



The California Department of Public Health, Immunization Branch is conducting a pilot program with [Text4baby](#), a free mobile health service for pregnant women and new moms. The 6-month pilot program, scheduled to start March 4th, 2013, will reach thousands of new California parents to remind them when their baby needs recommended immunizations.

Parents in the program will receive timely text messages, tailored to their baby's birth date. When babies are due for shots, parents will receive text message reminders 2 weeks before shots are due. A few days later, parents will be asked to confirm whether or not they immunized their baby on time.

In the coming months, please help us reach out to new and expecting parents by asking them to sign up for this FREE service. Parents who would like to receive messages in English can text the word "**BABY**" to the number **511411**; Spanish speakers can text "**BEBE**" to **511411**.

You can help raise awareness about this free program by:

- Distributing [flyers in English and Spanish](#) in your clinics, lobbies, and health fairs. Print materials are [available for free](#).
- Promoting Text4Baby through your [Facebook and Twitter networks](#).
- Embedding this [web button](#) in your website.

Providers serving pregnant women and new mothers can also promote the free Text4Baby service with their patients through doctor visits, recorded messages, newsletters, and websites.

To learn more about the program, review the [frequently asked questions](#) and the [message content](#) of all of the text messages that parents receive.

Thanks for your support.