



Virginia text4baby Implementation Team

Tuesday, January 14, 2014

10:00 am – 11:00 am

Phone Conference: 866-842-5779

ID # 8048647755

AGENDA

	Lead	Notes
1. Welcome and Roll-Call	Joan Corder-Mabe	Contact list has been updated for the implementation team
2. Status report on Work Plan	CaSaundra Swain	See work plan for updates
3. text4baby 2.0 National update	Luisa Soaterna-Castaneda	<ul style="list-style-type: none"> • text4baby 4th birthday will be in February with special announcements via social media and blog sites • CDC is providing ad hoc messages with 3 specific to getting flu shots • ACA providing ad hoc messages about 2014 family eligibility for free and reduced healthcare plans • text4baby will be hosting a sharing session with best practices and ideas at the AMCHP conference on Jan 24 • CMS and text4baby partnership with 3 out of selected 4 states confirmed a partnership to include more specific messages around breastfeeding, postpartum concerns, and Safe to sleep. The three confirmed states are LA, OK, and CA. • Weekly newsletter from HMHB on Tuesdays see link below • Virginia has customized text4baby messages to use and promote state resources and programs • In Jun 2013-Jan 2014 Virginia had 3700 moms enrolled in text4baby, in Jan-Jun 2013 there were 3800 moms enrolled • We have maintained but not increased our numbers, use the ad hoc messages available now to promote text4baby. • Consider using a press release in Feb to promote text4baby, Luisa can provide press release template for those interested in using this to promote text4baby within their organizations/communities
4. Next steps		Additions added to work plan, see updated work plan
5. Adjournment		Next meeting will be February 18 from 10-11:00 via conference call

Link for text4baby newsletter: <http://my.text4baby.org/page/s/text4baby-tuesday>

Link to order text4baby supplies:

<http://graphtech.myprintdesk.net/DSF/storefront.aspx?6xni2of2cF3qEW9M0h2GLtXhnqEGcGvIkJsdghD0nPLANM4rIAuffhcSGdRZf+ih>

