

BULL'S-EYE

| CLIENT | BEHAVIORS | TOOLS |
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| Breastfeeding mother | Breastfeeding duration (especially for mothers of babies over six months) | Bull's-eye, clipboard and pen for each client |

TOOLS:

Bull's-eye, clipboard and pen for each client

OPENING ACTIVITY:

Give clients a “bull’s-eye” and a pen on a clipboard. Ask clients to do each of the tasks in order, allowing time for them to complete the task before moving on to the next task.

- “Imagine your baby’s face in the middle of this bull’s-eye. Now write all the things you do for him or her on the side of the page. For example: wash clothing, change diapers, etc. Who wants to share some of the tasks you do each day for your baby?”
- “Now place those tasks you do each day for your baby on the bull’s-eye lines. Place the tasks that will forever change her/his life toward the center and those that are important, but not life-changing, on the lines further out. There are no right or wrong answers here, just your perception of how important what you do for your baby is to the rest of her/his life. Who wants to share where you placed some of the tasks on your bull’s-eye?”
- “Now consider breastfeeding. Where would that “task” fall on the continuum of importance to your baby for now—as well as the rest of her life? If you feel it will forever impact your baby for the rest of her/his life, you would place it closer to the center. If it’s just “nice to do,” but not impactful, you will place it further from the center. Who wants to share where you placed breastfeeding on your circles of importance?” (Note: Linger on this point, using probes like “How will breastfeeding forever change your baby’s life? How will it forever change your relationship with your baby? How does breastfeeding fundamentally change who you are and what you stand for?”)
- “Here’s another gift mothers of babies older than six month may be giving their baby, even without knowing it. It’s the gift of trusting their baby to determine how much to eat, just as you trust them to know when to breathe or at what pace to grow or develop. When you breastfeed, babies are in charge of how much they eat. Allowing babies older than six months to continue on that trust path and determine how much solid food to eat, as well as how much breastmilk, can forever change their lives. Babies who learn to honor their feelings of fullness are less likely to struggle with a lifetime of weight issues. Wouldn’t every mother want to give that gift to her child? Who can share how their baby lets them know when they are full and when their baby wants to stop eating?”
- “Before we leave today, I would like you to add your name to the circle closest to baby’s face in the center of the bull’s-eye. Your gifts are changing her/his life now and for the rest of her/his life. Thank you for being at the center of your baby’s bull’s-eye.”