

# SWIMMING IN THE FOG

CLIENT	BEHAVIORS	TOOLS
Breastfeeding	Breastfeeding duration	Photo of Florence Chadwick

## TOOLS:



## OPENING ACTIVITY:

**SAY:** “This is a photo of Florence Chadwick. She wanted to be the first person to swim 26 miles between Catalina Island and the California coast. After about 15 hours of swimming, she started to doubt herself, and she didn’t think she could make it. The coast was fogged in, and she couldn’t see it, so she asked to be pulled into the boat. Later, she found out that she was less than 1 mile from the coast. If she could have seen her goal, she would have made it.”

Tie to behavior change.

**SAY:** “For some moms, breastfeeding feels like that. Life is a fog, and they can’t see their goals. They want to reinvent the best lives for their babies and give their babies the gift of breastmilk, but they lose sight of their goals.”

Recognize positive behaviors.

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

**ASK:** “Are there any emotional challenges that are keeping you from believing you can reach your goal? Are there any physical barriers that are challenging your dream to breastfeed your baby?”

Discuss challenges. Offer solutions to each challenge or call a peer counselor to address challenges. Address challenges immediately, if possible, rather than making another appointment or delay solving the problem.

**SAY:** “Florence Chadwick learned to navigate fog and went on to become the first woman to swim the English Channel. I believe you, too, will go on to be an amazing success as a breastfeeding mother, and I’m here to celebrate with you.”

Reminder: 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.

#### Take photo(s):

Tell client about the Hero Wall, a place where breastfeeding moms are honored and celebrated. Ask client if she would like her photo placed on the board as a tribute to her success. (Please note that the mother may already have a photo on the #HEROMOM board as this board is for breastfeeding moms between zero to four months. If so, offer to take another photo to recognize her latest accomplishment.) Offer to take a photo, have the client sign a consent form, and place her photo on the #HEROMOM board. Also offer to take a Facebook photo using the Hero Frame with the client's cell phone.

#### Sample dialogue:

“Do you ever get tired of people telling you how amazing you are or how impressed they are with you as a mother? Do you ever get bored with people celebrating you and the gifts you give (baby's name)? Each time you come, we'll place a new photo on our Hero Wall as a way of celebrating you and your gift of breastfeeding. Not only does your photo recognize your gifts to your baby, your photo also inspires other moms to be like you. Another way to inspire other moms is to post your Hero Photo on Facebook, so your friends can see your success and encourage you in your breastfeeding journey.”