

SmartParent

Pregnancy messages

Week	Msg	Sub-msg	Message content	Bitly link	Topic	
05	01	a	Sign up with your local prenatal registry for the best possible support & find a copy of Baby's Best Chance: bit.ly/2aL1zQ7 -DataRatesApply	bit.ly/2aL1zQ7	Resources and Services	
05	02	a	The Pregnancy Passport is your health record to plan your birth. Ask your care provider for a copy or visit: bit.ly/2aL3bsM - DataRatesApply	bit.ly/4c7dRMY	Resources and Services	
05	03	a	Folic acid prevents some types of birth defects. Ask your care provider if you can get free prenatal vitamins: bit.ly/3t5Yu1j DataRatesApply	bit.ly/3t5Yu1j	Healthy Eating and Nutrition	
06	01	a	Up to 80% of people have nausea and vomiting (morning sickness) in pregnancy. Try these tips: bit.ly/3Vna9YD & bit.ly/3K1Mjvr DataRatesApply	bit.ly/3Vna9YD	bit.ly/3K1Mjvr	Discomforts of Pregnancy; Oral Health
06	02	a	Cannabis may be legal, but that doesn't mean it's safe to use while pregnant or breastfeeding. Learn why @ bit.ly/2uu3uRq - DataRatesApply	bit.ly/2uu3uRq	Medication and Substance Use	
06	02	b	Taking prescription opioids during pregnancy has risks. Learn more @ bit.ly/3t3kMRg DataRatesApply	bit.ly/3t3kMRg	Medication and Substance Use	
06	03	a	Have you taken the enrollment survey yet? Help SmartParent learn how to best support people through pregnancy. Complete it @ DataRatesApply		Administrative	
07	01	a	Review your immunizations & avoid kids with rashes. Call your doctor ASAP if you are near chickenpox and not known to be immune. bit.ly/3v5FpOJ DataRatesApply	bit.ly/3v5FpOJ	Vaccination and Preventing Infections	

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07	01	b	Have a cat? Tell your careprovider. Tips to avoid toxoplasmosis, an infection spread by contact with cat feces bit.ly/2Mx7Fpg DataRatesApply	bit.ly/2Mx7Fpg	Vaccination and Preventing Infections
07	02	a	Looking for info on how to cut down on alcohol in pregnancy? Free helpline @ 1-800-663-1441. Learn how to keep your baby safe @ bit.ly/3rAjQTY DataRatesApply	bit.ly/3rAjQTY	Medication and Substance Use
07	02	b	Would you like more messages about reducing alcohol intake in your SmartParent pregnancy program? Text us the word “ALCOHOL” to add messages.		Medication and Substance Use
07	03	a	You may be able to choose a Doctor or Midwife for your maternity care. Learn about options in your community: bit.ly/38rTCLX - DataRatesApply	bit.ly/38rTCLX	Prenatal Care and Screening
07	03	b	Considering vaginal birth after a prior cesarean (VBAC)? Learn about the benefits, risks, and how to choose: bit.ly/32I8aUJ - DataRatesApply	bit.ly/32I8aUJ	VBAC
08	01	a	If you use tobacco or vape, cutting down or quitting will benefit you and your baby. Call QuitNow 1-877-455-2233 or visit: bit.ly/2OqtuY4 DataRatesApply	bit.ly/2OqtuY4	Medication and Substance Use
08	01	b	Would you like more messages about managing tobacco intake and vaping in your SmartParent pregnancy program? Text us the word “SMOKING” to add messages.		Medication and Substance Use
08	02	a	If you haven’t already, go ahead and book your first prenatal visit. For a heads up on what to expect, go to bit.ly/3ICGoT5 - DataRatesApply	bit.ly/3ICGoT5	Prenatal Care and Screening
08	02	b	Are you new to Canada? Text the word “NEW” to add messages with links to resources for new immigrants.		New Immigrants
08	03	a	Your baby has developed all of the organs that it will have at birth. Curious about the details? More @ bit.ly/3GbMvpw - DataRatesApply	bit.ly/3GbMvpw	Fetal Development

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09	01	a	Do you know why genetic testing for your baby is offered? Learn more about the tests and your choices here. bit.ly/3os8BOv & bit.ly/2RZnurq -DataRatesApply	bit.ly/3os8BOv	bit.ly/2RZnurq	Prenatal Care and Screening
09	01	b	Are you over 35 years old & having your 1st baby? Text the word "AFTER35" to add messages about pregnancy after 35 to your SmartParent pregnancy program.			Pregnancy after 35
09	02	a	Exercise is usually safe during pregnancy. Staying active can improve energy & sleep. Discuss with your care provider: bit.ly/3qsclyr -DataRatesApply	bit.ly/3qsclyr		Physical Activity
09	03	a	Call 811 to talk with a dietitian about safe and healthy food choices in pregnancy. Learn more @ bit.ly/3Ew0vKI -DataRatesApply	bit.ly/3Ew0vKI		Healthy Eating and Nutrition
09	03	b	Would you like more messages about eating healthy in your SmartParent pregnancy program? Text us the word "EATING" to add messages.			Healthy Eating and Nutrition
10	01	a	Having an ultrasound before 20 weeks is important to ensure that your due date is accurate. Make an appt soon. bit.ly/3qvbFah -DataRatesApply	bit.ly/3qvbFah		Prenatal Care and Screening
10	02	a	The most common pregnancy loss symptoms are cramping and bleeding. Connect with a doctor if you have symptoms bit.ly/3rLzoav -DataRatesApply	bit.ly/3rLzoav		Pregnancy Loss and Infant Loss
10	02	b	Have you had a past or current pregnancy loss (miscarriage, stillbirth) or infant loss? Text the word "LOSS" to add messages & learn about resources.			Pregnancy Loss and Infant Loss
10	03	a	Your first blood test in pregnancy will check your blood type and Rh-factor. Find out why this is important: bit.ly/3DwyyAO -DataRatesApply	bit.ly/3DwyyAO		Rh-Negative
10	03	b	Do you have A-, B-, AB-, or O- blood? If so, you are Rh-negative. Text the word "RHNEG" to receive msgs about being Rh-negative.			Rh-Negative

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11	01	a	Can you keep taking your over-the-counter or prescription medicine while pregnant? Check here: bit.ly/3Dt3PEv -DataRatesApply	bit.ly/3Dt3PEv		Medication and Substance Use
11	02	a	Get tested for sexually transmitted infections during your 1st trimester. Safe treatments are available: bit.ly/3v9OjdY -DataRatesApply	bit.ly/3v9OjdY		Prenatal Care and Screening
11	03	a	Be cautious with some food & drinks, like deli meats. Learn about safe choices in pregnancy: bit.ly/3ImzpYx & bit.ly/3bR997u -DataRatesApply	bit.ly/3ImzpYx	bit.ly/3bR997u	Healthy Eating and Nutrition
12	01	a	Dish safer fish! Healthy fats in fish are great for baby & you, but some contain high mercury. Learn more @ bit.ly/2LNujX3 -DataRatesApply	bit.ly/2LNujX3		Healthy Eating and Nutrition
12	01	b	Are you vegetarian? Check you are getting the balance of nutrients you need in pregnancy. A dietitian can help. bit.ly/3y0md6l -DataRatesApply	bit.ly/3y0md6l		Healthy Eating and Nutrition
12	02	a	Hot tubs & saunas can be relaxing, but don't let your inner body temperature get too high. Learn more @ bit.ly/32TX563 -DataRatesApply	bit.ly/32TX563		Safety
12	03	a	Kegel exercises help strengthen pelvic floor muscles & prevent urine leakage. Whew! Find out more @ bit.ly/2P4kf3f -DataRatesApply	bit.ly/2P4kf3f		Pelvic Floor Health
13	01	a	Feeling tired is common during pregnancy. Try to rest and plan naps if you need them. Tips: bit.ly/3yes8p3 & bit.ly/38vzKaQ -DataRatesApply	bit.ly/3yes8p3	bit.ly/38vzKaQ	Sleep Health
13	02	a	Aim to make water your #1 drink. Try adding fruit for flavour. Tips and guide for healthy options: bit.ly/2RdglD4 DataRatesApply	bit.ly/2RdglD4		Healthy Eating and Nutrition
13	02	b	Are you drinking well water? If so, it's important to have it tested. Learn more: bit.ly/2HKCiSp -DataRatesApply	bit.ly/2HKCiSp		Environmental Health

