



United States Department of Agriculture

Research, Education, and Economics
Agricultural Research Service
National Agricultural Library

SUBJECT: Summer WIC Mailing

TO: Regional, State and Local WIC Offices

FROM: Debra Whitford
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The WIC Program is pleased to be a partner in the Text4baby initiative, which aims to address the national health challenge of improving maternal and child health. Text4baby is a mobile information service designed to provide free, health-related text messages to underserved pregnant women and new mothers, empowering them with information they need to ensure their health and give their babies a healthy start in life. Women who sign up for the service by texting BABY (or BEBE for Spanish) to 511411 will receive free SMS text messages each week, timed to their due date or baby's date of birth.

This initiative is made possible through a public-private collaboration among government and tribal agencies, corporations, non-profit organizations, professional associations, and academic institutions. Led by the National Healthy Mothers and Healthy Babies Coalition, the goal of the Text4baby initiative is to launch and evaluate the effectiveness of mobile health technology as a means of providing critical health information and promoting positive health outcomes among underserved populations.

Enclosed in this mailing are four, 8 x 10 inch sample posters promoting the Text4Baby initiative. Each of the four posters features a pregnant woman from a different racial/ethnic group and one poster is available in Spanish. These files are available to print from the WIC Works Web site <http://wicworks.nal.usda.gov>. An order form is included if you would like to obtain additional Text4baby materials, including full-size, 18 x 24 inch posters and tear-pads. Please note that we have limited quantities of these items available. Additionally, WIC agencies are encouraged to become a Text4Baby Outreach Partner to promote the initiative and encourage the families you serve to sign up for the service. As partners, you are eligible to receive several benefits such as artwork for promotional materials, program updates, and access to an online partner portal.

Using modern technology to provide valuable health and nutrition information to expectant and new moms is what WIC is all about. We hope that you will use the enclosed information to promote this new innovative program to your participants. If you would like to learn more about Text4baby or become an Outreach Partner, please visit their Web site www.text4baby.org. Please let us know what else we can do to help you help WIC! Contact the WIC Works team by phone: 301-504-6047, by fax: 301-504-6409, or by email: wicworks@ars.usda.gov.



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