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TEXT4BABY

Free service provides health messages to expectant mom's cell phones

Expectant moms now have a new tool to keep themselves and their babies healthy: text messages with health tips sent directly to their cell phones.

The Florida Department of Health is working in partnership with the National Healthy Mothers, Healthy Babies Coalition to promote the **text4baby** service.

Women can sign up for the free service by texting BABY to 511411 or BEBE for Spanish and receive text messages each week timed to their due date or baby's date of birth. The messages include topics related to child health, immunization, nutrition, mental health and oral health. The messages will continue through the baby's first birthday.

"This is very innovative way to reach expectant Moms and new Moms. We are hopeful that this service will help to further reinforce and enhance the information that is provided during regular pre-natal visits." said Martha Poorbaugh, Community Health Nursing Supervisor for the Martin County Health Department.

Text messaging represents an enormous yet untapped channel for delivering vital health information to those who need it most. Over 1.5 trillion text messages were sent in the U.S. in 2008, with texting use high among women of childbearing age.

To learn more about text4baby, log on to www.MartinCountyHealth.com

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