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13	03	a	Congratulations – You’ve made it through your 1st trimester! Watch this video on what to expect in the 2nd! bit.ly/3DuA4mX - DataRatesApply	bit.ly/3DuA4mX		Fetal Development
14	01	a	Interested in learning about vaginal birth after a previous Cesarean section? Text the word “VBAC” to add messages to your SmartParent pregnancy program.			Fetal Development and Birth; VBAC
14	02	a	Call 811 HealthLink BC for free access to registered nurses, dietitians, pharmacists & exercise professionals: bit.ly/3dHdfTk DataRatesApply	bit.ly/3dHdfTk		Resources and Services
14	03	a	Have more energy? Stay active with low-impact activities like walking, swimming, yoga & more: bit.ly/2X7a4MX & bit.ly/2ZZZ0oC DataRatesApply	bit.ly/2X7a4MX	bit.ly/2ZZZ0oC	Physical Activity
15	01	a	Pregnancy and parenting brings extra costs. There is help! See this BC resource sheet to find local programs: bit.ly/3P24Tsi DataRatesApply	bit.ly/3P24Tsi		Resources and Services
15	01	b	Most communities offer free prenatal support to people with health, financial or other challenges. Programs: bit.ly/2CJUfym - DataRatesApply	bit.ly/2CJUfym		Resources and Services
15	02	a	Safe & happy relationships are vital for you & your baby. If you ever feel unsafe at home, call 1-800-563-0808 or bit.ly/2ay5Pir - DataRatesApply	bit.ly/2ay5Pir		Violence and Abuse
15	02	b	Would you like more messages about safety in relationships in your SmartParent Pregnancy program? Text us the word “SAFETY” to add messages.			Violence and Abuse
15	03	a	You’ll be offered many tests this trimester. Don’t worry, there’s help figuring it all out here @ bit.ly/31yHfxt - DataRatesApply	bit.ly/31yHfxt		Prenatal Care and Screening
16	01	a	Your baby can smile, squint, frown, and suck its thumb. They're growing eyebrows and eyelashes! What else? @ bit.ly/3rDpEPD - DataRatesApply	bit.ly/3rDpEPD		Fetal Development

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16	02	a	In a car, the shoulder belt goes between your breasts & the lap belt goes under your belly, not on or above: bit.ly/3ovhqah - DataRatesApply	bit.ly/3ovhqah		Safety
16	03	a	You need iron, calcium and vitamin D in pregnancy. Ask your care provider about prenatal multivitamins: bit.ly/2RM7w68 - DataRatesApply	bit.ly/2RM7w68		Healthy Eating and Nutrition
17	01	a	Most feel baby's first kicks @ 18-22 wks. This is called 'quickenings' – your provider will ask about it soon! bit.ly/3dqUbYM - DataRatesApply	bit.ly/3dqUbYM		Fetal Development
17	02	a	You are your baby's DJ! The sound of your voice soothes the baby so talk & sing to them often. Video @ bit.ly/2ajHsV2 -DataRatesApply	bit.ly/2ajHsV2		Fetal Development
17	03	a	Be drastic with plastics! They can release chemicals when heated so avoid using them in the microwave: bit.ly/3etaiqe -DataRatesApply	bit.ly/3etaiqe		Environmental Health
18	01	a	Constant cold/stuffy nose feeling? Raise your head with pillows; this can help with heartburn too! Tips @ bit.ly/3DvkB69 -DataRatesApply	bit.ly/3DvkB69		Discomforts of Pregnancy
18	02	a	Flu shots are recommended and safe at any stage of pregnancy. Find a flu clinic for your free vaccine: bit.ly/2KcUwPK & bit.ly/3MVexMd - DataRatesApply	bit.ly/2KcUwPK	bit.ly/3MVexMd	Vaccination and Preventing Infections
18	03	a	Reducing chemical exposures and other great tips for creating a healthy environment to grow your baby: bit.ly/2JMScy9 - DataRatesApply	bit.ly/2JMScy9		Environmental Health
19	01	a	Go green when you clean! Baking soda and vinegar are safe, effective and low-cost choices for your home: bit.ly/3bxulCb -DataRatesApply	bit.ly/3bxulCb		Environmental Health
19	02	a	Healthy pregnancy weight gain is different for every body. Support your body & baby with healthy food & drinks bit.ly/2V2vuli -DataRatesApply	bit.ly/2V2vuli		Healthy Eating and Nutrition

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19	03	a	Working through your pregnancy? Talk to your employer about adjustments like rest breaks & no heavy lifting @ bit.ly/2Owcsrww - DataRatesApply	bit.ly/2Owcsrww		Safety
20	01	a	Halfway through your pregnancy! If your due date has changed, sign in to update your profile: bit.ly/4941393 DataRatesApply	bit.ly/4941393		Administrative
20	02	a	Learn about feeding your baby with breastmilk or an alternative and watch videos for tips: bit.ly/31B7CCK & bit.ly/3xZLZYT - DataRatesApply	bit.ly/31B7CCK	bit.ly/3xZLZYT	Breastfeeding; Infant Feeding
20	03	a	Does your community have birthing services? Talk to your care provider about resources in other communities. bit.ly/3xZc0ay - DataRatesApply	bit.ly/3xZc0ay		Labour and Birth
20	03	b	Acupuncture can support discomforts of pregnancy such as nausea, headaches, back pain, pelvic pain, anxiety, depression & stress: bit.ly/445FSRE DataRatesApply	bit.ly/445FSRE		Discomforts of Pregnancy
21	01	a	Depression is very common during or after pregnancy. There are lots of options & people who can help you. bit.ly/2ay9VqN - DataRatesApply	bit.ly/2ay9VqN		Mental Health and Self-Care
21	01	b	Would you like more messages about mental health during pregnancy? Text the word "MENTALHEALTH" to add messages.			Mental Health and Self-Care
21	02	a	Looking for some enjoyable & healthy meal/snack ideas? Check out Cookspiration, a resource made by dietitians: bit.ly/2Sk7I9I DataRatesApply	bit.ly/2Sk7I9I		Healthy Eating and Nutrition
21	02	b	Did you know you can add extra SmartParent msgs about healthy eating & other topics? See our opt-in streams @ bit.ly/3tXd01w DataRatesApply	bit.ly/3tXd01w		Administrative
21	03	a	Planning to paint or renovate before baby arrives? Do it safely with this guide: bit.ly/2OzKSMO -DataRatesApply	bit.ly/2OzKSMO		Environmental Health

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22	01	a	Sleeping well during pregnancy can be tricky. Tips for managing discomforts here: bit.ly/3lo7KpX & bit.ly/2N1mrr4 -DataRatesApply	bit.ly/3lo7KpX	bit.ly/2N1mrr4	Sleep Health
22	01	b	Mild headaches are common in early pregnancy. If you have severe headaches after 20 weeks it may mean high blood pressure - see your doctor.			Discomforts of Pregnancy; Gestational Hypertension
22	02	a	Many vaccines are safe in pregnancy. Whooping cough (pertussis) vaccine is recommended for all pregnancies to protect your baby: bit.ly/2GCdw9f DataRatesApply	bit.ly/2GCdw9f		Vaccination and Preventing Infections
22	03	a	Find free programs for financial help, health info and to connect with other parents in your community: bit.ly/2X98YQS -DataRatesApply	bit.ly/2X98YQS		Resources and Services
23	01	a	Screening is recommended for gestational diabetes (high blood sugar during pregnancy). Learn more @ bit.ly/301e0mh -DataRatesApply	bit.ly/301e0mh		Gestational Diabetes
23	02	a	If stress & anxiety is making it hard for you to enjoy your pregnancy, help is available: bit.ly/3bc9D8F -DataRatesApply	bit.ly/3bc9D8F		Mental Health and Self-Care
23	03	a	Learn about maternity/parental leave, legal rights at work and eligibility for EI benefits: bit.ly/2xSfBw3 & bit.ly/3dnLdeN -DataRatesApply	bit.ly/2xSfBw3	bit.ly/3dnLdeN	Resources and Services
24	01	a	Did you know how important taking care of your teeth and gums is for the health of your baby? Find out why @ bit.ly/3rJiRUy -DataRatesApply	bit.ly/3rJiRUy		Oral Health
24	02	a	Sex during pregnancy: what's changed, what can help, and how to connect with your partner @ bit.ly/3xYPhLQ -DataRatesApply	bit.ly/3xYPhLQ		Sexual Health
24	03	a	Exposure to air pollution and wildfire smoke can cause health problems for you and your baby. Learn more: bit.ly/3beDZao -DataRatesApply	bit.ly/3beDZao		Environmental Health

