

Having a new baby means there's so much to do and learn!

## Get help with Text4baby

Health  
information  
and support  
for you and  
your baby



**Text4baby brings you helpful reminders and information on your cell phone—and it's a FREE\* service**

**Improved features** to help you stay on top of well-baby visits and vaccinations

\*Texts from Text4baby are free of charge when using all major US carriers. For a list of included carriers, go to [www.text4baby.org](http://www.text4baby.org). Data charges may apply when downloading the free Text4baby app or navigating the Text4baby website from a mobile device.



Pfizer is a proud sponsor of Text4baby. Text4baby content is independently developed by Wellpass and reviewed by the Text4baby Content Council. Pfizer is not involved in the creation of content provided by Text4baby.

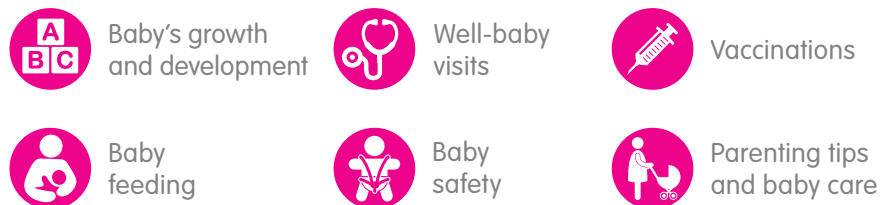


# What is Text4baby?

Text4baby is a health information service for you and your baby, delivered on your mobile phone. Text4baby offers health education, helpful tips, and important reminders developed by trusted healthcare professionals so you know what to expect during your baby's first 12 months.

Information is personalized based on your baby's birth date, so that you get the information you need when you need it. **Text4baby is a FREE\* service** on all major US mobile carriers, even if you have no texting plan or limited texts per month.

## What information does Text4baby provide?



## What do parents love about Text4baby?

Text4baby delivers helpful information that's easy to understand. In fact, 99% of people who use Text4baby would recommend it to a friend or family member, according to a survey of more than 700 pregnant women.

Parents who use Text4baby feel more confident that they're prepared with the knowledge to help keep themselves and their babies healthy.

## How do I sign up to receive text messages?

There are **3 ways** to sign up for Text4baby:

- 1. App:** Download free from iTunes and Google Play.  
The app also offers additional educational content and a personalized vaccine tracker.
- 2. Text:** On your cell phone: Text BABY to 511411.  
En español: Textea BEBE a 511411.
- 3. Online:** Register at [text4baby.org/signup](http://text4baby.org/signup).  
The website also offers additional educational content.



Text4baby values your privacy. Text4baby does **NOT** sell, rent, or lease your Personally Identifiable Information to third parties for any commercial purposes. To stop receiving messages anytime, text STOP to 511411.

\*Texts from Text4baby are free of charge when using all major US carriers. For a list of included carriers, go to [www.text4baby.org](http://www.text4baby.org). Data charges may apply when downloading the free Text4baby app or navigating the Text4baby website from a mobile device.

## Features for you in Text4baby

### Well-baby visits and vaccinations are a key part of baby's first year

#### When you enter your baby's birth date, you'll get...

##### Educational texts:

Text4baby: Your baby should have had the shots to protect from hepatitis B by now. Check with the doctor at baby's 9-month visit to make sure baby received them.

- Let you know what vaccines are recommended, and when they are needed, to help protect your baby from disease

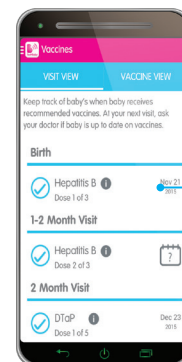
##### Appointment reminder texts:

Text4baby: This is a reminder about your appointment: 2-month well visit on September 9th.

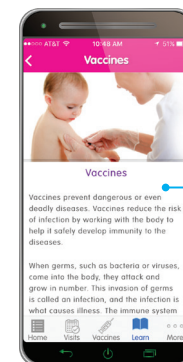
- Alert you when it's time to set up a new appointment for your baby and remind you when to go

According to a Text4baby spokesperson, "infants are 26% more likely to have a well-baby visit if their parents receive alerts from Text4baby."

