

## Radio PSA Live Copy

### **:60 Version**

Each year more than a half million babies in the United States are born prematurely which can lead to serious health problems. Additionally, an estimated 28,000 children die before their first birthday, signifying a national public health crisis.

The good news is that, now, if you're pregnant or a new mom, you can get easy access to important information to help keep your baby healthy via your cell phone.

It's through a free service called text4baby. Timely health tips sent directly to your cell phone to help you care for your health and give your baby the best possible start in life. Tips focus on a variety of critical health topics and connect you to prenatal and infant care services and other resources.

Get text4baby. FREE messages each week on your cell phone to help you through your pregnancy and your baby's first year.

Just text BABY, B-A-B-Y to 511411. That's BABY, B-A-B-Y to 511411. For the health of your baby.

### **:30 Version**

Each year more than a half million babies are born prematurely which can lead to serious health problems. The good news is that, now, if you're pregnant or a new mom, you can get timely information to help keep your baby healthy — something every mother wants.

Through a free service called text4baby, women get health tips sent directly to their cell phones to help them care for their babies through the first year.

Text BABY, B-A-B-Y to 511411. That's BABY, B-A-B-Y to 511411. For the health of your baby.

### **:15 Version**

Did you know your cell phone can provide important information to help you care for your health and the health of your baby?

With a free service called text4baby, pregnant women and new moms can get timely information sent to their cell phones to help them care for their babies.

Text BABY, B-A-B-Y, to 511411.