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25	01	a	Are you experiencing itchy skin, colour changes or stretch marks? It's normal! Learn more @ bit.ly/3DuCEtg -DataRatesApply	bit.ly/3DuCEtg	Discomforts of Pregnancy
25	02	a	Bonding with your baby begins during pregnancy. Talk and sing to your baby and look forward to meeting them: bit.ly/2au7I25 -DataRatesApply	bit.ly/2au7I25	Fetal Development
25	03	a	Excited? Scared? Unsure about adding parenting to the challenges in your life? Find self-help resources @ bit.ly/2YrcRxu -DataRatesApply	bit.ly/2YrcRxu	Mental Health and Self-Care
26	01	a	Have you felt rhythmic movements in your belly? It could be baby hiccups! Get to know your baby's movements: bit.ly/31FtmwY -DataRatesApply	bit.ly/31FtmwY	Fetal Development
26	02	a	Hungry all the time? Add 1-2 healthy snacks per day for your energy and baby's growing needs. More info: bit.ly/3lHa8hU -DataRatesApply	bit.ly/3lHa8hU	Healthy Eating and Nutrition
26	03	a	Heartburn is super common. Try to stay upright after you eat and eat smaller meals more often. Read more: bit.ly/3orUBUY -DataRatesApply	bit.ly/3orUBUY	Discomforts of Pregnancy
27	01	a	Stay active but stay safe! Listen to your body, make adjustments & take breaks. Try the talk test - info: bit.ly/3emvbDy -DataRatesApply	bit.ly/3emvbDy	Physical Activity
27	02	a	Time to de-clutter and bust that dust! There are allergens & chemicals in dust you don't want near your baby: bit.ly/3ryF4S9 -DataRatesApply	bit.ly/3ryF4S9	Environmental Health
27	03	a	Have a car? Do you have your rear-facing infant car seat yet? Find out what to look for and how to use one @ bit.ly/2LOQsUG -DataRatesApply	bit.ly/2LOQsUG	Safety
28	01	a	Third trimester – On the home stretch! Watch a video on what's next: bit.ly/3pzZ4nH -DataRatesApply	bit.ly/3pzZ4nH	Fetal Development

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28	02	a	Ask about options for place of birth. Midwives & doctors may offer the choice of hospital or home birth @ bit.ly/3oskLHc - DataRatesApply	bit.ly/3oskLHc	Labour and Birth
28	02	b	Doulas provide physical, emotional, & informational support. See bit.ly/39CmHSB & for Aboriginal doulas bit.ly/2UBwMf1 - DataRatesApply	bit.ly/39CmHSB bit.ly/2UBwMf1	Labour and Birth; Indigenous Health and Resources
28	03	a	Try to practice relaxing your pelvic floor in preparation for childbirth. Learn how: bit.ly/2zkCODE -DataRatesApply	bit.ly/2zkCODE	Pelvic Floor Health
29	01	a	Sudden weight gain, swollen hands/face or headaches may be signs of high blood pressure. Call your provider. bit.ly/3pAWqht - DataRatesApply	bit.ly/3pAWqht	Gestational Hypertension
29	02	a	Some tips to increase your chances of a healthy and positive vaginal birth experience @ bit.ly/2aLVfYL -DataRatesApply	bit.ly/2aLVfYL	Labour and Birth
29	03	a	Will your labour be induced? Find out what to expect: bit.ly/3TbLeFt - DataRatesApply	bit.ly/3TbLeFt	Labour and Birth
29	03	b	Are you planning a cesarean birth? Find out what to expect: bit.ly/3rLHz5F -DataRatesApply	bit.ly/3rLHz5F	Labour and Birth
30	01	a	Your baby is now rapidly gaining weight in preparation for birth. See how your baby is growing: bit.ly/3xZFXaH -DataRatesApply	bit.ly/3xZFXaH	Fetal Development
30	01	b	When your baby is born, text BORN to 12323 to stop pregnancy messages and begin parenting messages to support you through your baby's first year.		Administrative
30	02	a	The signs and symptoms of preterm labour can be similar to normal changes in pregnancy. Learn more @ bit.ly/3owIO80 - DataRatesApply	bit.ly/3owIO80	Labour and Birth

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30	03	a	Tears to your pelvic floor tissue can happen in childbirth. Find out how to help prevent this @ bit.ly/3sBygD4 - DataRatesApply	bit.ly/3sBygD4	Pelvic Floor Health
31	01	a	Baby's movements in your belly are their way of letting you know they're healthy. Learn about kick counts @ bit.ly/2z2wHm0 - DataRatesApply	bit.ly/2z2wHm0	Fetal Development
31	02	a	Once contractions are regular, 1st labours last ~10-14 hours. There are 4 stages. Find info about each stage: bit.ly/330sq7b - DataRatesApply	bit.ly/330sq7b	Labour and Birth
31	03	a	Check out this video to learn how you and your team can manage each stage of labour: bit.ly/3rI0pM3 -DataRatesApply	bit.ly/3rI0pM3	Labour and Birth
32	01	a	Baby in breech (bottom first)? An external cephalic version might turn baby's head down before labour: bit.ly/3n0SFk1 - DataRatesApply	bit.ly/3n0SFk1	Labour and Birth
32	02	a	Pain or discomfort in labour is different for everyone. Learn about your options for managing it: bit.ly/3DtRLmI -DataRatesApply	bit.ly/3DtRLmI	Labour and Birth
32	03	a	Antibodies protect against infection. Baby can get them from YOU through your placenta and breastmilk: bit.ly/3e413wf - DataRatesApply	bit.ly/3e413wf	Breastfeeding; Infant Feeding
33	01	a	Most airlines won't let you fly after 36 weeks. If you do, get an aisle seat, walk lots & hydrate with water! bit.ly/2Ot0w8t -DataRatesApply	bit.ly/2Ot0w8t	Safety
34	02	a	If you're planning a hospital birth, are your bags packed? Here are some ideas for what to have ready: bit.ly/3rDVHit -DataRatesApply	bit.ly/3rDVHit	Labour and Birth
34	02	b	Planning a home birth? Ask your midwife what supplies you'll need. It's also a good idea to have a hospital bag packed just in case.		Labour and Birth

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34	03	a	You'll be offered screening for group B streptococcal infection at 35 to 37 weeks. Why is this important? bit.ly/3ELxw5v -DataRatesApply	bit.ly/3ELxw5v	Prenatal Care and Screening	
35	01	a	Breathing techniques help with pain in labour. Practice deep, slow breaths with face and shoulders relaxed: bit.ly/3DuPAPQ -DataRatesApply	bit.ly/3DuPAPQ	Labour and Birth	
35	01	b	Acupressure is a safe way for partners to provide labour support and natural pain management. Learn more @ bit.ly/3CzpwF0 -DataRatesApply	http://bit.ly/3CzpwF0	Labour and Birth	
35	02	a	Contractions starting? No need to rush to the hospital! Find ways to cope in early labour @ bit.ly/3tD4NKy -DataRatesApply	bit.ly/3tD4NKy	Labour and Birth	
35	03	a	Breastfeeding supports wellness for you & your baby. Breastmilk is the first traditional food. Learn more @ bit.ly/2N48Q2r -DataRatesApply	bit.ly/2N48Q2r	Indigenous Health and Resources; Breastfeeding	
36	01	a	For the 1st hr of life after baby is born, it's best to stay skin-to-skin (baby naked on your chest). Info @ bit.ly/31BY9Lt -DataRatesApply	bit.ly/31BY9Lt	Labour and Birth	
36	02	a	How do epidurals help with labour pain? Read about epidural use and pain management during labour here: bit.ly/2RJR3Ed -DataRatesApply	bit.ly/2RJR3Ed	Labour and Birth	
36	03	a	Breastfeeding can benefit you and baby. Colostrum (early milk) is made during pregnancy: bit.ly/3Er9Y5z & bit.ly/3feTQHf -DataRatesApply	bit.ly/3Er9Y5z	bit.ly/3feTQHf	Breastfeeding; Infant Feeding
37	01	a	Latching your baby correctly is key for successful breastfeeding. Some babies need gentle help. Learn how @ bit.ly/3oCne4G -DataRatesApply	bit.ly/3oCne4G	Breastfeeding; Infant Feeding	
37	02	a	When you have your baby, you can start receiving baby messages by texting the word BORN to SmartParent.		Administrative	

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37	02	b	Have you learned a lot from the SmartParent pregnancy program? Let us know by taking our 15-min follow-up survey @ - DataRatesApply		Administrative
37	03	a	Your newborn's hearing will be screened in the hospital or at a community hearing clinic. Find out why @ bit.ly/2auaggD - DataRatesApply	bit.ly/2auaggD	Newborn Health
38	01	a	Public cord blood banking is available @ BC Women's Hospital. You can give a child life by donating cord blood bit.ly/2X8fNIJ DataRatesApply	bit.ly/2X8fNIJ	Labour and Birth
38	01	b	If your water breaks, call your care provider. Green or brown-coloured fluid means go to the hospital. bit.ly/31B7aEy - DataRatesApply	bit.ly/31B7aEy	Labour and Birth
38	02	a	Watch these videos where Elders share traditional teachings and words of encouragement for new parents @ bit.ly/3RexaLY DataRatesApply	bit.ly/3RexaLY	Indigenous Health & Resources
38	03	a	After baby arrives, there might be changes in the bedroom. Connect with your partner. Tips @ bit.ly/2JyAT26 DataRatesApply	bit.ly/2JyAT26	Sexual Health
39	01	a	You'll be offered blood tests to screen for early diseases for your newborn. Find out more @ bit.ly/2y8xrL0 -DataRatesApply	bit.ly/2y8xrL0	Newborn Health
39	02	a	Pain is a natural part of labour. Many women use movement & comfort positions to avoid medication. More @ bit.ly/2aqWBFB - DataRatesApply	bit.ly/2aqWBFB	Labour and Birth
39	03	a	The weeks after having a baby can be an adjustment. Here are some tips for caring for yourself after birth: bit.ly/2GTEZmx - DataRatesApply	bit.ly/2GTEZmx	Resources and Services
40	01	a	Baby not yet born? 40 weeks is an estimate, not a deadline. Labour can start 1-2 weeks after your due date. You won't be pregnant forever!		Labour and Birth

