

SmartParent

Pregnancy messages

Week	Msg	Message content	Link	Link	Topic
05	01	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
05	02	Up to 80% of people have nausea and vomiting (morning sickness) in pregnancy. Find tips and a video here: bit.ly/2Ohdypr & bit.ly/3LzJdC7 DataRatesApply	bit.ly/2Ohdypr	bit.ly/3LzJdC7	Discomforts of Pregnancy; Oral Health
05	03	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
05	03	Taking prescription opioids during pregnancy has risks. Learn more @ bit.ly/41urv98 DataRatesApply	bit.ly/41urv98		Medication and Substance Use
06	01	Vaccines protect you and your baby. Flu, COVID-19, and Tdap vaccines are all recommended in pregnancy. See: bit.ly/484pTWp & bit.ly/3MVexMd DataRatesApply	bit.ly/484pTWp	bit.ly/3MVexMd	Vaccination and Preventing Infections
06	02	Have you taken the enrollment survey yet? Help SmartParent learn how to best support people through pregnancy. Complete it @ DataRatesApply			Administrative
06	03	Review your immunizations & avoid kids with rashes. Call your doctor ASAP if you are near chickenpox and not known to be immune. bit.ly/3IDrest DataRatesApply	bit.ly/3IDrest		Vaccination and Preventing Infections
07	01	Have a cat? Tell your care provider. Tips to avoid toxoplasmosis, an infection spread by contact with cat feces bit.ly/480H0Z0 DataRatesApply	bit.ly/480H0Z0		Vaccination and Preventing Infections

Pregnancy messages

07	02	It can be hard to avoid alcohol in pregnancy. Learn how to keep your baby safe @ bit.ly/3ttQWLF & bit.ly/3WF9QJK DataRatesApply	bit.ly/3ttQWLF	bit.ly/3WF9QJK	Medication and Substance Use
07	02	Would you like more messages in your SmartParent program about reducing alcohol intake? Text the word "ALCOHOL" to add messages.			Medication and Substance Use
07	03	Curious about midwifery in Nova Scotia? Find out more about midwifery and if it is available in your area @ bit.ly/3Ru8nos DataRatesApply	bit.ly/3Ru8nos		Prenatal Care and Screening
07	03	Considering vaginal birth after cesarean (VBAC)? Learn about the benefits, risks, and how to choose @ bit.ly/45y2RGC DataRatesApply	bit.ly/45y2RGC		VBAC
08	01	If you use tobacco or vape, cutting down or quitting will benefit you and your baby. Learn more @ bit.ly/3MVwF8A DataRatesApply	bit.ly/3MVwF8A		Medication and Substance Use
08	01	Would you like more messages about managing tobacco intake and vaping in your SmartParent program? Text the word "SMOKING" to add messages.			Medication and Substance Use
08	02	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/3WvN8DK DataRatesApply	bit.ly/3WvN8DK		Prenatal Care and Screening
08	02	Are you new to Canada? Text the word "NEW" to add messages with links to resources for new immigrants.			New Immigrants
08	03	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
09	01	Want to learn more about what prenatal screening is available in NS? See: bit.ly/3RtLtO2 DataRatesApply	bit.ly/3RtLtO2		Prenatal Care and Screening

Pregnancy messages

09	01	Are you over 35 years old & having your 1st baby? Text the word “AFTER35” to add messages about pregnancy after 35 to your SmartParent program.			Pregnancy after 35
09	02	Exercise is usually safe during pregnancy. Staying active can improve energy & sleep. Discuss with your care provider: bit.ly/3TEiw3D DataRatesApply	bit.ly/3TEiw3D		Physical Activity
09	03	A dietitian can help with safe and healthy food choices in pregnancy. Learn more @ bit.ly/425tNu3 & bit.ly/3IDsR9z DataRatesApply	bit.ly/425tNu3	bit.ly/3IDsR9z	Healthy Eating and Nutrition
09	03	Would you like more messages about healthy eating in your SmartParent program? Text the word “EATING” to add messages.			Healthy Eating and Nutrition
10	01	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	The most common pregnancy loss symptoms are cramping and bleeding. Connect with a doctor if you have symptoms bit.ly/45xdx84 DataRatesApply	bit.ly/45xdx84		Pregnancy Loss and Infant Loss
10	02	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	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	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
11	01	Can you keep taking your over-the-counter or prescription medicine while pregnant? Check here: bit.ly/45vrMKz & bit.ly/41t1cQV DataRatesApply	bit.ly/45vrMKz	bit.ly/41t1cQV	Medication and Substance Use

