

IMPRINTING MEMORIES

CLIENT	BEHAVIORS	TOOLS
Mothers who smoke	Smoking cessation Springboard to calling helpline for support	Photos of lifetime memories, Client Gifts: Keychain fob, power statement cards, phone back case

TOOLS



OPENING ACTIVITY

Place photos of positive lifetime memories on table.

TRIGGER EMOTIONAL DRIVERS

Moms start thinking of lifetime memories the moment they see their babies for the first time. They want their children to have happy family memories to treasure for a lifetime. Pick photos that represent the memories you hope your child will treasure.

Listen to client comments. Place smoking-related images on table.

“Here are some other memories. No parent wants a child’s lifetime memories to be like these, but the children of women who smoke often remember kissing their moms goodnight and being repelled by the smell of their breath and hair, or they recall riding in smoke-filled cars where their parents were continually coughing, or missing school because of allergies they developed from secondhand smoke. Then there are some teens who remember trying their first cigarette simply because they wanted to be like their parents. Today can be a day of reinvention, a day where you take control of your future and the memories you are giving to your child. How would you feel if you were able to give your child a lifetime of treasured memories revolving around your family and the joy you shared? What would that say about you as a mom? How would it make a difference in your life and your child’s life?”

Listen to client comments.

“Every day you have the opportunity to give a gift—the gift of reinventing yourself in order to give your child memories without a smoky haze over them. Let me know if today is the day you want to reinvent yourself. No pressure here—just loving support for great moms.”

Offer packet of encouraging phrases.

“I love these powerful words. They remind us that we are powerful, strong and brave people. That we can trade cigarettes for a lifetime of happy memories. Which of these sayings speaks to your heart now?”

ACTION PLAN

Offer key-chain fob with quit-smoking hotline and website.

"If today's the day you decide to make a change, here's a keychain with the toll-free hotline for free, 24-hour quit-smoking support. If you prefer, you can check out the website listed just below the support hotline."