



The Missouri Department of Health and Senior Services has joined the National Healthy Mothers, Healthy Babies (HMHB) Coalition in a public-private partnership to provide [text4baby](#), a national campaign to promote maternal and child health by offering free text messages to pregnant women and new moms. Missouri women who sign up for the service by texting BABY to 511411 (or BEBE in Spanish) will receive free text messages each week, timed to their due date or baby's date of birth. Messages focus on a variety of critical maternal and child health topics, including birth defects prevention, immunization, nutrition, seasonal flu, mental health, oral health, and the safest ways for babies to sleep. [Text4baby](#) messages also connect women to prenatal and infant care services and other resources in Missouri.

The HMHB Coalition specializes in promoting optimal health for mothers and babies by creating partnerships among nonprofit organizations, professional associations, businesses and government agencies. The [text4baby](#) partnership includes the White House Office on Science and Technology Policy and the U. S. Department of Health and Human Services as well as the [text4baby](#) wireless carriers who are voluntarily distributing text messages to recipients free of charge. Missouri is proud to be a [text4baby](#) partner. By putting timely health information directly into the hands of pregnant women and new moms, [text4baby](#) can have a significant impact on maternal and child health in Missouri.

Encourage the pregnant women and new moms you know - clients, customers, patients as well as family members - to sign up for [text4baby](#) and receive three free text messages each week encouraging them to care for their health and give their babies the best possible start in life. Women who need information beyond the text messages will be connected to Missouri's TEL-LINK number, 1-800-TEL-LINK (1-800-835-5465) for Missouri-specific resources. The Missouri Department of Health and Senior Services has distributed a news release and will be developing promotional items to support the [text4baby](#) campaign statewide. Let's partner together in Missouri to promote [text4baby](#) and make a difference in the lives of our mothers and babies.

For more information visit www.text4baby.org or call the Bureau of Genetics and Healthy Childhood at 1-800-877-6246.

Text4baby is a free mobile information service designed to promote maternal and child health. An educational program of the National Healthy Mothers, Healthy Babies Coalition (HMHB), text4baby provides pregnant women and new moms with information to help them care for their health and give their babies the best possible start in life. Women who sign up for the service by texting BABY to 511411 (or BEBE in Spanish) will receive free SMS text messages each week, timed to their due date or baby's date of birth.