Pregnancy messages

11	02	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	Be cautious with some food & drinks, like deli meats. Learn about safe choices in pregnancy: bit.ly/41Dfs9S DataRatesApply	bit.ly/41Dfs9S		Healthy Eating and Nutrition
12	01	Dish safer fish! Healthy fats in fish are great for baby & you, but some contain high mercury. Learn more @ bit.ly/3q93ICJ -DataRatesApply	bit.ly/3q93ICJ		Healthy Eating and Nutrition
12	01	Are you vegetarian? Check you are getting the balance of nutrients you need in pregnancy. A dietitian can help. @ bit.ly/3OAOgEb DataRatesApply	bit.ly/3OAOgEb		Healthy Eating and Nutrition
12	02	Hot tubs & saunas can be relaxing, but don't let your inner body temperature get too high. Learn more @ bit.ly/3MtpS4C -DataRatesApply	bit.ly/3MtpS4C		Safety
12	02	Mental health issues are common around pregnancy. Check out these local resources: bit.ly/3T4Oo0W & bit.ly/418Ngey DataRatesApply	bit.ly/3T4Oo0W	bit.ly/418Ngey	Mental Health and Self-Care
12	03	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	Feeling tired is common during pregnancy. Try to rest and plan naps if you need them. Tips: bit.ly/472K3Pa DataRatesApply	bit.ly/472K3Pa		Sleep Health
13	02	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	Are you drinking well water? If so, it's important to have it tested. Learn more: bit.ly/43tNQDG -DataRatesApply	bit.ly/43tNQDG		Environmental Health

Pregnancy messages

13	03	Congratulations – You’re 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	Your baby can smile, squint, frown, and suck its thumb. They're growing eyebrows and eyelashes! What else? @ bit.ly/3MwUbr3 DataRatesApply	bit.ly/3MwUbr3		Fetal Development
14	02	Call 811 in most provinces for free access to registered nurses, dietitians and pharmacists.			Resources and Services
14	02	If you smoke and want to quit, check out these Nova Scotia resources: bit.ly/47FgaWn & bit.ly/3RrorHF DataRatesApply	bit.ly/47FgaWn	bit.ly/3RrorHF	Medication and Substance Use
14	03	Have more energy? Stay active with low-impact activities like walking, swimming, yoga & more: bit.ly/2X7a4MX DataRatesApply	bit.ly/2X7a4MX		Physical Activity
15	01	Safe & happy relationships are vital for you & baby. If you ever feel unsafe at home, find out how to get help @ bit.ly/3MXr6qr DataRatesApply	bit.ly/3MXr6qr		Violence and Abuse
15	01	Would you like more messages about safety in relationships in your SmartParent program? Text the word “SAFETY” to add messages.			Resources and Services
15	02	You’ll be offered many tests this trimester. Don’t worry, there’s help figuring it all out here @ bit.ly/3Ozodx7 -DataRatesApply	bit.ly/3Ozodx7		Prenatal Care and Screening
15	03	Most feel baby’s first kicks @ 18-22 wks. This is called ‘quickening’ – your provider will ask about it soon! bit.ly/3MCB2nw -DataRatesApply	bit.ly/3MCB2nw		Fetal Development
16	01	In a car, the shoulder belt goes between your breasts & the lap belt goes under your belly, not on or above: bit.ly/3WY618W DataRatesApply	bit.ly/3WY618W		Safety

Pregnancy messages

16	01	Domestic violence is common in pregnancy. Here are some NS resources if this affects you bit.ly/3NdJ5Za & bit.ly/3uT8Jfp DataRatesApply	bit.ly/3NdJ5Za	bit.ly/3uT8Jfp	Violence and Abuse
16	02	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
16	03	Did you enroll in SmartParent after week 5 of pregnancy? Login to see messages you missed and how to opt in to msg streams: bit.ly/4941393 DataRatesApply	bit.ly/4941393		Administrative
16	03	Interested in learning about vaginal birth after a previous Cesarean section? Text the word “VBAC” to add messages to your SmartParent pregnancy program.			Labour and Birth; VBAC
17	01	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	02	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
17	03	Constant cold/stuffy nose feeling? Raise your head with pillows; this can help with heartburn too! Tips @ bit.ly/3NFBR0j & bit.ly/3IAYGQ7 DataRatesApply	bit.ly/3NFBR0j	bit.ly/3IAYGQ7	Discomforts of Pregnancy
18	01	COVID-19 vaccination is safe during pregnancy. Learn more @ bit.ly/3WCdhAW DataRatesApply	bit.ly/3WCdhAW		Vaccination and Preventing Infections
18	01	For nurse moderated pregnancy, birthing and postpartum content from IWK Health follow: bit.ly/41aD9Wz & bit.ly/3R5qEXX DataRatesApply	bit.ly/41aD9Wz	bit.ly/3R5qEXX	Resources and Services
18	02	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

Pregnancy messages

18	03	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	01	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
19	02	Working through your pregnancy? Talk to your employer about adjustments like rest breaks & no heavy lifting @ bit.ly/2Owcsr -DataRatesApply	bit.ly/2Owcsr		Safety
19	03	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	01	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	02	Does your community have birthing services? Talk to your care provider about resources in other communities.			Labour and Birth
20	02	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
20	03	211 Nova Scotia is a great place to find programs and services available in your community. Check it out! bit.ly/3t2Ym8k DataRatesApply	bit.ly/3t2Ym8k		Resources and Services
21	01	Depression is very common during or after pregnancy. There are lots of options & people who can help you: bit.ly/3Tzif1l & bit.ly/3ti3Mg1 DataRatesApply	bit.ly/3Tzif1l	bit.ly/3ti3Mg1	Mental Health and Self-Care
21	01	Would you like more messages about mental health during pregnancy? Text the word "MENTALHEALTH" to add messages.			Mental Health and Self-Care

