

Regular Session, 2012

HOUSE CONCURRENT RESOLUTION NO. 84

BY REPRESENTATIVE KATRINA JACKSON

HEALTH: Urges and requests the Dept. of Health and Hospitals and the La. Hospital Association to promote and encourage all hospitals and medical clinics that receive state dollars to promote the "Text4baby" initiative

1 A CONCURRENT RESOLUTION

2 To urge and request the Department of Health and Hospitals and the Louisiana Hospital
3 Association to promote and encourage public hospitals, hospitals receiving state
4 funding, and medical clinics to promote the Text4baby initiative in Louisiana.

5 WHEREAS, Text4baby is a free health text messaging educational program started
6 by the National Healthy Mothers, Healthy Babies Coalition (HMHB) which delivers timely
7 health advice via text message to those who need it most; and

8 WHEREAS, Text4baby is designed to help more pregnant women and new mothers
9 increase their knowledge about caring for their health and providing their babies the best
10 possible start in life; and

11 WHEREAS, Text4baby is made possible by a unique collaboration of organizations
12 in both the public and private sectors, including the founding partners HMHB, Voxiva,
13 CTIA the Wireless Foundation, Grey Healthcare Group, and founding corporate sponsor
14 Johnson & Johnson along with the United States government partners which include the
15 White House Office of Science and Technology Policy and the Department of Health and
16 Human Services; and

17 WHEREAS, over eighty-five percent of Americans own a cellular phone and
18 seventy-two percent of cellular phone users send or receive text messages; and

1 WHEREAS, Text4baby supports mothers by providing accurate, weekly, text-length
2 health information and resources that are timed to a woman's due date or the baby's date of
3 birth; and

4 WHEREAS, pregnant women and new mothers who text "BABY", or "BEBE" for
5 Spanish, to 511411 receive weekly text messages throughout their pregnancy and up until
6 the baby's first birthday; and

7 WHEREAS, the text messages provide information on a variety of topics critical to
8 maternal and child health, including but not limited to developmental milestones,
9 immunization, nutrition, mental health, and safety; and

10 WHEREAS, the Centers for Disease Control and Prevention (CDC) report that more
11 than a half million babies in the United States or one in every eight births are premature each
12 year; and

13 WHEREAS, according to the CDC, premature birth is the most frequent cause of
14 infant death, the leading cause of long-term neurological disabilities in children, and costs
15 the United States health care system more than twenty-six billion dollars each year; and

16 WHEREAS, a part of the Text4baby initiative is to help decrease the number of
17 premature births, which can be caused by poor nutrition, excessive stress, and smoking; and

18 WHEREAS, the health tips sent via Text4baby will include information on risk
19 factors, consequences, and opportunities for preventing premature births; and

20 WHEREAS, Text4baby messages also connect women to health resources through
21 the inclusion of national hotline telephone numbers within the messages.

22 THEREFORE, BE IT RESOLVED that the Legislature of Louisiana does hereby
23 urge and request the Department of Health and Hospitals to promote and encourage public
24 hospitals, hospitals receiving state funding, and medical clinics to promote the Text4baby
25 initiative in Louisiana.

26 BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the
27 secretary of the Department of Health and Hospitals and the president and chief executive
28 officer of the Louisiana Hospital Association.

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

Katrina Jackson

HCR No. 84

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