

DEFEATING YOUR GIANT

CLIENT	BEHAVIORS	TOOLS
Pregnant, smoking mother	Smoking cessation	Stones Client Gifts: Keychain fob, power statement cards, phone back case

TOOLS



OPENING ACTIVITY

TRIGGER EMOTIONAL DRIVERS:

“Remember the story of David and Goliath? We all have giants in our lives. Sometimes, the giants seem so overwhelming and powerful that we can hardly believe they can be defeated.

If you could defeat one giant in your life, what would it be?”

Allow time for mom to answer.

“For many pregnant moms, their ‘giant’ is smoking. But good news—pregnancy is a time of reinvention. Moms creating life feel their strength. They know their actions matter. Many moms decide to ‘pick up the stone’ and kill the giant in their lives.”

Show basket of stones with emotions smokers feel.

“Which of these words reflects what you feel when you think of killing the giant in your life?”

(Words written on stones: Trapped. Defeated. Hate. Guilt. Shame. Disappointed. Embarrassed. Judged. Stress. Hopeless.)

Listen to client comments. Offer stone with the word “hope” on it.

“Today, I want to give you a different stone. It's a simple stone with a powerful message because in your hands it's a powerful force to reinvent life. Perhaps it will remind you that your victory over smoking can reinvent a better life for you and your baby.”

Give powerful statement packet.

SAY: *“You don't have to kill your giant alone. Other moms have said powerful statements help, statements that remind them of who they are and their ability to reinvent a better life.”*

(Show statements to moms, highlighting personal favorites or ask moms to select statements that “speak” to them.)

Give key-chain fob with quit-smoking hotline information.

ACTION PLAN

“If you are ready to defeat your giant, this number may help. You'll find encouraging, helpful coaching from sympathetic people—24/7. How would you feel if you were able to kill the giant—smoking—in your life? How would you feel about giving your baby the gift that lasts a lifetime?”