Pregnancy messages

21	02	Looking for some enjoyable & healthy meal/snack ideas? Check out Cookspiration, a resource made by dietitians: bit.ly/2Sk719I DataRatesApply	bit.ly/2Sk719I	Healthy Eating and Nutrition
21	03	Planning to paint or renovate before baby arrives? Do it safely with this guide: bit.ly/2OzKSMO -DataRatesApply	bit.ly/2OzKSMO	Environmental Health
22	01	Sleeping well during pregnancy can be tricky. Find tips for managing discomforts here: bit.ly/3qdsJXM DataRatesApply	bit.ly/3qdsJXM	Sleep Health
22	01	Mild headaches are common in early pregnancy. Severe headaches after 20 weeks may mean high blood pressure - see your doctor: bit.ly/3qdTqvN DataRatesApply	bit.ly/3qdTqvN	Discomforts of Pregnancy; Gestational Hypertension
22	02	Many vaccines are safe during pregnancy. Whooping cough vaccine is recommended for all pregnancies to protect your baby. More @ bit.ly/2uDkLXE DataRatesApply	bit.ly/2uDkLXE	Vaccination and Preventing Infections
22	03	Learn about maternity/parental leave, legal rights at work and eligibility for EI benefits: bit.ly/2xSfBw3 DataRatesApply	bit.ly/2xSfBw3	Resources and Services
23	01	Need a family doctor? Make sure you are on the NS registry! bit.ly/3R89rgo DataRatesApply	bit.ly/3R89rgo	Resources and Services
23	02	Screening is recommended for gestational diabetes (high blood sugar during pregnancy). Learn more @ bit.ly/2Uf7kfi DataRatesApply	bit.ly/2Uf7kfi	Gestational Diabetes
23	03	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
24	01	Did you know how important taking care of your teeth and gums is for the health of your baby? Find out why @ bit.ly/43v7Dmh & bit.ly/3Ruzkal DataRatesApply	bit.ly/43v7Dmh bit.ly/3Ruzkal	Oral Health

Pregnancy messages

24	02	Sex during pregnancy: what's changed, what can help, and how to connect with your partner @ bit.ly/43cVgvt -DataRatesApply	bit.ly/43cVgvt	Sexual Health
24	03	Exposure to air pollution and wildfire smoke can cause health problems for you and your baby. Learn more: bit.ly/42gw85w -DataRatesApply	bit.ly/42gw85w	Environmental Health
25	01	Are you experiencing itchy skin, colour changes or stretch marks? It's normal! Learn more @ bit.ly/3C1ECTG -DataRatesApply	bit.ly/3C1ECTG	Discomforts of Pregnancy
25	02	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	Excited? Scared? Unsure about adding parenting to the challenges in your life? Find self-help resources @ bit.ly/3WFFx5v -DataRatesApply	bit.ly/3WFFx5v	Mental Health and Self-Care
26	01	Have you felt rhythmic movements in your belly? It could be baby hiccups! Get to know your baby's movements: bit.ly/428MQnn -DataRatesApply	bit.ly/428MQnn	Fetal Development
26	02	Hungry all the time? Add 1-2 healthy snacks per day for your energy and baby's growing needs. More info: bit.ly/3qb62nb -DataRatesApply	bit.ly/3qb62nb	Healthy Eating and Nutrition
26	02	Heartburn is super common. Try to stay upright after you eat and eat smaller meals more often. Read more: bit.ly/45Dtrhx -DataRatesApply	bit.ly/45Dtrhx	Discomforts of Pregnancy
26	03	Stay active but stay safe! Listen to your body, make adjustments & take breaks. Try the talk test - info: bit.ly/439BO2p -DataRatesApply	bit.ly/439BO2p	Physical Activity
27	01	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

Pregnancy messages

27	02	Have a car? Do you have your infant car seat yet? Find out what to look for and how to use one @ bit.ly/3oCmdcS -DataRatesApply	bit.ly/3oCmdcS		Safety
27	03	Your baby is growing rapidly. Learn about changes in you and your baby in the 3rd trimester. bit.ly/3IJFwHY -DataRatesApply	bit.ly/3IJFwHY		Fetal Development
28	01	Third trimester – On the home stretch! Watch this video about preparing for birth: bit.ly/3pzZ4nH -DataRatesApply	bit.ly/3pzZ4nH		Fetal Development
28	02	Ask about options for place of birth. Midwives & doctors may offer the choice of hospital or home birth @ bit.ly/4ao63Hf DataRatesApply	bit.ly/4ao63Hf		Labour and Birth
28	02	Doulas provide physical, emotional, & informational support. See bit.ly/3oDOhg4 & bit.ly/4axEnPZ DataRatesApply	bit.ly/3oDOhg4	bit.ly/4axEnPZ	Labour and Birth; Indigenous Health and Resources
28	03	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	Sudden weight gain, swollen hands/face or headaches may be signs of high blood pressure. Call your provider. bit.ly/43cLbyo -DataRatesApply	bit.ly/43cLbyo		Gestational Hypertension
29	02	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	Will your labour be induced? Find out what to expect: bit.ly/3oDPfZK -DataRatesApply	bit.ly/3oDPfZK		Labour and Birth
29	03	Are you planning a cesarean birth? Find out what to expect: bit.ly/3rLHz5F -DataRatesApply	bit.ly/3rLHz5F		Labour and Birth