## Personalized vaccination tracker:



An all-in-one tool that allows you to enter your baby's information for personalized vaccination schedules and tracking that ties to their well visits



Educational screens contain information to help you understand the vaccinations your baby will receive and the diseases they help prevent

There's even more to learn about vaccinations and well-baby visits at **[Text4baby.org](http://Text4baby.org)**.

Text4baby content was developed with the oversight of a Content Council consisting of representatives from the Centers for Disease Control and Prevention (CDC), Health Resources and Services Administration (HRSA), the March of Dimes, and other leading clinical organizations.



Pfizer is a proud sponsor of Text4baby. Text4baby content is independently developed by Wellpass and reviewed by the Text4baby Content Council. Pfizer is not involved in the creation of content provided by Text4baby.





**Text4baby—get FREE\* health information for your baby's first year!**

### Text4baby helps you:

- Learn about your baby's milestones, what to expect from well-baby visits, and other topics
- Use the personalized vaccination tracker to help you stay on top of well-baby visits and vaccination appointments
- Keep track of your baby's doctor appointments with helpful reminders

**After baby turns 1, parents can continue receiving health tips and well-baby visit reminders from Text4kids until their child turns 18.**

### Join the Text4baby community at:

Facebook.com/  
**text4baby**



Twitter  
**@mytext4baby**



Instagram  
**@mytext4baby**



\*Texts from Text4baby are free of charge when using all major US carriers. For a list of included carriers, go to [www.text4baby.org](http://www.text4baby.org). Data charges may apply when downloading the free Text4baby app or navigating the Text4baby website from a mobile device.

Text4baby is a registered trademark of Wellpass, Inc. All rights reserved.



PP-PNP-USA-0958-01

© 2018 Pfizer Inc.

All rights reserved.

February 2018



Having a new baby means there's so much to do and learn!

## Get help with Text4baby

Health information  
and support for  
you and your baby



**Text4baby brings you helpful reminders and information on your cell phone—and it's a FREE\* service**

**Improved features** to help you stay on top of well-baby visits and vaccinations

\*Texts from Text4baby are free of charge when using all major US carriers. For a list of included carriers, go to [www.text4baby.org](http://www.text4baby.org). Data charges may apply when downloading the free Text4baby app or navigating the Text4baby website from a mobile device.



Pfizer is a proud sponsor of Text4baby. Text4baby content is independently developed by Wellpass and reviewed by the Text4baby Content Council. Pfizer is not involved in the creation of content provided by Text4baby.



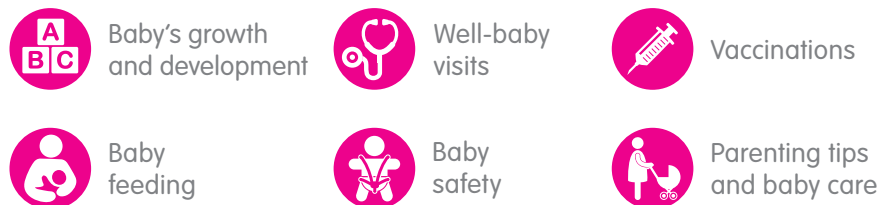


# What is Text4baby?

Text4baby is a health information service for you and your baby, delivered on your mobile phone. Text4baby offers health education, helpful tips, and important reminders developed by trusted healthcare professionals so you know what to expect during your baby's first 12 months.

Information is personalized based on your baby's birth date, so that you get the information you need when you need it. **Text4baby is a FREE\* service** on all major US mobile carriers, even if you have no texting plan or limited texts per month.

## What information does Text4baby provide?



## What do parents love about Text4baby?

Text4baby delivers helpful information that's easy to understand. In fact, 99% of people who use Text4baby would recommend it to a friend or family member, according to a survey of more than 700 pregnant women.