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40	02	a	Soon after birth, you'll be asked about a Vitamin K shot for your baby. Find out more @ bit.ly/2Rq5VQH & bit.ly/3qzplBh - DataRatesApply	bit.ly/2Rq5VQH	bit.ly/3qzplBh	Newborn Health
40	03	a	In labour, moving around helps you feel more control, lessens need for pain meds & shortens length of labour bit.ly/2aubisK - DataRatesApply	bit.ly/2aubisK		Labour and Birth
41	01	a	No sign of labour? If you haven't started labour yet, your labour may be induced. What does this mean? @ bit.ly/3dtRjKG -DataRatesApply	bit.ly/3dtRjKG		Labour and Birth
41	02	a	Feel overwhelmed? Ask for help when you need it. Caring for yourself allows you to care for your baby @ bit.ly/38qr5qg - DataRatesApply	bit.ly/38qr5qg		Mental Health and Self-Care
41	03	a	How can a partner, family or friends support you after birth? Find tips here: bit.ly/3otsOU0 & bit.ly/3VjSKjm DataRatesApply	bit.ly/3otsOU0	bit.ly/3VjSKjm	Infant Feeding; Mental Health and Self-Care
42	01	a	Have you taken our follow-up survey? Help us learn how to support families through pregnancy. DataRatesApply			Administrative
42	02	a	Provide your baby's birth date to receive messages to support your family through the first year. Login @ bit.ly/4941393 DataRatesApply	bit.ly/4941393		Administrative
42	03	a	Enjoy your baby! SmartParent will now send you messages for your baby's first year. Login to confirm your baby's birth date: bit.ly/4941393 DataRatesApply	bit.ly/4941393		Administrative

SmartParent

Supplemental stream messages for pregnancy

ALCOHOL - Reducing alcohol intake

Msg	Message content	bit.ly link	bit.ly link
01	Health experts say it's safest not to use alcohol during pregnancy. Here's the facts re: alcohol & pregnancy: bit.ly/3ep7quH DataRatesApply	bit.ly/3ep7quH	
02	Connect with an alcohol counsellor through BC's free and confidential Alcohol & Drug Information Referral Service at 1-800-663-1441.		
03	If your partner drinks, you're more likely to drink too. Your partner can support your choice to curb alcohol: bit.ly/3y55sYe DataRatesApply	bit.ly/3y55sYe	
04	It can be hard to talk about drinking with your health care provider. Look for information here: bit.ly/3IFyKYe DataRatesApply	bit.ly/3IFyKYe	

SMOKING - Managing tobacco intake

Msg	Message content	bit.ly link	bit.ly link
01	Quitting is a process. There's help! Check out QuitNow for support with quitting & staying tobacco & vape-free: bit.ly/3vagERI DataRatesApply	bit.ly/3vagERI	
02	Just picking a day to quit smoking can help; on that day, throw away your cigarettes & lighters! More @ bit.ly/3t1UyP9 -DataRatesApply	bit.ly/3t1UyP9	
03	Curious about living smoke-free? What would that look like? For ideas check out: bit.ly/3IMWdCp DataRatesApply	bit.ly/3IMWdCp	
04	Want help with a quit smoking plan? Talk to a quit coach for free via the Gov't of Canada: 1-866-366-3667 or bit.ly/2VouPTD -DataRatesApply	bit.ly/2VouPTD	
05	You have your reasons for smoking. You can find your own way of quitting and staying smoke-free. Stories @ bit.ly/2RVADRS – DataRatesApply	bit.ly/2RVADRS	

Supplemental stream messages

NEW - Immigrants new to Canada

Msg	Message content	bit.ly link	bit.ly link
01	What is health care like in Canada? Check out this guide for newcomers: bit.ly/2GDUSxP - DataRatesApply	bit.ly/2GDUSxP	
02	You might have questions about what it's like to have a baby in Canada. Information is available: bit.ly/2ODvs9I - DataRatesApply	bit.ly/2ODvs9I	
03	How does health insurance work, how do you find services, and what if you're uninsured? Find out at: bit.ly/2YzS0Ix - DataRatesApply	bit.ly/2YzS0Ix	
04	Uninsured or unable to afford care? You may be able to attend the BC Women's New Beginnings Maternity Clinic: bit.ly/2K6aTib -DataRatesApply	bit.ly/2K6aTib	
05	Find health services and resources in your community with this online directory: bit.ly/3xZc0ay -DataRatesApply	bit.ly/3xZc0ay	
06	There are programs and services available to support newcomers to Canada. Find a list here: bit.ly/2YfDUjS -DataRatesApply	bit.ly/2YfDUjS	
07	Protect your baby by starting vaccinations at 2 months. Find your local public health unit: bit.ly/2ZxjyBX & bit.ly/2OhrFzl -DataRatesApply	bit.ly/2ZxjyBX	bit.ly/2OhrFzl

AFTER35 - Having a first child after the age of 35

Msg	Message content	bit.ly link	bit.ly link
01	Your age is less important than your health, nutrition, family history, & access to care. Things to consider: bit.ly/3lIBQe1 -DataRatesApply	bit.ly/3lIBQe1	
02	Book a free nuchal ultrasound between 11-14 weeks. Find out more @ bit.ly/3DCoTc4 - DataRatesApply	bit.ly/3DCoTc4	
03	You may be offered CVS-Chorionic Villus Sampling—it can provide information about your baby's health. Info @ bit.ly/3EBdaeX -DataRatesApply	bit.ly/3EBdaeX	
04	Genetic screening tests your blood for baby's chance of Down syndrome, trisomy18 or a neural tube defect. bit.ly/3rEfhU -DataRatesApply	bit.ly/3rEfhU	

Supplemental stream messages

EATING - Healthy eating and weight management during pregnancy

Msg	Message content	bit.ly link	bit.ly link
01	Weight gain is a normal part of pregnancy. Learn what range is healthy for you @ bit.ly/38r84E2 DataRatesApply	bit.ly/38r84E2	
02	“Eating for two?” Eat twice as healthy, not twice as much. More @ bit.ly/30w5NDk DataRatesApply	bit.ly/30w5NDk	
03	Worried about weight gain? Try not to focus on the numbers. Focus on being active & feeding yourself well. bit.ly/3DuXNU3 -DataRatesApply	bit.ly/3INPfgC	
04	Pregnancy is a time to avoid dieting. Eating nutritious foods helps your baby’s development bit.ly/2V2vuli DataRatesApply	bit.ly/2V2vuli	

LOSS - Support if you had a current or past pregnancy loss (miscarriage, stillbirth) or infant loss

Msg	Message content	bit.ly link	bit.ly link
01	Losing a baby or having memories of a past loss can be extremely stressful. BC Mental Health Support Line at 310-6789 offers emotional support & resources.		
02	Miscarriage is a pregnancy loss before 20 weeks. It is not caused by stress, exercise or sex: bit.ly/3r5w9cZ & bit.ly/313DvOC DataRatesApply	bit.ly/3r5w9cZ	bit.ly/313DvOC
03	Stillbirth is the loss of a baby after 20wks of pregnancy, before birth. It occurs in about 1/200 pregnancies bit.ly/3lHu18y -DataRatesApply	bit.ly/3lHu18y	
04	Losing a baby can be distressing. Connecting w/ people who’ve experienced it can help. Find a support group: bit.ly/2K5O1iT - DataRatesApply	bit.ly/2K5O1iT	
05	Talking with a child about the loss of a baby will help them process the loss. More at: bit.ly/2K5LGUX & bit.ly/2Oveiv1 -DataRatesApply	bit.ly/2K5LGUX	bit.ly/2Oveiv1
06	You are not alone. Hear stories from other people who have experienced pregnancy or infant loss @ bit.ly/43v3tdZ -DataRatesApply	bit.ly/43v3tdZ	
07	Grieving a loss takes time and is different for everyone. For help call the BC Bereavement Helpline at 1-877-779-2223 or visit bit.ly/3sXCplw DataRatesApply	bit.ly/3sXCplw	

Supplemental stream messages

SAFETY - Personal safety in relationships

Msg	Message content	bit.ly link	bit.ly link
01	Are you feeling safe? Learn about warning signs of a potentially dangerous relationship @ bit.ly/3FpdSyf DataRatesApply	bit.ly/3FpdSyf	
02	iHEAL is a free app for Canadian women who have experienced abuse. Find personalized resources to stay safe and be well @ bit.ly/3vPciUn DataRatesApply	bit.ly/3vPciUn	
03	Do you need a safety plan? To find out more: bit.ly/2fws0du & bit.ly/2YPAjb6 - DataRatesApply	bit.ly/2fws0du	
04	Here are more ways to keep you and your family safe: bit.ly/3FpSuZX DataRatesApply	bit.ly/3FpSuZX	
05	Do you have a safe place to go if you need it? Find out more at bit.ly/2uaMSkX or bit.ly/2Upopmz - DataRatesApply	bit.ly/2uaMSkX	bit.ly/2Upopmz
06	You always deserve to feel safe. For confidential help, call or text 1-800-563-0808, email VictimLinkBC@bc211.ca, bit.ly/2RYpkIP DataRatesApply	bit.ly/2RYpkIP	