Pregnancy messages

30	01	When your baby is born, text BORN to 12323 to stop receiving pregnancy messages.			Administrative
30	01	The signs and symptoms of preterm labour can be similar to normal changes in pregnancy. Learn more @ bit.ly/3C14puY -DataRatesApply	bit.ly/3C14puY		Labour and Birth
30	02	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
30	03	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	01	Once contractions are regular, 1st labours last ~10-14 hours. There are 4 stages. Find info about each stage: bit.ly/43bWffo DataRatesApply	bit.ly/43bWffo		Labour and Birth
31	02	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
31	03	Pain or discomfort in labour is different for everyone. Learn about your options for managing it: bit.ly/3WGgfEc & bit.ly/3txAx8P DataRatesApply	bit.ly/3WGgfEc	bit.ly/3txAx8P	Labour and Birth
32	01	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	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
32	03	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

Pregnancy messages

32	03	All babies born in Nova Scotia are offered Screening for congenital diseases. Find out more information @ bit.ly/3SozqC3 DataRatesApply	bit.ly/3SozqC3	Newborn Health
33	01	Changes in pregnancy can lead to constipation. Try eating fibre-rich foods & stay hydrated! bit.ly/3MHN1R1 -DataRatesApply	bit.ly/3MHN1R1	Discomforts of Pregnancy
33	02	Public Health NS has info about your hospital stay, with a check list and video tour of some provincial birth units: bit.ly/4b1DAak DataRatesApply	bit.ly/4b1DAak	Labour and Birth
33	03	It's easy to confuse pre-labour (Braxton Hicks) from labour that is progressing. How to tell them apart? @ bit.ly/3rGjjTv -DataRatesApply	bit.ly/3rGjjTv	Labour and Birth
34	01	Writing a birth plan shows your choices to your care provider team so they can help you the way you want: bit.ly/3q4VSEz -DataRatesApply	bit.ly/3q4VSEz	Labour and Birth
34	02	If you're planning a hospital birth, are your bags packed? Here are some ideas for what to have ready: bit.ly/439BiSf -DataRatesApply	bit.ly/439BiSf	Labour and Birth
34	02	Planning a home birth? Ask your midwife what supplies you'll need. It's a good idea to have a hospital bag packed just in case: bit.ly/3v8xN2e DataRatesApply	bit.ly/3v8xN2e	Labour and Birth
34	03	You'll be offered screening for group B streptococcal infection at 35 to 37 weeks. Why is this important? bit.ly/3MwqUN6 -DataRatesApply	bit.ly/3MwqUN6	Prenatal Care and Screening
35	01	Breathing techniques help with pain in labour. Practice deep, slow breaths with face and shoulders relaxed: bit.ly/3MG5Gwl -DataRatesApply	bit.ly/3MG5Gwl	Labour and Birth
35	01	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

Pregnancy messages

35	02	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	Breastfeeding supports wellness for you & your baby. Breastmilk is the first traditional food. Learn more @ bit.ly/43qs2sy & bit.ly/2N48Q2r DataRatesApply	bit.ly/43qs2sy	bit.ly/2N48Q2r	Indigenous Health and Resources; Breastfeeding
36	01	For the 1st hour of life after baby is born, it's best to stay skin-to-skin (baby naked on your chest). Info @ bit.ly/43uPCo3 -DataRatesApply	bit.ly/43uPCo3		Labour and Birth
36	01	Want to learn more about what to expect after your birth in Nova Scotia. Check out this website! bit.ly/3vGTV4a DataRatesApply	bit.ly/3vGTV4a		Labour and Birth; Resources and Services
36	02	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	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	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	When you have your baby, you can start receiving baby messages by texting the word BORN to SmartParent.			Administrative
37	03	Your newborn's hearing will be screened in the hospital or at a community hearing clinic. Find out why @ bit.ly/43iaShm -DataRatesApply	bit.ly/43iaShm		Newborn Health
38	01	If your water breaks, call your care provider. Green or brown-coloured fluid means go to the hospital. bit.ly/3qhOMNd -DataRatesApply	bit.ly/3qhOMNd		Labour and Birth

Pregnancy messages

38	02	Have you learned a lot from the SmartParent pregnancy program? Let us know by taking our 15-min follow-up survey. DataRatesApply			Administrative
38	03	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	La Leche League has local chapters to help support nursing parent. Check out this link to find the chapter nearest to you! bit.ly/4b53Ssc DataRatesApply	bit.ly/4b53Ssc		Breastfeeding; Infant Feeding
39	02	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	The weeks after having a baby can be an adjustment. Here are some tips for caring for yourself after birth: bit.ly/3J8gP8z -DataRatesApply	bit.ly/3J8gP8z		Mental Health and Self-Care; Resources and Services
40	01	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
40	02	Soon after birth, you'll be asked about a Vitamin K shot for your baby. Find out more @ bit.ly/3qzplBh & bit.ly/2Rq5VQH -DataRatesApply	bit.ly/3qzplBh	bit.ly/2Rq5VQH	Newborn Health
40	02	Public health NS has lots of great links to help support you in parenting your baby after birth@ bit.ly/3SlvnGK DataRatesApply	bit.ly/3SlvnGK		Resources and Services
40	03	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	No sign of labour? If you haven't started labour yet, your labour may be induced. What does this mean? @ bit.ly/3oDPfZK -DataRatesApply	bit.ly/3oDPfZK		Labour and Birth

