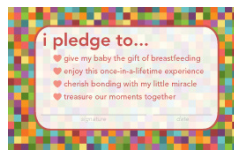


A MOTHER'S GIFT

CLIENT	BEHAVIORS	TOOLS
Prenatal (Any trimester)	Healthy weight gain during pregnancy Breastfeeding No cereal or solid foods until six months	Breastfeeding Pledge Card

TOOLS:



OPENING ACTIVITY:

SAY: When a woman first finds out she is pregnancy, she starts dreaming of the gifts she wants to give her child. A lot of mothers have told me they want to reinvent a great life for their baby, often better than the life they lived. Is that something that resonates with you?
(Pause for client to share.)

A lot of moms also talk about a deep desire to nurture their baby in a way that protects and inspires them to greatness. Have you had thoughts like that during your pregnancy?
(Pause for client to share.)

I've also heard pregnant women talk about a deep desire to give their child values that will allow them to thrive in the world. Have you thought about the values you would like your child to have? (Pause for client to share.)

SAY: Even now, while pregnant, you can give gifts to your child. One of the gifts you can give your baby is a healthy weight gain during pregnancy. How are you feeling about your weight gain so far?

The amount of weight gained during pregnancy affects your baby for years to come, so a healthy weight gain is an important gift. What can you do today to stay on your path or health weight gain (or change your weight gain)? (Listen to client response.)

SAY: Have you thought about the moment when you hold your baby for the first time? I can imagine it will be a flood of emotions as you see the baby that you have loved for many months. A lot of moms know they want to welcome their child into the world with breastmilk while others are still thinking about their choice. Have you made any decisions

yet? (Listen to client response.)

SAY: Another gift you can give your baby when she/he arrives is a future without the risk of choking. You've probably heard moms talking about giving their child their child cereal at a young age in the bottle as a way to get them to sleep. It's a popular myth with very scary results like choking and long-term weight gain. The good news is your baby doesn't need any solid food at all the first six months. How do you feel about giving your baby a solid-free, choke-free time to enjoy breastmilk or formula?

ACTION PLAN:

SAY: We talked about a lot of gifts moms can give their child. Which ones are most important to you?

IF CLIENTS VOLUNTARILY SAY THEY PLAN TO BREASTFEED:

Congratulate them on their breastfeeding decision. Offer the breastfeeding pledge card to clients who state they want to breastfeed. Tell them the pledge card is a powerful promise worthy or preserving in a baby book.

Sample dialogue:

"Please let me know if you have decided on giving your baby the gift of a lifetime—breastmilk—as I have a special gift for you. It's a pledge card from you to your baby, letting him/her know that you have decided to breastfeed. Some moms put this card in their baby books. Others proudly place it on the refrigerator, declaring to all their intent to breastfeed."

Offer to take the client's photo and place it on the "#wechoosetobreastfeed" board.

Sample dialogue:

"Once you have signed your card for your baby, I would be happy to celebrate your decision by placing a photo of you and your card, along with all mothers who have already decided to breastfeed, on our Hero Wall. (Note: Offer to have the mom come with you to the breastfeeding Hero Board to post her photo.)"

IF THE CLIENT DOES NOT VOLUNTARILY SAY THEY PLAN TO BREASTFEED:

Don't force or encourage clients who are still thinking about their decision to breastfeed. Remind them, their decision on how they want to welcome their baby can be made anytime.

Sample dialogue:

"Don't worry if you're not ready to pledge to breastfeed yet. It's your decision, and only you can decide when the time is right. Some moms don't know what their decision is until they are holding their babies for the first time."

End session on a high note:

"Thank you for coming today. You are thoughtful, loving people who are already an inspiration to me and your babies for what you are doing today."