VBAC - Having a vaginal birth after a previous cesarean section

Msg	Message content	bit.ly link	bit.ly link
01	What are the 6 most common questions about vaginal birth after cesarean (VBAC)? See the answers here: bit.ly/3guOFPX -DataRatesApply	bit.ly/3guOFPX	
02	7 in 10 people who attempt a VBAC will give birth vaginally. Need help deciding if a VBAC is right for you? bit.ly/32s5oT5 -DataRatesApply	bit.ly/32s5oT5	
03	For healthy women, a vaginal birth is safer than C-section, especially if you plan to have >2 children. bit.ly/3xZlcvM -DataRatesApply	bit.ly/3xZlcvM	

Supplemental stream messages

MENTALHEALTH - Depression, anxiety, mental health and self-care

Msg	Message content	bit.ly link	bit.ly link
01	Mood swings in pregnancy are normal. Try a self-test to check for symptoms of depression and anxiety: bit.ly/3319cdm -DataRatesApply	bit.ly/3319cdm	
02	Postpartum depression can start during pregnancy or after birth – find out more here: bit.ly/2vIUmf9 - DataRatesApply	bit.ly/2vIUmf9	
03	How are you feeling today? Check-in with yourself and take CMHA’s mental health meter @ bit.ly/2LRj6sl - DataRatesApply	bit.ly/2LRj6sl	
04	Feeling sad, overwhelmed or anxious? Connect w/ Pacific Post Partum Support Society at 1-855-255-7999 or text 604-255-7999 Mon-Fri 10am-3pm		
05	Feeling stressed during pregnancy is normal, but too much can cause problems. Tips for handling stress here: bit.ly/30rDGov - DataRatesApply	bit.ly/30rDGov	
06	Curious about treatment options for depression during pregnancy? Talk w/ your care provider & find info here: bit.ly/3PLtLon DataRatesApply	bit.ly/3PLtLon	
07	You can learn skills to help you prevent and manage depression. See this workbook @ bit.ly/3oE1wxi DataRatesApply	bit.ly/3oE1wxi	

RHNEG - Pregnancy with Rh-negative blood type (type A-, B-, AB-, or O-)

Week	Msg	Message content	bit.ly link	bit.ly link
11	01	If your baby is Rh-positive, their blood system must be protected from yours, as a reaction could occur: bit.ly/3IDc76D -DataRatesApply	bit.ly/3IDc76D	
13	02	You may be given RhoGAM/WinRho if you experience any bleeding. Find out more here @ bit.ly/3ZuRRak DataRatesApply	bit.ly/3ZuRRak	
22	03	You’ll have a blood test to reconfirm your blood type & antibody development. You’ll be given RhoGAM/WinRho: bit.ly/2XE9nL7 -DataRatesApply	bit.ly/2XE9nL7	
36	04	After birth, you will be offered RhoGAM/WinRho again to protect future pregnancies. Learn more @ bit.ly/31reOBH -DataRatesApply	bit.ly/31reOBH	

Supplemental stream messages

FRASER - Fraser Health client stream

Week	Msg	Message content	bit.ly link	bit.ly link
05	01	Access pregnancy and parenting health information at your fingertips: bit.ly/2UV9Tzl - DataRatesApply	bit.ly/2UV9Tzl	
09	02	Trying to eat healthy on a budget? Check out our listings for free/low cost meal programs: bit.ly/2SKnEE3 -Dates Rates Apply	bit.ly/2SKnEE3	
18	03	Protect you & your baby - ensure your immunizations are up to date. Most vaccines are safe for pregnancy. bit.ly/2GBTLPM -DataRatesApply	bit.ly/2GBTLPM	
20	04	Anxious? Excited? View our maternity tours online to learn what to expect during your hospital stay: bit.ly/2TKjxVW -DataRatesApply	bit.ly/2TKjxVW	
28	05	Fraser Health offers free online videos to learn about breastfeeding. Check out the videos & find information: bit.ly/3x2VQMu DataRatesApply	bit.ly/3x2VQMu	
40	06	A nurse will call you 1-2 days after you get home. If not, contact your local health unit: bit.ly/2GCQUGs -DataRatesApply	bit.ly/2GCQUGs	

SmartParent

Parenting messages for baby's first year

Week	Msg	Message content	Bitly link	Topic	
00	01	Baby's Best Chance is a book for parents of babies 0-6mths. Ask your care provider for a copy or find it here: bit.ly/2zW6xri DataRatesApply	bit.ly/2zW6xri	Resources & Services	
00	02	It's normal for babies to have jaundice but if your baby is sleepy & not feeding well, see your care provider: bit.ly/2zQeaiR DataRatesApply	bit.ly/2zQeaiR	Baby Health	
00	03	Get a good start with feeding your baby. Learn about hunger cues, latching & cluster feeding bit.ly/2WOrQ6U & bit.ly/3T8Myck DataRatesApply	bit.ly/2WOrQ6U	bit.ly/3T8Myck	Baby Feeding & Nutrition; Breastfeeding
00	03	Bottle feeding or using formula? Learn safety tips for cleaning bottles and preparing formula bit.ly/3yzw9pm & bit.ly/3aDVYbU DataRatesApply	bit.ly/3yzw9pm	bit.ly/3aDVYbU	Baby Feeding & Nutrition
01	01	Major pelvic floor tear is rare & may take 4-6 weeks to heal. Info on how to care for yourself, reduce pain and promote healing @ bit.ly/3NFUpXu DataRatesApply	bit.ly/3NFUpXu		Postpartum Recovery
01	02	Canadian Paediatric Society doesn't recommend routine circumcision. It's a personal decision bit.ly/36jGLsV & bit.ly/3CuT2LO DataRatesApply	bit.ly/36jGLsV	bit.ly/3CuT2LO	Baby Health
01	03	Up to 80% of women experience the baby blues after childbirth. Learn how to recognize and manage it here: bit.ly/2YxumhP DataRatesApply	bit.ly/2YxumhP		Parent Mental Health & Self-Care
02	01	Do you know the signs of dehydration in your baby? Learn about dehydration and other common health concerns: bit.ly/2TFGquJ DataRatesApply	bit.ly/2TFGquJ		Baby Health

Parenting messages

02	02	Afterpains (sharp abdominal cramps) a few days after birth is the uterus contracting to prevent bleeding: bit.ly/2LJmNOS DataRatesApply	bit.ly/2LJmNOS		Postpartum Recovery
02	03	Check your baby's stool colour. White stool may be a clue to a rare but serious liver disease. More info here: bit.ly/2TosupS DataRatesApply	bit.ly/2TosupS		Baby Health
03	01	Difficulty with breastfeeding? Call 811, find a La Leche League group, or ask your birthing hospital about lactation consultants: bit.ly/3y9iF2d DataRatesApply	bit.ly/3y9iF2d		Baby Feeding & Nutrition; Breastfeeding
03	02	Babies need vitamin D for healthy growth and development. Learn about giving your baby a daily supplement: bit.ly/2ZqGSBM DataRatesApply	bit.ly/2ZqGSBM		Baby Feeding & Nutrition
03	03	Vaginal or abdominal pain can continue after giving birth. Here are some tips to ease discomfort: bit.ly/32WYDcx DataRatesApply	bit.ly/32WYDcx		Postpartum Recovery
04	01	Most newborns need a diaper change 10-15 times a day! Make it a special time for talking, laughing & playing: bit.ly/3dxByCt DataRatesApply	bit.ly/3dxByCt		Baby Health
04	02	Have you booked your baby's two-month immunization appointment? Here's what to expect and how to prepare: bit.ly/36lGExs & bit.ly/3O808w6 DataRatesApply	bit.ly/36lGExs	bit.ly/3O808w6	Vaccination
04	03	Fever is never normal in a baby younger than six months old. Find out how to take your baby's temperature: bit.ly/36nBsZM DataRatesApply	bit.ly/36nBsZM		Baby Health
05	01	Sharing a room with baby? Place them in a crib, not your bed, to reduce risk of sleep-related infant death: bit.ly/3eldCR9 DataRatesApply	bit.ly/3eldCR9		Indigenous Health & Resources; Baby Sleep
05	02	It's normal for some babies to cry a lot between 2 weeks & 3-4 months. Learn about the Period of PURPLE crying bit.ly/3bTtjNH DataRatesApply	bit.ly/3bTtjNH		Baby Crying

