

THE BREASTFEEDING JOURNEY

| CLIENT | BEHAVIORS | TOOLS |
|---------------|------------------------|--|
| Breastfeeding | Breastfeeding duration | Heart Button Note Cards and a pencil/pen |

TOOLS:



OPENING ACTIVITY:

Give mother at least three Heart Button Note Cards and a pencil/pen.

SAY: “Breastfeeding is a powerful experience that inspires a flood of feelings and words. What are words that best describe or summarize your breastfeeding journey?” (Write words on Heart Button note cards. Option: Ask client to write the words. Example: “Please write the words that come to mind as you consider your breastfeeding journey.”)

Place client Heart Button Note Cards on the magnet board. (Add Heart Button note cards to those from past clients.)

Read client responses, and probe with statements like “Tell me more” or “Help me understand this word” to better understand the mom’s high and low points in her journey.

Celebrate breastfeeding accomplishments and address challenges.

SAY: Refer to Heart Button note cards from past clients. “As you can see, all breastfeeding mothers celebrate ‘mountain top’ highs and face challenges on the way to fulfilling their hopes and dreams to be the best mother they can be. Pick a word—or suggest one— that says how you hope to feel when you finish your journey.”

Listen to client responses.

SAY: “Moms who cross the breastfeeding finish line have earned the right to feel proud, accomplished, joyful and heroic. Please know that I am here for you at every step of your journey and can’t wait to celebrate with you at the finish line.”

Offer to take client’s photo for the #MOMSTRONG hero board, even if the mom already has a photo posted on the Hero Boards. Tell the mom that the Hero Wall celebrates her and inspires others on their breastfeeding journey, and that every day, week and month is another reason to celebrate. Share that posting her photos is part of the celebration at each WIC visit.

Sample dialogue:

“Think back to the first time we took your photo for the Hero Board. Aren’t you proud of yourself and the way you are giving (baby’s name) your best? You and your loving gift of breastmilk is worthy of praise. Would you like a photo of yourself in the Hero Frame to post on your Facebook page? The sweet words of friends, and their admiration, are always fun to see.”

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.