

Text4baby in South Carolina

Since its launch in February 2010, text4baby has over **539,000** enrollees nationwide. **Over 10,600 of these users are from South Carolina.** Approximately 3.4% of estimated pregnant women and new moms in South Carolina have enrolled in text4baby since its launch, giving it the 17th highest rate of the 50 states and the District of Columbia of total unique users enrolled per 1000 estimated pregnancies and live births. In 2008, 63,071 babies were born in South Carolina. Unfortunately, 14.3% of these births were pre-term, 9.9% of babies were born at a low birth weight, and 8.5 babies per 1,000 died before their first birthday. Nationally, 12.3% of births were pre-term, 8.2% of babies were born at a low birth weight and 6.8 per 1,000 babies died before their first birthday. Currently, South Carolina has the 10th highest rate of infant mortality among all states, the District of Columbia, and Puerto Rico. These statistics highlight the need for innovative strategies at the national and state level to address maternal and child health, including by providing accurate and timely health information.

Partners & Promotion (* denotes State Lead Organization)

Blue Choice Health Plan <http://www.bluechoicesc.com/>

- Contact: Marie Fox (mariefox@bluechoicesc.com, 800-327-3183)

BlueCross BlueShield of South Carolina <http://www.southcarolinablues.com/>

- Contact: Marie Fox (marie.fox@bcssc.com, 803-382-5293)

Children's Service Alliance

http://getconnected.uwpiedmont.org/unitedway/agency/display/?agency_id=273

- Contact: Ida Thompson (ithompson@srhs.com, 864-560-4754)

The Children's Trust for South Carolina <http://www.scchildren.org/>

- Contact: Heidi Vaughn (hvaughn@scchildren.org, 803-744-4029)

McLeod OB/GYN Dillon <http://www.mcleodhealth.org/Home/index.cfm>

- Contact: Pamela Foreman (pforeman@mcleodhealth.org, 843-841-3825)

McLeod Pediatrics Dillon <http://www.mcleodhealth.org/Home/index.cfm>

- Contact: Tammy Holley (holleycte@aol.com, 843-774-6091)

MUSC Women's Health <http://www.muschealth.com/WOMEN>

- Contact: Patricia Condon (condonpa@musc.edu, 843-876-1265)

Positioned With Purpose <http://www.positionedwithpurpose.com/>

- Contact: Louisa Lewis (positionedwithpurpose@yahoo.com, 864-478-2688)

The Regional Medical Center <http://www.trmchealth.org/>

- Contact: Stephanie Crider (slcrider@regmed.com, 803-395-2838)

Riley Institute at Furman University <http://riley.furman.edu/>

- Contact: Jill Fuson (jill.fuson@furman.edu, 864-294-3280)

Safe Kids Sumter County <http://www.safekids.org/in-your-area/coalitions/sumter-county.html>

- Contact: Cheryl Jackson (cheryl.jackson@tuomey.com, 803-774-8822)

Select Health of South Carolina, Inc. <http://www.selecthealthofsc.com/>

- Contact: Courtney Porter Jenkins (courtney.jenkins@selecthelathofnc.com, 843-569-1759)

South Carolina First Steps <http://www.scfirststeps.org/>

- Contact: Samantha Ingram (s Ingram@scfirststeps.org, 803-734-3296)

South Carolina Solutions (Community Health Solutions of America) <http://www.sc-solutions.org/>

- Contact: Berta O'Leary (boleary@chsamerica.com, 727-498-0019)

South Carolina Department of Health and Environmental Control*

<http://www.scdhec.gov/healthy-living.htm>

- Contact: Tracie McCloud, Maternal and Child Health Bureau / Perinatal Programs (mccloutl@dhec.sc.gov, 803-898-0899)
- Promotional Activities:
 - Include information about text4baby in e-Newsletters.
 - Leading the South Carolina Coalition efforts with the support of other key partners in the state.
 - Created a Facebook page for South Carolina partners to share ideas and exchange information on text4baby outreach efforts.

Trident Health <http://tridenthealthsystem.com/>

- Contact: Deb Campeau (deb.campeau@hcahealthcare.com, 843-847-3476)

United Way of Greenville County <http://www.unitedwaygc.org/>

- Contact: Jessica Sharp (jsharp@unitedwaygc.org, 864-467-3541)