

SENATE CONCURRENT RESOLUTION NO. 19

BY SENATORS PETERSON, ADLEY, ALARIO, ALLAIN, AMEDEE, APPEL, BROOME, BROWN, BUFFINGTON, CHABERT, CLAITOR, CORTEZ, CROWE, DONAHUE, DORSEY-COLOMB, ERDEY, GALLOT, GUILLORY, HEITMEIER, JOHNS, KOSTELKA, LAFLEUR, LONG, MARTINY, MILLS, MORRELL, MORRISH, MURRAY, NEVERS, PEACOCK, PERRY, RISER, GARY SMITH, JOHN SMITH, TARVER, THOMPSON, WALSWORTH, WARD AND WHITE AND REPRESENTATIVES LEGER AND MORENO

A CONCURRENT RESOLUTION

To recognize March 15, 2012 as Text4baby Day at the Louisiana Legislature.

WHEREAS, despite decades of public health outreach and education, more than 500,000 babies are born prematurely, and an estimated 28,000 children die before their first birthday each year in the United States; and

WHEREAS, in 2008, 65,268 babies were born in Louisiana, and unfortunately, 15.4% of these births were pre-term, 10.8% of babies were born at a low birth weight, and 9.2 babies per 1,000 died before their first birthday, while nationally, 12.3% of births were pre-term, 8.2% of babies were born at a low birth weight, and 6.8 per 1,000 babies died before their first birthday; and

WHEREAS, in Louisiana in 2010, 22% of women of childbearing age (eighteen to forty-four years) reported smoking, compared to 17.6% of women overall in the United States; furthermore, in 2009, 25.1% of men in Louisiana reported smoking, compared to 19.6% of men overall in the United States; also in 2010, 28.7% of women between the ages of eighteen and forty-four in Louisiana were obese, compared to 25.1% of women overall in the United States; and smoking and obesity are risk factors for adverse birth outcomes, including prematurity; and

WHEREAS, many factors cause these negative outcomes, including health care access, poverty, and negative health behaviors, but research supports that increasing knowledge about health can help people stay healthier; and

WHEREAS, to help more pregnant women and new moms get information about caring for their health and giving their babies the best possible start in life, the National Healthy Mothers, Healthy Babies Coalition (HMHB) launched text4baby, the first free

health text messaging service in the United States, and text4baby supports moms by providing accurate, text-length health information and resources in a format that is personal and timely, using a channel mothers know and use as over 85% of Americans own a cell phone and 72% of cell users send or receive text messages; and

WHEREAS, registration is easy and can be done online or from a cell phone by texting the word BABY (or BEBE for Spanish) to 511411; and

WHEREAS, once registered, a woman will start receiving free messages with tips for pregnancy or caring for a baby; and

WHEREAS, text4baby messages are timed to the woman's due date or the baby's birth date; and

WHEREAS, the CTIA-The Wireless Foundation and participating mobile operators is recognized and commended for their support as all messages received from text4baby are free, and Johnson & Johnson is recognized as the founding sponsor of text4baby.

THEREFORE, BE IT RESOLVED that the Legislature of Louisiana does hereby recognize March 15, 2012 as Text4baby Day at the Louisiana Legislature.

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the Louisiana Legislative Women's Caucus Foundation.

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PRESIDENT OF THE SENATE

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SPEAKER OF THE HOUSE OF REPRESENTATIVES