



For more information, see

www.text4baby.org

Steps you can take to get involved

- Join the Media Blitz on May 25 through FB, Twitter, PSAs, Op-Eds, and more!
- Participate in the DLI alumni webinar on May 21.
- Visit www.text4baby.org and become a text4baby friend or partner. Encourage other organizations/ companies to, as well.
- If you work with pregnant and new moms, incorporate text4baby enrollment into your registration process
- Download the text4baby Partners Toolkit for strategies and to order free promotional materials, like posters and tear-off sheet fliers
- Join text4baby and text4babySouthCarolina on Facebook to keep up on progress and new opportunities
- Participate and encourage others to participate in meetings and conferences focused on improving birth outcomes. Let them know about text4baby.
- Add the text4baby web sign-up button to your website
- Identify media avenues that could be used to promote text4baby messaging. There are “ready to go” materials available on the website, such as PSAs, radio spots, press releases, email and templates. Work with local media to get TV and radio PSAs played.
- Place text4baby materials in your office, lobby, etc.
- Encourage pregnant and new moms to enroll in text4baby.
- Extend social media campaigns through Facebook and retweeting posts from @mytext4baby
- Post YouTube videos of outreach activities promoting text4baby
- Engage local businesses to partner on community events
- Participate in a webinar to learn more about text4baby. Check out the website for options
- Legislators can spread the word about text4baby among your colleagues. Start an informal “competition” to see whose district can enroll the most users
- Incorporate text4baby talking points and materials into scheduled activities focused on children and women’s health at community appearances
- If your agency hosts an annual Health Fair or other health-related event, dedicate a table to text4baby information
- Issue a press release or conduct interviews tied to Mother’s Day or a health observance, such as National Infant Mortality Awareness Month (September), National Child Health Day (October) or SIDS Awareness Month (October). Join First Steps in promoting text4baby in your community during the Week of the Young Child (April)
- Organize a briefing on the text4baby program at a local health clinic, community center, or public library
- Pitch an interview to local news outlets that have female audiences (e.g., morning TV, health segments, radio programs) to speak about text4baby and the local/state need for the program.
- Include information about text4baby in mailings to clients and partners

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- Host a “baby shower” at your facility for pregnant women in your community and their families and distribute promotional items and information about text4bab

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