Pregnancy messages

41	02	Feel overwhelmed? Ask for help when you need it. Caring for yourself allows you to care for your baby: bit.ly/3qjkNUY -DataRatesApply	bit.ly/3qjkNUY	Mental Health and Self-Care
41	03	How can a partner, family or friends support you after birth? Find tips here: bit.ly/43mPerM DataRatesApply	bit.ly/43mPerM	Infant Feeding; Mental Health and Self-Care
41	03	Family resource centers offer programming to support families across the province. Find a resource center near you: bit.ly/48yKMcm DataRatesApply	bit.ly/48yKMcm	Resources and Services
42	01	Have you taken our follow-up survey? Help us learn how to support families through pregnancy. DataRatesApply		Administrative
42	02	Text BORN to 12323 when your baby arrives. You can then login to provide your baby's birth date and receive messages to support you through the first year		Administrative
42	03	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

Supplemental stream messages

Supplemental stream messages for pregnancy

ALCOHOL - Reducing alcohol intake

Msg	Message content	Link	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	Connecting with an alcohol counsellor can help. Find free local services @ bit.ly/45Cag7O DataRatesApply	bit.ly/45Cag7O	
03	If your partner drinks, you're more likely to drink too. Your partner can support your choice to curb alcohol: bit.ly/3WB38nX DataRatesApply	bit.ly/3WB38nX	
04	It can be hard to talk about drinking with your health care provider. Look for information here: bit.ly/3v7FTTrT & bit.ly/3MD1WMc DataRatesApply	bit.ly/3v7FTTrT	bit.ly/3MD1WMc

SMOKING - Managing tobacco intake

Msg	Message content	Link	Link
01	Quitting is a process. There's help! Check here for support with quitting & staying tobacco & vape-free: bit.ly/3IMgFn3 DataRatesApply	bit.ly/3IMgFn3	
02	Just picking a day to quit smoking can help; on that day, throw away your cigarettes & lighters. More @ bit.ly/3RR0rOd -DataRatesApply	bit.ly/3RR0rOd	
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

EATING - Healthy eating and weight management during pregnancy

Msg	Message content	Link	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/3INPfgC -DataRatesApply	bit.ly/3INPfgC	
04	Pregnancy is a time to avoid dieting. Eating nutritious foods helps your baby’s development bit.ly/3N34tk4 -DataRatesApply	bit.ly/3N34tk4	

SAFETY - Personal safety in relationships

Msg	Message content	Link	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 see: bit.ly/2fws0du DataRatesApply	bit.ly/2fws0du	
04	Here are more ways to keep you and your family safe: bit.ly/4ataSyR & bit.ly/3FpSuZX DataRatesApply	bit.ly/4ataSyR	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/3IKGBPS - DataRatesApply	bit.ly/2uaMSkX	bit.ly/3IKGBPS
06	You always deserve to feel safe. Learn more about family violence @ bit.ly/3N0y9yl DataRatesApply	bit.ly/3N0y9yl	

Supplemental stream messages

VBAC - Having a vaginal birth after a previous cesarean section

Msg	Message content	Link	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	In healthy pregnancy, a vaginal birth is safer than C-section, especially if you plan to have >2 children. Talk to your provider. bit.ly/32I8aUJ DataRatesApply	bit.ly/32I8aUJ	

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

Msg	Message content	Link	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/3WKVXty - DataRatesApply	bit.ly/3WKVXty	
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 Postpartum Support Intl @ bit.ly/43wEG9v DataRatesApply	bit.ly/43wEG9v	
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	

Supplemental stream messages

AFTER35 - Having a first child after the age of 35

Msg	Message content	Link	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	Nuchal ultrasound is done between 11-14 weeks to check for genetic problems. Speak with you care provider about booking. More @ bit.ly/3IP4Qwf DataRatesApply	bit.ly/3IP4Qwf	
03	You may be offered CVS-Chorionic Villus Sampling—it can provide information about your baby’s health. Info @ bit.ly/3C1MQuS -DataRatesApply	bit.ly/3C1MQuS	
04	Genetic screening tests your blood for baby’s chance of Down syndrome, trisomy18 or a neural tube defect. bit.ly/3N1VnEw -DataRatesApply	bit.ly/3N1VnEw	

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

Msg	Message content	Link	Link
01	Losing a baby or having memories of a past loss can be extremely stressful. Find support and resources @ bit.ly/3N0wvg7 DataRatesApply	bit.ly/3N0wvg7	
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 and before birth. It occurs in about 1/200 pregnancies bit.ly/3N0y4ux -DataRatesApply	bit.ly/3N0y4ux	
04	Losing a baby is distressing. Connecting w/ people who’ve experienced it can help. Find a support group: bit.ly/2K5O1iT & bit.ly/47caNN0 - DataRatesApply	bit.ly/2K5O1iT	bit.ly/47caNN0
05	You are not alone. Hear stories from other people who have experienced pregnancy or infant loss @ bit.ly/43v3tdZ -DataRatesApply	bit.ly/43v3tdZ	
06	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
07	Grieving after a loss takes time and is different for everyone. Learn more @ bit.ly/3qmdrQw DataRatesApply	bit.ly/3qmdrQw	

