

Help Moms Fall in Love!

Use this “cheat sheet” for ideas on how to effectively educate mothers about key maternity care practices associated with the Fall in Love Counseling Sheet.



USING IT IN WIC

- **WIC CPA** during certification or 2nd nutrition education contact
- **Peer counselor** during prenatal education in the clinic or by phone
- **Educator** during group education classes
- **Anyone who helps moms prepare** for the hospital experience



TEACHABLE MOMENTS

- **2nd Trimester of Pregnancy:** Plant seeds as moms begin thinking more about their babies.
- **3rd Trimester of Pregnancy:** Help moms prepare for what they want at the hospital.



WIC PARTICIPANT-CENTERED APPROACH

Starting the Conversation

- What is most important to you right after the baby is born? What would you like to see happen?
- Who will be with you to support you during the baby’s birth? Who will be coming to the hospital afterward to celebrate the baby’s birth?
- Take a look at these pictures. Which one appeals to you most? Which one represents your goals for your baby?

Sample Follow-Up Questions



GO SKIN-TO-SKIN

- What have you heard about skin-to-skin care?
- What concerns do you have about holding baby like this right after birth?



TALK SOFTLY TO BABY

- What are you looking forward to most right after the birth of your baby?
- What have you heard about what babies feel right after the birth?



ENJOY THE MAGIC HOUR

- What have you heard about the “magic hour” after your baby is born?
- Who do you hope is with you to enjoy this special time?



WATCH BABY LATCH

- Tell me what you’ve heard about breastfeeding in the first day or two.
- What do you think you’d need most to be successful with the first few feedings?



FEED FOR THE FIRST TIME

- What do you think you will enjoy most about being a new mom?
- What have you heard about breastfeeding?



DELAY PROCEDURES

- What is most important to you (and your champion) right after the birth?
- What concerns do you have about delaying newborn procedures?



COMMON CONCERNS

COMMON CONCERNS	AFFIRMATION	EDUCATION	LEARN MORE WITH FREE APP
<p>Baby will be too “messy” after the birth.</p>	<ul style="list-style-type: none"> • That’s a very common concern. Many moms worry about that. • You’re right. Sometimes babies can be a little messy depending on how the delivery goes. 	<ul style="list-style-type: none"> • Your nurse can wipe baby off before placing him on your chest if you want. • Vernix, the white coating on baby’s skin, is good for baby! It has anti-bacterial properties and helps protect baby’s fragile skin. • Being skin-to-skin is a special feeling most moms say they’ll never forget! 	<p>App Category: Fall in Love</p> <p>Section: Initial Skin-to-Skin</p>
<p>Family members want to see the baby right away.</p>	<ul style="list-style-type: none"> • It’s great you will have your family with you to support you! • It sounds like family is really important to you. • What a lucky baby to have a family who loves him so much! • Of course you want to celebrate with people who love you most. 	<ul style="list-style-type: none"> • You and your champion have waited 9 months to meet your new baby! You’ll want to be the first to see your baby and enjoy becoming a family. • Being together in the first hour is a special way to feel your baby’s love. • Talk with your family now about spending the first hour alone with baby so they’ll know what to expect. 	<p>App Category: Fall in Love</p> <p>Section: Magical First Hour</p>
<p>The labor is too exhausting.</p>	<ul style="list-style-type: none"> • It sounds like you are worried about the labor. • It’s normal to be concerned. • Many women feel anxious about the birth and what will happen. • You’re right. Some mothers do have a tiring birth experience. 	<ul style="list-style-type: none"> • Moms often get extra energy after the birth because they are excited and want to be close to their baby. • Having a champion with you will help you feel supported. You can then spend that first hour together to bond with the baby. • Nurses will be close by to make sure you and your baby are safe. 	<p>App Category: Fall in Love</p> <p>Section: Magical First Hour</p>
<p>Mom might be in pain after the birth or has a C-Section.</p>	<ul style="list-style-type: none"> • That’s a very common reaction. Most moms worry about pain! • Many women feel anxious about the birth and what will happen. • You’re worried that pain will prevent you from enjoying your baby. 	<ul style="list-style-type: none"> • Your doctor can prescribe pain medication if you need it. • After a C-Section, you can still spend time with baby once everyone is stable. • Skin-to-skin can actually help lower your pain levels. • Nurses will be close by to make sure you and your baby are safe. 	<p>App Category: Fall in Love</p> <p>Section: Magical First Hour</p>
<p>Breastfeeding might be painful.</p>	<ul style="list-style-type: none"> • Many moms worry about pain... especially after just having gone through labor! • That’s a common concern of many moms. 	<ul style="list-style-type: none"> • When baby is latched well, breast-feeding should not hurt. • Your baby will use his instincts to latch all by himself when he is close with you skin-to-skin. This can help your baby latch better so you are comfortable. • Your nurse will help you and your baby if baby has trouble latching well. 	<p>App Category: Fall in Love</p> <p>Section: Baby’s First Feed</p>