

February 14, 2015

Dr. Patricia Janssen  
Co-theme Lead, Maternal Child Health  
UBC School of Population and Public Health  
2206 East Mall, Vancouver, B.C., V6T-1Z3

Dear Dr. Janssen,

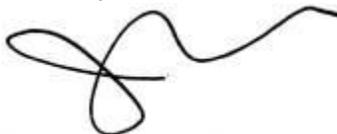
The Society of Obstetricians and Gynaecologists of Canada is pleased to add its support to the SmartMom program.

As a leader in the development of clinical guidelines and best practices in obstetrics, the SOGC is the 'go-to' resource for health care professionals who provide maternity care services. As well, the SOGC is engaged in patient education outreach to ensure that women and their families have the information they need to ensure a safe and healthy pregnancy, birth experience, and postnatal period.

SmartMom will provide an innovative, accessible way to put evidence-based text messages in the hands of pregnant women, ensuring that these women receive the information they need to know, when they need to know it. By developing a text messaging service designed to address each phase of pregnancy, SmartMom will be able to engage women further in their own care, to understand what is happening to their body, their baby, and their overall maternal health during pregnancy. The SmartMom project will also provide valuable information regarding the way in which technology such as text messaging can change women's knowledge and behaviour.

We endorse this program and look forward to the realization of a successful pilot program in B.C., and eventually a national service available to all Canadian women regardless of where they live. Prenatal care is essential to ensuring that each birth is a safe and healthy one, and that mother and child receive the care they need.

Sincerely,



Jennifer Blake, MD MSc FRCSC  
Chief Executive Officer  
The Society of Obstetricians and Gynaecologists of Canada