Supplemental stream messages

NEW - Immigrants new to Canada

Msg	Message content	Link	Link
01	What is health care like in Canada? Check out this video: bit.ly/3IKHacw - DataRatesApply	bit.ly/3IKHacw	
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 is covered? Find out at: bit.ly/3qkGrIr - DataRatesApply	bit.ly/3qkGrIr	
04	Find health services and resources in your community with this online directory: bit.ly/3N0qyzX -DataRatesApply	bit.ly/3N0qyzX	
05	Protect your baby by starting vaccinations at 2 months. Learn more about vaccinations in Canada @ bit.ly/3OGug2P -DataRatesApply	bit.ly/3OGug2P	

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

Week	Msg	Message content	Link	Link
11	01	If your baby is Rh-positive, their blood system must be protected from yours, as a reaction could occur: bit.ly/3R9JL39 DataRatesApply	bit.ly/3R9JL39	
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	

Parenting messages

Parenting messages for baby's first year

Week	Msg	Message content	Link	Link	Topic
00	01	Home from the hospital? Ask your midwife or doctor about phone calls or visits from public health nurse. bit.ly/3RIcgF4 DataRatesApply	bit.ly/3RIcgF4		Resources & Services
00	01	Check out Canada's guide for caring for you and your new baby. Download or order a copy @ bit.ly/3NGQO24 DataRatesApply	bit.ly/3NGQO24		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 DataRatesApply	bit.ly/2WOrQ6U		Baby Feeding & Nutrition; Breastfeeding
00	03	Bottle feeding or using formula? Learn safety tips for cleaning bottles and preparing formula @ bit.ly/3aDVYbU DataRatesApply	bit.ly/3aDVYbU		Baby Feeding & Nutrition
01	01	A major pelvic floor tear is rare and may take 4-6 weeks to heal. Info on how to care for yourself, reduce pain and promote healing @ bit.ly/3NFUpXu	bit.ly/3NFUpXu		Postpartum Recovery
01	02	Canadian Paediatric Society doesn't recommend routine circumcision. It's a personal decision. See: bit.ly//36jGLsV DataRatesApply	bit.ly/36jGLsV		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/3TH0U6V DataRatesApply	bit.ly/3TH0U6V	Postpartum Recovery
02	03	Check your baby's stool colour with this chart. White stool may mean a rare liver disease - tell your doctor or midwife right away bit.ly/3tqexwR DataRatesApply	bit.ly/3tqexwR	Baby Health
03	01	Having difficulty with breastfeeding? Call 811 to talk with a nurse or find your local La Leche League group @ bit.ly/3voXTxZ DataRatesApply	bit.ly/3voXTxZ	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/47eI5ez DataRatesApply	bit.ly/47eI5ez	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/3GZ2jyg DataRatesApply	bit.ly/3GZ2jyg	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/4aGldX6 DataRatesApply	bit.ly/4aGldX6	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/3S05XhG DataRatesApply	bit.ly/3S05XhG	Baby Health
06	01	Prevent your baby's nails from growing too long. Learn how to safely cut their nails: bit.ly/3RJ34AF DataRatesApply	bit.ly/3RJ34AF	Safety & Injury Prevention
06	02	Have you had trouble concentrating and felt hopeless? You may need help for postpartum depression. Learn more: bit.ly/3tKndhs DataRatesApply	bit.ly/3tKndhs	Parent Mental Health & Self-Care
06	03	Take a short walk with baby. Physical activity reduces stress, increases energy & helps strengthen your body: bit.ly/3IPxty3 DataRatesApply	bit.ly/3IPxty3	Physical Activity
06	03	Have you completed our new baby survey? Help us learn how best to support families in the first year. 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/47dl6At DataRatesApply	bit.ly/47dl6At	Baby Health
07	03	Have you registered your baby's birth? Look up birth registration for your province online.		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/3vfXv4V DataRatesApply	bit.ly/3vfXv4V	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/3RGm6Yn DataRatesApply	bit.ly/3RGm6Yn		Baby Development
09	01	Most provinces have a Health Line (dial 811) that you can call to talk to a nurse and other health professionals.			Resources & Services
09	02	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	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	http://bit.ly/3tNw8tj	Medication & Substance Use
10	02	Want to learn about expressing, storing and preparing breast milk? Find info here: bit.ly/41FIWEZ DataRatesApply	bit.ly/41FIWEZ		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/3RydLpu DataRatesApply	bit.ly/3RydLpu		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/4aGLwgY DataRatesApply	bit.ly/4aGLwgY		Safety & Injury Prevention

Parenting messages

12	01	Connect with other parents and families in your community. Look up parenting support online to find local groups and resources.			Parent Mental Health & Self-Care; Resources & Services
12	02	Plan ahead: Think about getting on a wait list for day care and even preschool. Look up childcare for your province/community online.			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/3TPf2em DataRatesApply	bit.ly/3TPf2em		Physical Activity
13	01	Parenting can be difficult, especially if you're single or your partner is away. Find support: bit.ly/3GYS9xJ DataRatesApply	bit.ly/3GYS9xJ		Parenting
13	02	Have you ordered a birth certificate for your baby yet? If not, order one online through your province's vital statistics office.			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 see when they should receive them: bit.ly/36vw3Qs & bit.ly/48TIBRN DataRatesApply	bit.ly/36vw3Qs	bit.ly/48TIBRN	Vaccination
14	02	Learn about your baby's hearing and speech and connect with your doctor if you have concerns. See: bit.ly/3tD2s7C DataRatesApply	bit.ly/3tD2s7C		Baby Development
14	03	It is possible to get pregnant even when breastfeeding. Info about birth control options: bit.ly/3rQmull & bit.ly/3EIKl0j DataRatesApply	bit.ly/3rQmull	bit.ly/3EIKl0j	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/3VmAgih DataRatesApply	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	Practice self-care and stay active. Try activities you enjoy & can fit into your routine bit.ly/3NJafHL DataRatesApply	bit.ly/3NJafHL		Parent Mental Health & Self-Care; Physical Activity
17	02	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	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
18	02	Do you have any questions about sex after childbirth? Here is some information and tips: bit.ly/3tK13fj & bit.ly/3cYznFh DataRatesApply	bit.ly/3tK13fj	bit.ly/3cYznFh	Sexual Health

