

DEPARTMENT OF SOCIAL SERVICES

CHILDREN'S DIVISION

P. O. BOX 88

JEFFERSON CITY, MISSOURI

April 9, 2010

M E M O R A N D U M

What's Inside:
Text4baby

TO: ALL REGIONAL AND COUNTY CHILDREN'S DIVISION
AND FAMILY SUPPORT DIVISION STAFF

FROM: PAULA NEESE, DIRECTOR
CHILDREN'S DIVISION
ALYSON CAMPBELL, DIRECTOR
FAMILY SUPPORT DIVISION

SUBJECT: NATIONAL HEALTHY MOTHERS & HEALTHY BABIES
COALITION, US DEPARTMENT OF HEALTH & HUMAN
SERVICES, ADMINISTRATION FOR CHILDREN &
FAMILIES – Text4Baby

DISCUSSION:

The National Healthy Mothers and Healthy Babies Coalition, in partnership with the US Department of Health and Human Services and the Administration for Children and Families, is leading Text4Baby, a mobile health information service that will provide free, health-related text messages to pregnant women and new mothers who voluntarily enroll in the service. Brief text messages will be sent to new and expectant mothers three times per week to inform them on a variety of topics critical to maternal and child health, including birth defects prevention, immunization, nutrition, seasonal flu, mental health, oral health and safe sleep. Text4baby messages also connect women to prenatal and infant care services and other resources

Women can sign up for the service by texting BABY to 511411 (or BEBE in Spanish) or by registering at <http://www.text4baby.org> to start receiving the free text messages each week timed to their due date or baby's date of birth.

NECESSARY ACTION	
<ol style="list-style-type: none"> 1. Review this memorandum with all Children’s Division and Family Support Division staff. 2. All questions should be cleared through normal supervisory channels and directed to: 	
PDS CONTACT Holly Otto 573-751-4431 Holly.M.Otto@dss.mo.gov	PROGRAM MANAGER Cindy Reese 573-751-6793 Cindy.A.Reese@dss.mo.gov
CHILD WELFARE MANUAL REVISIONS	
N/A	
FORMS AND INSTRUCTIONS	
N/A	
REFERENCE DOCUMENTS AND RESOURCES	
N/A	
RELATED STATUTE	
N/A	
ADMINISTRATIVE RULE	
N/A	
COUNCIL ON ACCREDITATION (COA) STANDARDS	
N/A	
CHILD AND FAMILY SERVICES REVIEW (CFSR)	
N/A	
PROTECTIVE FACTORS (Link applicable factors and enter N/A if not applicable.)	
Parental Resilience - Yes Social Connections - Yes Knowledge of Parenting and Child Development - Yes Concrete Support in Times of Need - No Social and Emotional Competence of Children – Yes	
FACES REQUIREMENTS	
N/A	