

# U.S.-Russia Bilateral Presidential Commission Innovations in Health Care

**March, 10 2011**

## Text4baby: key components

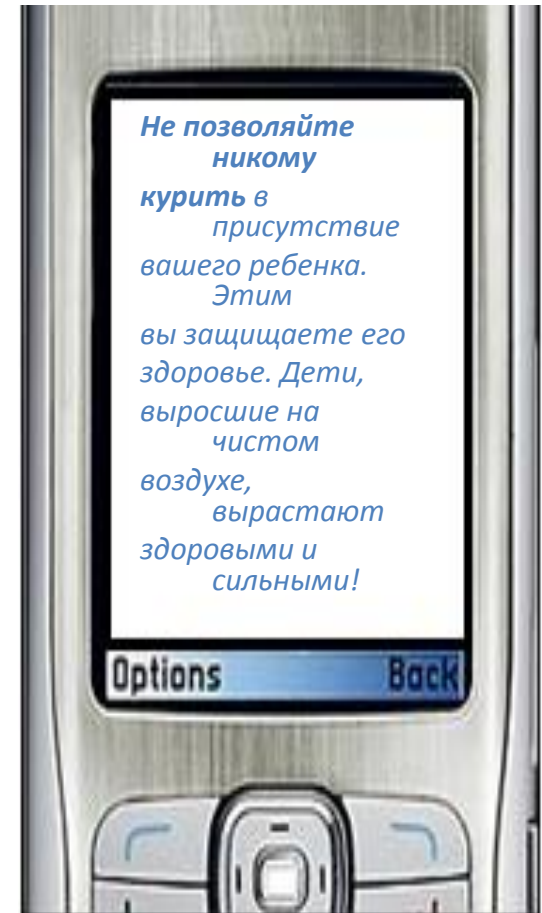
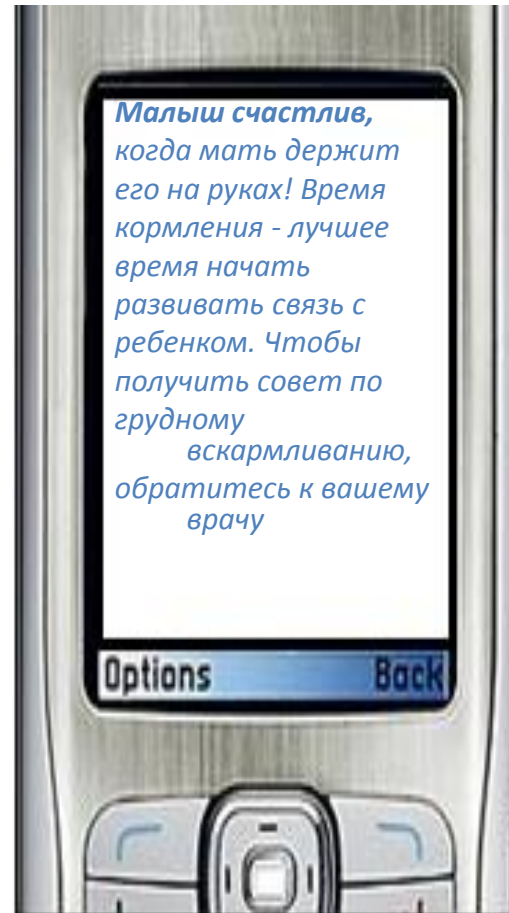
- outreach campaign through mass media and health clinics to raise awareness about t4b service
- pregnant women and new mothers voluntarily enroll in text4baby sending a free SMS
- women receive messages on various health topics timed to the term of their pregnancy or the age of their infant

## Content

- Prenatal Care
- Health Care facilities
- Labor & Delivery
- Immunization
- Nutrition
- Drugs and Alcohol
- Smoking Cessation
- Breastfeeding
- Safe Sleep
- Developmental Milestones

*Content to be developed by HDF in collaboration with leading Russian experts from the Federal Institute on Obstetrics and Gynecology named after Kulakov and other leading institutions*

## Sample Messages



## Expected Results of text4baby Russia

- 100,000 women reached with vital health information through pilot
- Increased awareness among women of key MCH topics such as immunizations and developmental milestones
- Rigorous monitoring and evaluation component will be developed to evaluate impact on MCH outcomes

# Text4baby collaborating partners in Russia



**Здоровье и Развитие**

*Фонд содействия национальным проектам в области общественного здравоохранения*



**Healthy Mothers  
Healthy Babies  
Coalition**



**Federal research center of  
obstetrics, gynecology  
and perinatology after  
academician V.I. Kulakov**



**Moscow State University  
after Lomonosov**

**VOXIVA™**

**Johnson & Johnson**

**Leading Russian National Mobile Operators**

**Other Leading Private  
Corporate Companies**