

CROSSING THE FINISH LINE

| CLIENT | BEHAVIORS | TOOLS |
|-------------------------------|------------------------|--|
| Breastfeeding 6 months old | Breastfeeding duration | Photo that represents how mothers might feel when they achieve their breastfeeding goal |

TOOLS:



OPENING ACTIVITY:

SAY: “Pick a photo that says something about how you will feel when you cross the finish line and achieve your breastfeeding goals.”

Listen to client responses.

SAY: “I can only imagine the flood of feelings you will have when you look back on your success. The American Academy of Pediatrics recommends breastfeeding until (baby’s name) first birthday. But, as (baby name) mom, you get to decide how long you want to give the gift of breastfeeding, knowing every drop, every day, every week or every month is a gift that lasts a lifetime.”

“How do you feel about achieving a six-month success milestone? How do you think (baby’s name) feels about her first six months as a breastfed baby?”

ASK: “Everyone who sets out to achieve greatness encounters challenges. Are there any challenges you are facing now as you move forward toward your breastfeeding goal?”

Discuss challenges. Offer solutions to each challenge or call a peer counselor to address challenges. Address challenges immediately, if possible, rather than make another appointment or delay solving the problem.

SAY: “As people achieve goals, they change. Something inside of them awakens, and they become new people. How will you be different when you cross the finish line and achieve your goal?”

Offer mom the opportunity to be featured on the #MOMSTRONG board:

Ask client if she would like her photo placed on the #MOMSTRONG board, a special place for moms who have given the gift of breastfeeding to their children for four to eight months. If so, ask the mom to sign the consent form, take her photo against the Heart Button background and walk with her to the Hero Wall to place her photo. While at the hero wall, ask the mom how she might feel if her photo was featured on the Ultimate Hero Board, where mothers who breastfeed for a full year are celebrated.

Sample dialogue:

“Today is a day worthy of great celebration. You have now crossed the line from hero to superhero—a mom who has given her baby breastmilk for a full six months. I would like to celebrate you and your gift by taking a photo for the Hero Wall. Today, you join a select and amazing group of women who have given the gift of breastmilk for four to eight months. Ready for your hero photo? As you can see, there is one Hero Board left, and that’s where moms who give the ultimate gift—a full year of breastfeeding—are celebrated. How would you feel if your photo was posted on the ‘Ultimate Hero board’ someday.”

Offer to take Facebook photo on client’s phone.

Sample dialogue:

“Moms can be competitive. They want to be the best moms on earth to their children, and they want others to know it. But today, you can post a photo that only a few select moms can post, the Hero Photo that proudly states—with no words—you are in the elite group of women who have chosen to breastfeed for four to eight months. If you’re interested in this photo for Facebook, or just your baby book, I would be happy and proud to take it using this Hero Frame.”