

WORD CHOICES

CLIENT	BEHAVIORS	TOOLS
Prenatal Certification Appointment	Trigger emotional drivers for positive behavior change	Magnet board, positive label magnets Client Gift: Positive label magnets

TOOLS:



OPENING ACTIVITY:

Place magnets on the magnet board. (Magnets include these words: fearless, protective, brave, determined, unconditional love, amazing, prayerful, comforting, gentle, memory maker, successful, role model, patient, selfless, strong, nurturing and fun)

SAY: “The minute a woman learns she is going to be a mother, she starts dreaming about the kind of mother she wants to be. Pick a few words that say something about the mother you would like to be for your beautiful baby.” (Encourage client to choose as many words as desired from the magnet board. Take the selected magnets from the board, and place them so you and the client can see them during the conversation.)

Listen to client responses.

PROBE: “Tell me more” or “Help me understand the importance of that word to you” or “How would it make a difference in your life if you were able to be (selected word)?”

ASK: “What are you doing today to be (pick up the magnet word(s) they selected).”

Example:

“What are you doing today to be the amazing mom you always hoped you would be?”

Or: “You selected the ‘successful’ magnet. What are you doing today that makes you feel like a successful mom?”

Recognize positive behaviors, and tie them to positive outcomes for Mom and Baby.

“You are already becoming the mother you dreamed of being. When you (state one or more of the mom’s current positive behaviors), you are reinventing a better life for you and your baby.”

ACTION PLAN:

ASK: “You are already doing so many great things for you and your baby. Is there anything you wish you could change in the coming weeks and months that would help you feel (say client’s selected positive word)?”

Identify possible behavior change(s). Discuss challenges and solutions, connecting their actions with client’s selected words.

Example:

“When you get up 30 minutes early to walk, you are helping to keep your weight in a healthy range. This helps you now and your baby later, by protecting her from a lifelong struggle with weight issues. Each step and each day matters. Each step is a demonstration of your success in nurturing your baby’s future.”

“Please take a few stickers with you as a reminder of the kind of mother you will be for (baby’s name). I look forward to celebrating many successes with you over the coming years. Thanks for coming today.”