Parenting messages

05	03	Has your baby gotten diaper rash? Read how to prevent diaper rashes here: bit.ly/3oCap7I DataRatesApply	bit.ly/3oCap7I	Baby Health	
06	01	Prevent your baby's nails from growing too long. Learn how to safely cut their nails: bit.ly/3lxQvmf DataRatesApply	bit.ly/3lxQvmf	Safety & Injury Prevention	
06	02	Have you had trouble concentrating and felt hopeless? You may need help for postpartum depression. Learn more: bit.ly/3dAJcvF DataRatesApply	bit.ly/3dAJcvF	Parent Mental Health & Self-Care	
06	02	Take a short walk with baby. Physical activity reduces stress, increases energy & helps strengthen your body: bit.ly/3lPxyt3 DataRatesApply	bit.ly/3lPxyt3	Physical Activity	
06	03	Have you completed our new baby survey? Help us learn how best to support families in the first year. Complete it @ DataRatesApply		Administrative	
07	01	Soother use or not? Read more about the pros and cons as well safety tips here: bit.ly/2TtfRty DataRatesApply	bit.ly/2TtfRty	Safety & Injury Prevention; Oral Health	
07	02	Curious about cloth diapers? Learn more to see if they are right for your baby: bit.ly/3ESlirq DataRatesApply	bit.ly/3ESlirq	Baby Health	
07	03	Have you registered your baby's birth in BC? Register online if you have not done so already! Learn how: bit.ly/2ZoyUsP -DataRatesApply	bit.ly/2ZoyUsP	Resources & Services	
08	01	Find ways to cope with crying so that you never shake your baby. Tips and info here: bit.ly/3bUE1Dw & bit.ly/3gcC3lu DataRatesApply	bit.ly/3bUE1Dw	bit.ly/3gcC3lu	Baby Crying
08	02	Remember: Back to sleep! Put your baby on their back to sleep. Learn about this & other sleeping safety tips @ bit.ly/3cNjcLA DataRatesApply	bit.ly/3cNjcLA	Baby Sleep	

Parenting messages

08	03	Has your baby tried tummy time? It is fun and good for your baby's development. Learn more here: bit.ly/3oHkpg1 DataRatesApply	bit.ly/3oHkpg1		Baby Development
09	01	It is not safe to jog with a baby less than 6 months old in a stroller. Find out about safe jogging with baby @ bit.ly/3IP2MZE DataRatesApply	bit.ly/3IP2MZE		Safety & Injury Prevention
09	02	Call HealthLink BC 811 to talk to a registered nurse, dietitian, pharmacist or exercise professional for free: bit.ly/3vjGgu7 DataRatesApply	bit.ly/3vjGgu7		Resources & Services
09	03	A folic acid supplement is advised for anyone that could become pregnant. Keep taking prenatal multivitamins: bit.ly/3e6N1a7 DataRatesApply	bit.ly/3e6N1a7		Maternal Health
10	01	Alcohol can affect the health of you and your baby. Info and tips on alcohol safety: bit.ly/2WYHGft & bit.ly/3tNw8tj DataRatesApply	bit.ly/2WYHGft	bit.ly/3tNw8tj	Medication & Substance Use
10	02	Want to learn about expressing, storing and preparing breast milk? Find info here: bit.ly/3IPSKYk DataRatesApply	bit.ly/3IPSKYk		Baby Feeding & Nutrition; Breastfeeding
10	03	Parenting can be overwhelming. Learn how to support your partner and bond with your baby: bit.ly/2zirX1J DataRatesApply	bit.ly/2zirX1J		Fathers/Partners
11	01	Learn about supportive Indigenous beliefs, values and ceremonies here: bit.ly/2AnrJai DataRatesApply	bit.ly/2AnrJai		Indigenous Health & Resources
11	02	Babies learn about emotions and self-regulation through social interaction: bit.ly/3axqLo4 DataRatesApply	bit.ly/3axqLo4		Baby Development
11	03	Remember to use a rear facing car seat for babies under 12 months. Info on car seats here: bit.ly/33gpTGd & bit.ly/2TtTLqL DataRatesApply	bit.ly/33gpTGd	bit.ly/2TtTLqL	Safety & Injury Prevention

Parenting messages

12	01	Connect with other parents and families in your community. Find local groups and support: bit.ly/3TgsQv7 DataRatesApply	bit.ly/3TgsQv7		Parent Mental Health & Self-Care; Resources & Services
12	02	Plan ahead: Think about getting on a wait list for day care and even preschool. Info on child care: bit.ly/3g49434 DataRatesApply	bit.ly/3g49434		Child Care
12	03	If you had an uncomplicated vaginal birth, it's safe to resume exercising. Start slowly & listen to your body: bit.ly/3nj3CgE DataRatesApply	bit.ly/3nj3CgE		Physical Activity
13	01	Parenting on your own? Find support and resources for single mothers @ bit.ly/3dBFMsB DataRatesApply	bit.ly/3dBFMsB		Parenting
13	02	Have you ordered a birth certificate for your baby yet? If not, order one today online: bit.ly/3cTDK4Z DataRatesApply	bit.ly/3cTDK4Z		Resources & Services
13	03	Cannabis passes to babies through breast milk. More info on the effects of cannabis for you and your baby: bit.ly/2znyzfl DataRatesApply	bit.ly/2znyzfl		Medication & Substance Use
14	01	Find a complete list of vaccines that your child needs and set-up appointment reminders: bit.ly/36vw3Qs & bit.ly/3njqVaw DataRatesApply	bit.ly/36vw3Qs	bit.ly/3njqVaw	Vaccination
14	02	What can your baby hear? Learn how to check your baby's hearing, speech and language: bit.ly/3slp8Nf & bit.ly/3aBfINn DataRatesApply	bit.ly/3slp8Nf	bit.ly/3aBfINn	Baby Development
14	03	It is possible to get pregnant even when breastfeeding. Info about birth control options: bit.ly/3rQmull & bit.ly/3EIKI0j DataRatesApply	bit.ly/3rQmull	bit.ly/3EIKI0j	Sexual Health
15	01	Keep your baby safe on the diaper change table. Have one hand on baby at all times. More about baby safety: bit.ly/2Ysz0Pi DataRatesApply	bit.ly/2Ysz0Pi		Safety & Injury Prevention

Parenting messages

15	02	Baby bath seats and rings have been linked to drowning. Learn how to safely bathe your baby: bit.ly/3IRp50W & bit.ly/2WRZMQ7 DataRatesApply	bit.ly/3IRp50W	bit.ly/2WRZMQ7	Safety & Injury Prevention
15	03	Clean your baby's mouth even before teeth start to appear. Learn more about your baby's oral health: bit.ly/3DFzrXG DataRatesApply	bit.ly/3DFzrXG		Oral Health
16	01	Help protect your baby by staying up-to-date with your own vaccinations, including getting a yearly flu shot: bit.ly/420Taig & bit.ly/3VmAgih DataRatesApply	bit.ly/420Taig	bit.ly/3VmAgih	Vaccination
16	02	Too much of a good thing? Not in this case! Spoil your baby with love. Info on social & emotional development: bit.ly/3oHk3pK DataRatesApply	bit.ly/3oHk3pK		Baby Development
16	03	Babies are ready to start eating food at around 6 months. Learn about introducing solid foods bit.ly/2QwCH54 & bit.ly/3dMITPt DataRatesApply	bit.ly/2QwCH54	bit.ly/3dMITPt	Baby Feeding & Nutrition
17	01	Eat well & find comfortable ways to incorporate activity. Try activities you enjoy & can fit into your routine bit.ly/32K06CU DataRatesApply	bit.ly/32K06CU		Parent Mental Health & Self-Care; Physical Activity
17	01	Partners, family & friends can play an important role for mom and baby. Tips for being a supportive partner @ bit.ly/3rNLsYU DataRatesApply	bit.ly/3rNLsYU		Fathers/Partners
17	02	Did you provide your baby's PHN? We use this information to learn how SmartParent helps improve babies' health. Login @ bit.ly/4941393 DataRatesApply	bit.ly/4941393		Administrative
17	03	Healthy, loving touch helps babies grow and thrive. Massage is a great way to connect with your baby: bit.ly/3e5zzU7 DataRatesApply	bit.ly/3e5zzU7		Baby Development
18	01	Your baby should be smiling at you and listening to your voice! Check out other general milestones here: bit.ly/2TtCZlg DataRatesApply	bit.ly/2TtCZlg		Baby Development

