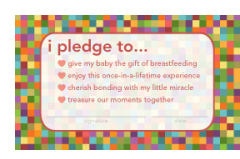
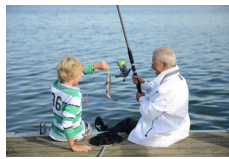


HOPES AND DREAMS

CLIENT	BEHAVIORS	TOOLS
Prenatal (any trimester)	<p>Healthy weight gain during pregnancy</p> <p>Breastfeeding</p> <p>No cereal or solid foods until 6 months old</p>	<p>"Hopes and Dreams" Photos, Breastfeeding Pledge Card</p>

TOOLS:



OPENING ACTIVITY:

Lay "Hopes and Dreams" Photos on the table.

SAY: "Pick a photo that says something about the hopes and dreams you have for your baby."

Listen to client responses.

SAY: "Your hopes and dreams, and your baby's future, start with what you are doing today."

ASK: "What's something you are doing now to create the best tomorrow for your baby?"

ASK: "How would you feel if you could give your baby gifts now that could last a lifetime?"

Discuss three lifelong gifts a mother can give her baby during her pregnancy.

GIFT #1: The gift of freedom from a lifetime of weight struggles.

Discuss how a mother's weight gain during pregnancy is the greatest predictor of her child's future weight. By gaining just the right amount of weight during pregnancy—not too much and not too little—mothers can help prevent a lifetime of weight struggles for their children.

GIFT #2: The gift of a lifetime of bonding memories

Babies who receive the gift of breastmilk feel the love and bonding that starts with breastfeeding. When moms choose to welcome their babies to earth with breastmilk, they are also choosing to gift them with a healthier future. Breastfeeding is like an insurance policy that allows hopes and dreams to come true because they are less likely to have diabetes or struggle with weight issues throughout life.

GIFT #3: The gift of protection from cereal and solids because baby isn't ready for them yet.

Baby's tiny digestive system isn't ready for cereal or solid foods until around 6 months old. By offering only breastmilk or formula for the first six months, baby is less likely to suffer from the emotional and physical pain that comes with weight struggles.

ASK: “How would you feel if you were able to give your baby these gifts? How would it make a difference in your life? How would it make a difference in the baby’s life?”

ACTION PLAN:

ASK: “We talked about a lot of gifts moms could give their babies today, like breastfeeding, protecting the baby from cereal and solid food and a healthy pregnancy weight. What do you plan to do in the coming weeks so your hopes and dreams come true?”

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 of 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 with a photo of you and your card, along with all the mothers who have already decided to breastfeed, for our Hero Wall. (Note: Offer to have the mom come with you to the breastfeeding Hero Board to post her photo.)

IF CLIENTS DO NOT VOLUNTARILY SAY THEY PLAN TO BREASTFEED:

Don’t force or encourage clients who are still thinking about their decisions to breastfeed. Remind them their decisions about how they want to welcome their babies 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 decisions are until they are holding their babies for the first time.”