

# National Healthy Start Association Texting4Dads

A text messaging platform to support fathers



## Purpose

A text messaging platform to support fathers whose partners are enrolled in an MCH fatherhood program. It offers free text messages that give weekly information focused on maternal, infant and men's health aimed at improving healthy birth and maternal outcomes as well as improving men's health. The platform elevates the importance of father's and men's role and participation in improving birth outcomes, contributing to short and long-term wellbeing of the child as well as importance of taking care of his own health.

## What To Expect

Short informative messages based on the perinatal stage (pre-birth, birth, after birth) up to age 2 of the child.



- ✓ One message per week / 52 messages per year
- ✓ Message aligned with stage of development of infant
- ✓ Evaluate the program along the way

*Messages can be terminated at any time by entering STOP.*

## How To Get Started

You are not being tracked and you should not be receiving spam messages. You want to save the enrollment number to your contacts so you will recognize it when the messages begin to come.

## Text to Enroll and for More Information

info@nationalhealthystart.org

