

MAGIC PENCIL

CLIENT	BEHAVIORS	TOOLS
Prenatal (any trimester)	Healthy weight gain during pregnancy Breastfeeding No cereal or solid foods until 6 months old	Magic Pencil

TOOLS:

“Magic” Pencil (A fancy or unique pencil)

OPENING ACTIVITY:

SAY: “This is a magic pencil. (Hand the magic pencil to the client to hold with confidence and flair.) It’s magical because you can use it to erase any challenges of pregnancy or write good things into your pregnancy. If you could wave the magic pencil and erase something from your pregnancy, what would you erase? If you could wave this magic pencil and add something good to your pregnancy, what would you add? (Give examples, if needed. Things women may want to erase from their pregnancy include excess weight gain, feeling tired, stressed, more cravings, etc. Things women may want to add to their pregnancy may include more time and energy to be active, desire for healthy—instead of “junk”—foods, etc.)

Listen to client response.

SAY: “Pregnancy is a time of reinvention. You get to write the story of your pregnancy. What you write in—or erase—from your pregnancy impacts your baby’s story too.”

ASK: “What changes have you made during your pregnancy that make you proud? How will those changes make a difference in your life? How will those changes make a difference in your baby’s life—now and throughout her lifetime?”

ASK: “As you write your pregnancy story, here are some important things to consider...”

DISCUSS:

Healthy weight gain: “When you write in exercise and erase extra foods with your magic pencil, you write a healthy story for your baby that is less likely to include weight struggles. Your weight gain during pregnancy is one of the greatest predictors of your baby’s future weight. By keeping your pregnancy weight gain in a healthy range, your baby is more likely to enjoy a life without weight struggles.”

Breastfeeding: “Only you get to decide how you want to feed your baby. By writing breastfeeding in your plan, you also create a healthier story for your baby—one that includes less risk of diabetes or struggling with weight. And the 500 calories burned each day by breastfeeding moves you closer to a happy ending on your post-pregnancy weight.”

Only breastmilk or formula for the first six months: “One of the most important things to erase from your baby’s future takes no time or money. It’s the gift of patience as baby’s tiny digestive system develops enough to be ready for cereal or solid food, which happens around 6 months old. When you erase cereal and solid food from her first four months, her story is less likely to include weight struggles or diabetes.”

ASK: “We talked about a lot of ways to write the best story for your baby and you. What do you plan to erase or write in over the next few weeks?”

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 on 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.”