Parenting messages

18	03	Family Resource Programs provide support and info for parents of kids up to 6 years. Find a local program: bit.ly/3RHM5yj DataRatesApply	bit.ly/3RHM5yj		Resources & Services
19	01	Many medicines are safe while breastfeeding. Ask a doctor or pharmacist about safe options: bit.ly/3vmu0tb DataRatesApply	bit.ly/3vmu0tb		Medication & Substance Use
19	02	Second-hand smoke increases baby's risk of asthma, pneumonia & ear infections. Keep your home & car smoke-free bit.ly/3NKC02D DataRatesApply	bit.ly/3NKC02D		Medication & Substance Use
19	03	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	01	You don't need to follow a special diet to breastfeed. Learn about eating well while breastfeeding: bit.ly/47hEw7l DataRatesApply	bit.ly/47hEw7l		Baby Feeding & Nutrition; Breastfeeding
20	02	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
20	03	Your baby will roughly double their birth weight by 4 to 6 months. Read more about their physical development: bit.ly/3tG8Af6 DataRatesApply	bit.ly/3tG8Af6		Baby Development
21	01	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
21	02	Having trouble holding urine? Talk to your care provider & try Kegel exercises to strengthen the pelvic floor: bit.ly/4aFmmj2 & bit.ly/47yacqL DataRatesApply	bit.ly/4aFmmj2	bit.ly/47yacqL	Pelvic Floor Health
21	03	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

Parenting messages

22	01	Baby's first foods should be iron-rich. Learn what foods are high in iron in this video: bit.ly/2Zysl1h DataRatesApply	bit.ly/2Zysl1h		Baby Feeding & Nutrition
22	02	Welcoming a new baby brings changes for the whole family. Watch a video and find tips for helping siblings adjust @ bit.ly/3tKnXTM & bit.ly/3TIqsAB DataRatesApply	bit.ly/3tKnXTM	bit.ly/3TIqsAB	Siblings
22	03	Almost time for your baby's 6-month vaccination appointment. Learn why it's important to get vaccines on-time @ bit.ly/2IjVGvk & bit.ly/3H2yIt8 DataRatesApply	bit.ly/2IjVGvk	bit.ly/3H2yIt8	Vaccination
23	01	Babies are ready to start eating food at around 6 months. Introducing solid foods can be fun! bit.ly/3H19fLh & bit.ly/3THFC9x DataRatesApply	bit.ly/3H19fLh	bit.ly/3THFC9x	Baby Feeding & Nutrition
23	02	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
23	03	A consistent routine can help your baby settle to sleep. Learn about changes to baby's sleep at 6 months @ bit.ly/4aET9ob DataRatesApply	bit.ly/4aET9ob		Baby Sleep
24	01	Babies should have well-child visits with family doctors or paediatricians. Recommended appointment schedule: bit.ly/3c3fdJy DataRatesApply	bit.ly/3c3fdJy		Baby Health
24	02	Nobody's Perfect when it comes to parenting. Find tip sheets on many topics to help guide you until your child is 5 years old: bit.ly/486rGtX DataRatesApply	bit.ly/486rGtX		Parenting; Resources & Services
24	03	Wondering what you can do to prevent food allergies in your baby? Find info and watch a video here: bit.ly/47fWJCs & bit.ly/47dm2EZ DataRatesApply	bit.ly/47fWJCs	bit.ly/47dm2EZ	Baby Feeding & Nutrition
25	01	Parenting takes lots of energy. Taking care of yourself is good baby care. Recharge your batteries! bit.ly/3RGmVjV DataRatesApply	bit.ly/3RGmVjV		Parent Mental Health & Self-Care

Parenting messages

25	02	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/3NKCeXx DataRatesApply	bit.ly/3NKCeXx	Safety & Injury Prevention
25	03	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	01	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	02	1 out of 6 women and 1 out of 10 men experience depression or anxiety after having a baby. There's help: bit.ly/4aA4YvP DataRatesApply	bit.ly/4aA4YvP	Parent Mental Health & Self-Care
26	03	Have you noticed changes in your baby's bowel movements? These changes are likely normal. Info: bit.ly/48dYpO8 DataRatesApply	bit.ly/48dYpO8	Baby Health
27	01	It's a legal right to breastfeed any time, anywhere. Info on breastfeeding in public spaces: bit.ly/3S2CYKh DataRatesApply	bit.ly/3S2CYKh	Baby Feeding & Nutrition; Breastfeeding
27	02	At about six months, your baby can start to drink sips of water from an open cup with no lid: bit.ly/3NMrUyl DataRatesApply	bit.ly/3NMrUyl	Baby Feeding & Nutrition
27	03	Fathers make a big difference in the life of a child. Many want to be more involved. See resources for fathers: bit.ly/3NKD72c & bit.ly/2yvHOhK DataRatesApply	bit.ly/3NKD72c	bit.ly/2yvHOhK Indigenous Health & Resources; Fathers/Partners
28	01	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	02	Keep your baby out of the direct sunlight. Learn more sun safety tips here: bit.ly/3viuaH6 DataRatesApply	bit.ly/3viuaH6	Safety & Injury Prevention

