

# LIFE CHANGERS

CLIENT	BEHAVIORS	TOOLS
Breastfeeding Initial Certification	Breastfeeding duration	Photo of personal hero

## TOOLS:

Photo of personal hero

## OPENING ACTIVITY:

**SAY:** “This is a photo of my hero—a person who changed my life.” (Add one sentence about what the hero did for you and how you feel about your hero’s gift to you.) “Do you have a hero in your life—someone who made your life better because of what she/he did for you?”

Tie to behavior change.

**SAY:** “As a breastfeeding mother, you are a hero to your child. Your gift of breastmilk is reinventing a healthy life for her, one where she is less likely to struggle with weight issues or even diabetes.”

Recognize positive behaviors.

“How do you feel about giving your baby the gift of a lifetime—breastmilk?”

**ASK:** “Even heroes face challenges. Are there any challenges that you are facing?”

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, especially if a mother is discouraged, unmotivated, questions her breastfeeding decision or is in the process of quitting.

**SAY:** “Sometimes, the only difference between heroes and other people is that they are willing to hang on a few hours, days or weeks longer than ordinary people. Only you can decide how you want to feed your baby. But know that your breastmilk makes a big difference in your baby’s life and that every drop is precious and powerful. I am here to cheer you on and celebrate your heroic gifts as long as you choose to breastfeed.”

**SAY:** “Heroes are ordinary people who do extraordinary things. Thanks for digging deep and persevering to be the hero to your child. Someday, your child may show your photo to

someone and tell that person what a hero you are to him or her—starting with your gift of breastmilk.”

Take photo(s):

Ask the client if she would like to add her photo to the Honor Wall, a place where breastfeeding moms are celebrated and honored. If so, take the mom's photo against the Heart Button background, and walk with her to the #HEROMOM board and place her picture there. Briefly explain the boards, telling her that the next visit will be an opportunity to share her breastfeeding success on the #MOMSTRONG board.

Sample dialogue:

"We honor all moms, but especially want to celebrate the success of breastfeeding moms. You are a hero—a huge success—to have made it to this point in your breastfeeding gift to (baby), and we want to capture that success with a photo and a place of honor on the #HEROMOM Board. Would you like that? If so, please sign this consent form, and we'll walk together to our Hero Wall. Next time you come, we'll take your photo for the #MOMSTRONG Board."

Ask client if she would like a Facebook photo taken with the Hero Frame.

Sample dialogue:

"Being a hero is also worthy of a Facebook post! We have a special 'Hero Frame' for our breastfeeding heroes to use for a special Facebook photo, if you are interested. I'd love to take a photo of you in our Hero Frame on your phone, if you want to post your success to your Facebook page."

Note: Use the #HEROMOM board for breastfeeding mothers who achieve zero to four months duration; #MOMSTRONG for moms who achieve four to eight months duration and #TEAMAMAZING for moms who achieve nine months duration and beyond.