



Help spread the word about Text4baby

Are you, or is someone you know, expecting a baby? If so, MassHealth would like to introduce you to Text4baby*, a **FREE** program that makes it easy for new and expecting moms to get important information about their health and the health of their baby.

* Text4baby is a free text messaging service of the National Healthy Mothers, Healthy Babies Coalition. MassHealth's project with Text4baby is being funded by part of a \$1.8 million Adult Medicaid Quality Grant from the Centers for Medicare & Medicaid Services (CMS).

How Text4baby works

- Text4baby sends three text messages a week from the beginning of pregnancy until the baby's first birthday.
- Text messages give useful tips about healthy eating, breastfeeding, safe sleep, and much more.
- Text messages are set to the baby's due date or birth date so moms get information at the time they need it most. Once a mom joins Text4baby, she can text UPDATE (or ACTUALIZAR in Spanish) to 511411 with her due date or baby's birth date to get timely updates.
- Text4baby messages have links to videos, web pages, and hotlines to connect moms to services.
- Moms can set up **FREE** text message appointment reminders for doctor or other appointments. Once a mom joins Text4baby, she can text REMIND (or CITA in Spanish) to 511411.

Signing up is free and easy!

- To sign up, text BABY (or BEBE in Spanish) to 511411 or visit www.text4baby.org. Anyone can sign up!
- For most cell phone companies, including AT&T, T-Mobile, Sprint, Metro PCS, and Verizon Wireless, messages are **FREE**. Even without a text message plan, moms can get Text4baby messages for free. To learn more visit www.text4baby.org.
- To stop getting texts from Text4baby, moms can text STOP (or ALTO in Spanish) to 511411, or reply to one of the Text4baby messages with the word STOP.

If you have any questions, please contact the MassHealth Customer Services Center at 1-800-841-2900 (TTY: 1-800-497-4648 for people who are deaf, hard of hearing, or speech disabled) or call the Customer Service number on the back of your member ID card.

