks to an unprecedented public-private partnership that includes over 600 outreach partners, including government agencies, corporations, academic institutions, professional associations, tribal agencies and non-profit organizations. For more information, visit [www.text4baby.org](http://www.text4baby.org).