Parenting messages

18	02	Do you have any questions about sex after childbirth? Here is some information and tips: bit.ly/3oFdiED & bit.ly/3cYznFh DataRatesApply	bit.ly/3oFdiED	bit.ly/3cYznFh	Sexual Health
18	03	Family Resource Programs provide support and info for parents of kids up to 6 years. Find a local program: bit.ly/3dMNRvt DataRatesApply	bit.ly/3dMNRvt		Resources & Services
19	01	Many medicines are safe while breastfeeding. Ask a doctor or pharmacist about safe options: bit.ly/3vmu0tb & bit.ly/3oFdzaD DataRatesApply	bit.ly/3vmu0tb	bit.ly/3oFdzaD	Medication & Substance Use
19	02	Check out ABCs for New Parents for parenting tips and strategies: bit.ly/3bUIVAq DataRatesApply.	bit.ly/3bUIVAq		Parenting
19	03	Second-hand smoke increases baby's risk of asthma, pneumonia & ear infections. Keep your home & car smoke-free bit.ly/2QV3sAh DataRatesApply	bit.ly/2QV3sAh		Medication & Substance Use
20	01	Consider taking a child first aid/CPR course. Check with your local community centre or try: bit.ly/3nh39f6 & bit.ly/3nij2lw DataRatesApply	bit.ly/3nh39f6	bit.ly/3nij2lw	Safety & Injury Prevention
20	02	You don't need to follow a special diet to breastfeed. Learn about eating well while breastfeeding: bit.ly/2QwDmDA DataRatesApply	bit.ly/2QwDmDA		Baby Feeding & Nutrition; Breastfeeding
20	03	Your early interactions with your baby act like air traffic control to promote healthy brain development: bit.ly/2WQU2Gk DataRatesApply	bit.ly/2WQU2Gk		Baby Development
21	01	Your baby will roughly double their birth weight by 4 to 6 months. Read more about their physical development: bit.ly/31Q8kfv DataRatesApply	bit.ly/31Q8kfv		Baby Development
21	02	Teething often begins at 5-7 months. Ease baby's discomfort and keep baby teeth healthy from the beginning with these tips: bit.ly/3eJWu7C DataRatesApply	bit.ly/3eJWu7C		Oral Health

Parenting messages

21	03	Having trouble holding urine? Talk to your care provider & try Kegel exercises to strengthen the pelvic floor: bit.ly/3DH3cas DataRatesApply	bit.ly/3DH3cas		Pelvic Floor Health
22	01	Did you know that vaping can expose your baby to nicotine and other harmful chemicals? Read more here: bit.ly/3fRXuXS DataRatesApply	bit.ly/3fRXuXS		Medication & Substance Use
22	02	Baby's first foods should be iron-rich. Learn what foods are high in iron in this video: bit.ly/2Zys11h DataRatesApply	bit.ly/2Zys11h		Baby Feeding & Nutrition
22	03	Welcoming a new baby brings changes for the whole family. Tips for helping older children adjust: bit.ly/3IyALzj DataRatesApply	bit.ly/3IyALzj		Siblings
23	01	Almost time for baby's 6-month vaccinations! 6mo is old enough for flu and COVID-19 vaccines too. Why to get vaccines on-time: bit.ly/2IjVGvk DataRatesApply	bit.ly/2IjVGvk		Vaccination
23	02	Babies are ready to start eating food at around 6 months. Introducing solid foods can be fun! bit.ly/2yvewuU & bit.ly/31Jhs5Q DataRatesApply	bit.ly/2yvewuU	bit.ly/31Jhs5Q	Baby Feeding & Nutrition
23	03	Starting solid foods is an opportunity to connect your baby to culture, family, land, and water: bit.ly/3fiQyTI DataRatesApply	bit.ly/3fiQyTI		Indigenous Health & Resources; Baby Feeding & Nutrition
24	01	A consistent routine can help your baby settle to sleep. Learn about changes to baby's sleep at 6 months @ bit.ly/3EGMRnz & bit.ly/38u9Ocl DataRatesApply	bit.ly/3EGMRnz	bit.ly/38u9Ocl	Baby Sleep
24	02	Babies should have well-child visits with family doctors or paediatricians. Recommended appointment schedule: bit.ly/3c3fdJy DataRatesApply	bit.ly/3c3fdJy		Baby Health
24	03	Toddler's First Steps will guide you from 6 months until your baby is 3 years old. Find a copy here: bit.ly/3dC0TeA DataRatesApply	bit.ly/3dC0TeA		Resources & Services

Parenting messages

25	01	Wondering what you can do to prevent food allergies in your baby? Find info here: bit.ly/3ISICxX DataRatesApply	bit.ly/3ISICxX		Baby Feeding & Nutrition
25	02	Parenting takes lots of energy. Taking care of yourself is good baby care. Recharge your batteries! bit.ly/2XuSfFA DataRatesApply	bit.ly/2XuSfFA		Parent Mental Health & Self-Care
25	03	Just 2.5 cm (1 inch) of water is a drowning risk for babies as they don't have good head control. Safety tips: bit.ly/2ZC2CKW DataRatesApply	bit.ly/2ZC2CKW		Safety & Injury Prevention
26	01	Wondering how to serve food to your baby? Should you offer mashed food or finger food? Check out this video: bit.ly/3eeZKaU DataRatesApply	bit.ly/3eeZKaU		Baby Feeding & Nutrition
26	02	How can you tell when your baby is hungry? Watch this video to learn about the signs they may be giving you: bit.ly/3d2piYK DataRatesApply	bit.ly/3d2piYK		Baby Feeding & Nutrition
26	03	1 out of 6 women and 1 out of 10 men experience depression or anxiety after having a baby. There's help: bit.ly/2AUgxla DataRatesApply	bit.ly/2AUgxla		Parent Mental Health & Self-Care
27	01	Have you noticed changes in your baby's bowel movements? These changes are likely normal. Info: bit.ly/3dC8ZDP DataRatesApply	bit.ly/3dC8ZDP		Baby Health
27	02	It's a legal right to breastfeed any time, anywhere. Info on breastfeeding in public spaces: bit.ly/3pIFUfx & bit.ly/2TC3kEm DataRatesApply	bit.ly/3pIFUfx	bit.ly/2TC3kEm	Baby Feeding & Nutrition; Breastfeeding
27	03	At about six months, your baby can start to drink sips of water from an open, lidless cup: bit.ly/36RgYIT DataRatesApply	bit.ly/36RgYIT		Baby Feeding & Nutrition
28	01	Fathers make a big difference in the life of a child. Many want to be more involved. A resource for fathers: bit.ly/2yvhOhK DataRatesApply	bit.ly/2yvhOhK		Indigenous Health & Resources; Fathers/Partners

Parenting messages

28	02	Are you having difficulty with feelings about your baby's birth? Get help here: bit.ly/2AnXz6O DataRatesApply	bit.ly/2AnXz6O	Parent Mental Health & Self-Care
28	03	Keep your baby out of the direct sunlight. Learn more sun safety tips here: bit.ly/3dCmwLz DataRatesApply	bit.ly/3dCmwLz	Safety & Injury Prevention
29	01	Got lots of milk? Breastmilk donations to the BC Women's Milk Bank are prioritized for the most vulnerable: bit.ly/3gntfcD DataRatesApply	bit.ly/3gntfcD	Baby Feeding & Nutrition; Breastfeeding
29	02	Toys can be great fun but can also be a choking hazard. If it fits in a toilet paper roll, it's too small: bit.ly/3rRQiV9 DataRatesApply	bit.ly/3rRQiV9	Safety & Injury Prevention
29	03	Baby safety gates can help prevent falls and injuries. Tips for choosing and installing a baby gate: bit.ly/3xj0Yfz DataRatesApply	bit.ly/3xj0Yfz	Safety & Injury Prevention
30	01	As a partner are you struggling with feeling down? Find help for yourself and to support your partner here: bit.ly/2AxMtfj DataRatesApply	bit.ly/2AxMtfj	Parent Mental Health & Self-Care; Fathers/Partners
30	02	Take care of yourself. Babies need a safe and low-stress environment for healthy brain development: bit.ly/2XMjRGL DataRatesApply	bit.ly/2XMjRGL	Parent Mental Health & Self-Care
30	03	Your baby will start moving soon. Learn how to baby proof your home to keep your little one safe: bit.ly/3DKcbb0 DataRatesApply	bit.ly/3DKcbb0	Safety & Injury Prevention
31	01	Non-birthing parents can do a lot to get to know their babies better. Find out more here: bit.ly/2YwPIM2 DataRatesApply	bit.ly/2YwPIM2	Fathers/Partners
31	02	Babies should have no screen time. Physical activity, interactive and self-led play is best: bit.ly/3cjvp9T & bit.ly/2MdBvhm DataRatesApply	bit.ly/3cjvp9T	bit.ly/2MdBvhm Baby Development; Physical Activity

