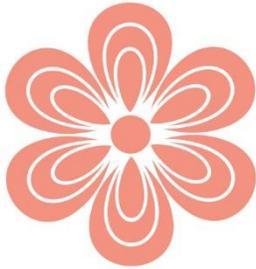


Roadmap: Saying it with



Key Messages

- Offer a gift tag set to **pregnant women** to open the conversation about breastfeeding.
- Gift tags provide an opportunity to tap into her desires for reinvention, family values, and nurturing.
- Gift tags are for all moms whether they want to breastfeed or formula feed.

Open



Babies who receive the gift of breastmilk feel the love and bonding that starts with breastfeeding. When moms choose to breastfeed, they're giving their baby the gift of a healthier future.

- How do you feel about the idea of breastfeeding your baby?
- What are you most excited about? (*Reflect and affirm what mom says.*)



If mom is unsure about breastfeeding, or says she doesn't want to breastfeed:

Only you can choose what's right for your baby. Some moms aren't sure until they're holding their babies for the first time.

Share and Connect

There are special moments moms share with their new babies, especially around feeding. Sometimes things get so busy that it's hard for moms find time to write down those times they want to remember.

Today I'd like to offer you a gift to capture those treasured moments with your baby. (*Offer her a set of gift tags*)

- We've been talking about breastfeeding, and one of the tags says, "You make me feel _____ when we breastfeed together."
- What's your word for how you'll feel breastfeeding your baby?

If mom is unsure about breastfeeding, or says she doesn't want to breastfeed:

- We've been talking about feeding your baby, and one of the tags says, "I feel like a superhero when you _____."
- How will your baby make you feel like a superhero?

Summarize and Act

Some people feel breastfeeding is a gift a mother gives her baby, but mothers who breastfeed feel that the baby gives them the gift.

- What will you do now to be ready for breastfeeding when your baby arrives?

Moms give their baby many gifts, like the gift of growing up healthy.

- What's something you're doing now to give your baby the gift of health?

Thanks so much today for sharing with me your hopes for your baby. We'll be excited to see you when you come back for our breastfeeding (**infant feeding**) group. We'll have some other gifts to share and talk more about giving your baby the gift of a healthier future.

Roadmap: Saying it with



For persons with disabilities, this document is available on request in other formats.
To submit a request, please call 1-800-841-1410 (TDD/TTY 711).
DOH 961-1127 August 2017