Parents who use Text4baby feel more confident that they're prepared with the knowledge to help keep themselves and their babies healthy.

## How do I sign up to receive text messages?

There are **3 ways** to sign up for Text4baby:

- 1. App:** Download free from iTunes and Google Play.  
The app also offers additional educational content and a personalized vaccine tracker.
- 2. Text:** On your cell phone: Text **BABY** to 511411.  
En español: Textea **BEBE** a 511411.
- 3. Online:** Register at [text4baby.org/signup](http://text4baby.org/signup).  
The website also offers additional educational content.



Text4baby values your privacy. Text4baby does **NOT** sell, rent, or lease your Personally Identifiable Information to third parties for any commercial purposes. To stop receiving messages anytime, text STOP to 511411.

\*Texts from Text4baby are free of charge when using all major US carriers. For a list of included carriers, go to [www.text4baby.org](http://www.text4baby.org). Data charges may apply when downloading the free Text4baby app or navigating the Text4baby website from a mobile device.

## Features for you in Text4baby

### Well-baby visits and vaccinations are a key part of baby's first year

#### When you enter your baby's birth date, you'll get...

##### Educational texts:

Text4baby: Your baby should have had the shots to protect from hepatitis B by now. Check with the doctor at baby's 9-month visit to make sure baby received them.

- Let you know what vaccines are recommended, and when they are needed, to help protect your baby from disease

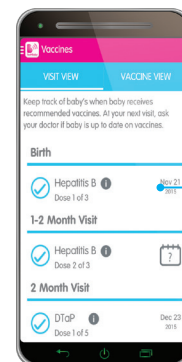
##### Appointment reminder texts:

Text4baby: This is a reminder about your appointment: 2-month well visit on September 9th.

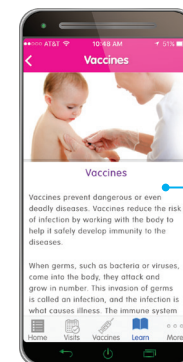
- Alert you when it's time to set up a new appointment for your baby and remind you when to go

According to a Text4baby spokesperson, "infants are 26% more likely to have a well-baby visit if their parents receive alerts from Text4baby."

## Personalized vaccination tracker:



An all-in-one tool that allows you to enter your baby's information for personalized vaccination schedules and tracking that ties to their well visits



Educational screens contain information to help you understand the vaccinations your baby will receive and the diseases they help prevent

There's even more to learn about vaccinations and well-baby visits at **[Text4baby.org](http://Text4baby.org)**.

Text4baby content was developed with the oversight of a Content Council consisting of representatives from the Centers for Disease Control and Prevention (CDC), Health Resources and Services Administration (HRSA), the March of Dimes, and other leading clinical organizations.



Pfizer is a proud sponsor of Text4baby. Text4baby content is independently developed by Wellpass and reviewed by the Text4baby Content Council. Pfizer is not involved in the creation of content provided by Text4baby.





**Text4baby—get FREE\* health information for your baby's first year!**

### Text4baby helps you:

- Learn about your baby's milestones, what to expect from well-baby visits, and other topics
- Use the personalized vaccination tracker to help you stay on top of well-baby visits and vaccination appointments
- Keep track of your baby's doctor appointments with helpful reminders

**After baby turns 1, parents can continue receiving health tips and well-baby visit reminders from Text4kids until their child turns 18.**

### Join the Text4baby community at:

Facebook.com/  
**text4baby**



Twitter  
**@mytext4baby**



Instagram  
**@mytext4baby**



\*Texts from Text4baby are free of charge when using all major US carriers. For a list of included carriers, go to [www.text4baby.org](http://www.text4baby.org). Data charges may apply when downloading the free Text4baby app or navigating the Text4baby website from a mobile device.

Text4baby is a registered trademark of Wellpass, Inc. All rights reserved.



PP-PNP-USA-0958-02

© 2018 Pfizer Inc.

All rights reserved.

February 2018