Parenting messages

31	03	It can be difficult to avoid smoking or vaping. Connect with QuitNow for free support and resources: bit.ly/3dMvarT DataRatesApply	bit.ly/3dMvarT	Medication & Substance Use
32	01	Does your baby get upset when you leave? This is a normal development but can be stressful! Here's some tips: bit.ly/3Vn8hih DataRatesApply	bit.ly/3Vn8hih	Baby Development
32	02	You can help to develop your baby's intellect! Read about how to help your baby learn: bit.ly/31HwiJH DataRatesApply	bit.ly/31HwiJH	Baby Development
32	03	Many babies now have teeth! Brush twice a day with a small soft toothbrush and rice grain sized amount of fluoride paste: bit.ly/3ITEw8V DataRatesApply	bit.ly/3ITEw8V	Oral Health
33	01	Baby is starting to want to move around! Learn easy tips to keep your baby healthy, safe and active here: bit.ly/3nfmGg3 DataRatesApply	bit.ly/3nfmGg3	Baby Development; Physical Activity
33	02	Scald burns cause 70% of all burns in children and can have lifelong physical and mental impacts. Learn about burn prevention: bit.ly/3JccOio DataRatesApply	bit.ly/3JccOio	Safety & Injury Prevention
33	03	You can find fun ways to be active with your baby while also introducing traditions and culture. Some ideas: bit.ly/3xj16M5 DataRatesApply	bit.ly/3xj16M5	Indigenous Health & Resources; Physical Activity
34	01	Need to hire a babysitter? Follow this advice to ensure that you are putting your baby in good hands: bit.ly/3lval1v DataRatesApply	bit.ly/3lval1v	Child Care
34	02	Babies can learn more than one language. Find out more here: bit.ly/2XXzOv8 DataRatesApply	bit.ly/2XXzOv8	Baby Development
34	03	A lifetime of attachment begins during your baby's first year. Learn more here: bit.ly/3hkX3Hb DataRatesApply	bit.ly/3hkX3Hb	Baby Development

Parenting messages

35	01	There can be cultural differences in approaches to parenting. Find some thoughts here: bit.ly/3yHzlgl DataRatesApply	bit.ly/3yHzlgl		Parenting
35	02	Caring for baby's needs can make it hard to find time for relationships. Find advice on how to find balance: bit.ly/3EJb78P DataRatesApply	bit.ly/3EJb78P		Relationships
35	03	Life as a parent can be hectic! Find ways to make life easier for yourself. Tips: bit.ly/36OYmcM DataRatesApply	bit.ly/36OYmcM		Parenting
36	01	If you have gestational diabetes, ask your care provider about blood sugar testing after your baby is born. bit.ly/2ZeLaZf -DataRatesApply	bit.ly/2ZeLaZf		Gestational Diabetes
36	02	Baby can choke on small pieces of food and small objects such as toys. Tips to prevent choking: bit.ly/3oCbjky DataRatesApply	bit.ly/3oCbjky		Safety & Injury Prevention
36	03	Babies are curious and like to explore - many climb before they walk! To prevent falls, keep furniture away from windows. More @ bit.ly/3MVvWD8 DataRatesApply	bit.ly/3MVvWD8		Safety & Injury Prevention
37	01	Parents shape their children's food choices, attitudes and acceptance of new foods. Find out more: bit.ly/2BhzcaN DataRatesApply	bit.ly/2BhzcaN		Baby Feeding & Nutrition
37	02	Your baby may want to talk to you with their own words & babble. Info on language development: bit.ly/3IC2EGH & bit.ly/4ctNOQa DataRatesApply	bit.ly/3IC2EGH	bit.ly/4ctNOQa	Baby Development
37	03	Get support for babies with special needs as soon as possible. Info on raising a child with special needs: bit.ly/Ywy4cN DataRatesApply	bit.ly/2Ywy4cN		Baby Development
38	01	Babies keep teething and can have sore gums and drool. Give safe things to chew on to ease discomfort: bit.ly/30aLNJF & bit.ly/3oCcosC DataRatesApply	bit.ly/30aLNJF	bit.ly/3oCcosC	Baby Health

Parenting messages

38	02	Simply spending time with your baby helps you to connect and build a relationship! Learn more: bit.ly/3dn7o2Z DataRatesApply	bit.ly/3dn7o2Z		Baby Development
39	01	Your baby may be problem solving at this stage! Learn more about cognitive development from 6 to 9 months: bit.ly/3IRG03f DataRatesApply	bit.ly/3IRG03f		Baby Development
39	02	Jordan's principal ensures that BC First Nations children don't experience delays in accessing health care: bit.ly/2zUdsBA DataRatesApply	bit.ly/2zUdsBA		Indigenous Health & Resources
40	01	When your baby is sick, there are many resources you can check for advice. Find help and info here: bit.ly/4dlx92M DataRatesApply	bit.ly/4dlx92M		Resources & Services
40	02	You may be traveling more with your baby. It is important to think about safe baby sleep: bit.ly/2AZHIRg & bit.ly/3ThjKy9 DataRatesApply	bit.ly/2AZHIRg	bit.ly/3ThjKy9	Baby Sleep; Safety & Injury Prevention
41	01	Infants can have fever with illness. Call 811 to learn about managing fever & doctor visits. bit.ly/3gMGkwd & bit.ly/3EC26yd DataRatesApply	bit.ly/3gMGkwd	bit.ly/3EC26yd	Baby Health
41	02	Household items, such as some plants, can be poisonous to your baby. Poison-proof your home: bit.ly/3eJH3fE & bit.ly/3cl8DhS DataRatesApply	bit.ly/3eJH3fE	bit.ly/3cl8DhS	Safety & Injury Prevention
42	01	By one year, your baby may begin to say simple words. Info about language development from 10-12 months here: bit.ly/3ITHpq5 DataRatesApply	bit.ly/3ITHpq5		Baby Development
42	02	Feeling overwhelmed? Ask for help when you need it. Caring for yourself allows you to care for your baby. bit.ly/2Ass3Ed DataRatesApply	bit.ly/2Ass3Ed		Parent Mental Health & Self-Care
43	01	Have you written a will? Plan ahead – write your baby into your will. Info here: bit.ly/4dzYM7U DataRatesApply	bit.ly/4dzYM7U		Resources & Services

Parenting messages

43	02	Bath time is fun! Your baby may be able to sit on their own, but should never be alone. More on bath safety: bit.ly/2MQ2IMQ DataRatesApply	bit.ly/2MQ2IMQ	Safety & Injury Prevention
44	01	Are you having difficulty sleeping even if your baby is sleeping better? Get help here: bit.ly/3cYMI5E DataRatesApply	bit.ly/3cYMI5E	Parent Sleep
44	02	Want to avoid having a picky eater? Introduce lots of new foods to your child. Tips: bit.ly/3pJ5Nff DataRatesApply	bit.ly/3pJ5Nff	Baby Feeding & Nutrition
45	01	Work with your partner to find the best parenting style for you. Learn about parenting styles and parenting well together: bit.ly/3EJ2xH4 DataRatesApply	bit.ly/3EJ2xH4	Parenting
45	02	Looking to find health services and resources in your area? Try the HealthLink BC Directory: bit.ly/3ICTIAT DataRatesApply	bit.ly/3ICTIAT	Resources & Services
46	01	It's almost time for your baby's 12-month vaccination appointment. Tips for a positive experience: bit.ly/3lfjpLT DataRatesApply	bit.ly/3lfjpLT	Vaccination
46	02	Your baby should visit a dentist by their first birthday. Book now!		Oral Health
47	01	Babies come in different sizes and shapes. Learn more about your child's growth: bit.ly/3sWiFOV DataRatesApply	bit.ly/3sWiFOV	Baby Development
47	02	Pets can be fun for your little one, but ensure you keep your baby safe. Read more about safety around pets: bit.ly/3Am4OL3 DataRatesApply	bit.ly/3Am4OL3	Safety & Injury Prevention
48	01	Looking for healthy meal ideas? Check out Cookspiration: bit.ly/3eXj3pj DataRatesApply	bit.ly/3eXj3pj	Healthy Eating & Nutrition

Parenting messages

48	02	Babies - and parents - have different temperaments. Learn more about your temperament by taking this quiz: bit.ly/2Y4vUiX & bit.ly/4aPctPQ DataRatesApply	bit.ly/2Y4vUiX	bit.ly/4aPctPQ	Relationships
49	01	Discover some helpful parenting tips to use as your child continues to grow: bit.ly/33iMT7u DataRatesApply	bit.ly/33iMT7u		Parenting
49	02	You and your child have a special relationship when it comes to feeding & eating. Tips for positive mealtimes: bit.ly/2AFREcT DataRatesApply	bit.ly/2AFREcT		Baby Feeding & Nutrition
50	01	Your baby's brain grows until early adulthood. A good foundation is the first step to success. Tips: bit.ly/307bpTJ DataRatesApply	bit.ly/307bpTJ		Baby Development
50	02	Sometimes we don't know if we are parenting right. Feel good about your parenting with these tips: bit.ly/2TA2d7U DataRatesApply	bit.ly/2TA2d7U		Parenting
51	01	In one year, your baby has developed socially and emotionally. Info on your child's developing personality: bit.ly/3IFOkgi DataRatesApply	bit.ly/3IFOkgi		Baby Development
51	02	If another caregiver, such as a grandparent, looks after your baby, show them how to use car seats, etc. Tips: bit.ly/3sOubeQ DataRatesApply	bit.ly/3sOubeQ		Child Care
51	03	Have you learned a lot from SmartParent? Let us know by taking our follow-up survey. DataRatesApply			Administrative
52	01	Happy 1st birthday to your baby! We hope SmartParent messages have been helpful for you and your family. Wishing you health and happiness in the years to come!			Administrative