Parenting messages

28	03	Got lots of milk? Learn about milk banks and see if there is a bank near you: bit.ly/3RJLhZM DataRatesApply	bit.ly/3RJLhZM		Baby Feeding & Nutrition; Breastfeeding
29	01	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	02	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
29	03	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	01	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	02	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
30	03	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	01	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
31	02	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
31	03	Does your baby get upset when you leave? This is a normal development but can be stressful! Here's some tips: bit.ly/47cxot2 DataRatesApply	bit.ly/47cxot2		Baby Development

Parenting messages

32	01	You can help to develop your baby's intellect! Read about how to help your baby learn: bit.ly/3voDyJa DataRatesApply	bit.ly/3voDyJa		Baby Development
32	02	Many babies now have teeth! Brush twice a day with a small soft toothbrush and pea-size amount of fluoride paste: bit.ly/3RJLsUW & bit.ly/3ITEw8V DataRatesApply	bit.ly/3RJLsUW	bit.ly/3ITEw8V	Oral Health
32	03	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	01	Scald burns cause 70% of all burns in children and can have lifelong physical and mental impacts. Learn about burn prevention: bit.ly/3RDbGIV DataRatesApply	bit.ly/3RDbGIV		Safety & Injury Prevention
33	02	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
33	03	Need to hire a babysitter? Follow this advice to ensure that you are putting your baby in good hands: bit.ly/48v03uZ DataRatesApply	bit.ly/48v03uZ		Child Care
34	01	Babies can learn more than one language. Find out more here: bit.ly/2XXzOv8 DataRatesApply	bit.ly/2XXzOv8		Baby Development
34	02	A lifetime of attachment begins during your baby's first year. Learn more here: bit.ly/3hkX3Hb DataRatesApply	bit.ly/3hkX3Hb		Baby Development
34	03	There can be cultural differences in approaches to parenting. Find some thoughts here: bit.ly/3ykfAwk DataRatesApply	bit.ly/3ykfAwk		Parenting
35	01	Caring for baby's needs can make it hard to find time for relationships. Find advice on how to find balance: bit.ly/3H1Pu6g DataRatesApply	bit.ly/3H1Pu6g		Relationships

Parenting messages

35	02	Life as a parent can be hectic! Find ways to make life easier for yourself. Tips: bit.ly/36OYmcM DataRatesApply	bit.ly/36OYmcM		Parenting
35	03	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	01	Baby can choke on small pieces of food and small objects such as toys. Tips to prevent choking: bit.ly/3tzPVSb DataRatesApply	bit.ly/3tzPVSb		Safety & Injury Prevention
36	02	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
38	01	Get support for babies with special needs. Find info on raising a child with special needs @ bit.ly/3S1bmoQ DataRatesApply	bit.ly/3S1bmoQ		Baby Health
38	02	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	Oral Health
39	01	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	02	Your baby may be problem solving at this stage! Learn more about cognitive development from 7 to 9 months: bit.ly/3TPpJO2 DataRatesApply	bit.ly/3TPpJO2		Baby Development

Parenting messages

40	01	Jordan's principal ensures that First Nations children don't experience delays in accessing health care: bit.ly/48fYUqG & bit.ly/3txClyR DataRatesApply	bit.ly/48fYUqG	bit.ly/3txClyR	Indigenous Health & Resources
40	02	When your baby is sick, it can be hard to know what to do. Learn more about common illnesses here: bit.ly/3tzvpRQ DataRatesApply	bit.ly/3tzvpRQ		Resources & Services
41	01	You may be traveling more with your baby. It is important to think about safe baby sleep on the go: bit.ly/48fPLP4 DataRatesApply	bit.ly/48fPLP4		Baby Sleep; Safety & Injury Prevention
41	02	Infants can have fever with illness. To learn about managing fever & when to see a doctor, see: bit.ly/3gMGkwd DataRatesApply	bit.ly/3gMGkwd		Baby Health
42	01	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	02	By one year, your baby may begin to say simple words. Info about language and memory development from 10-12 months here: bit.ly/4axNeBr DataRatesApply	bit.ly/4axNeBr		Baby Development
43	01	Feeling overwhelmed? Ask for help when you need it. Caring for yourself allows you to care for your baby. bit.ly/48xHjdI DataRatesApply	bit.ly/48xHjdI		Parent Mental Health & Self-Care
43	02	Have you written a will? Plan ahead – write your baby into your will. Info here: bit.ly/4dzYM7U DataRatesApply	bit.ly/4dzYM7U		Resources & Services
44	01	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	02	Are you having difficulty sleeping even if your baby is sleeping better? Get help here: bit.ly/3cYMI5E DataRatesApply	bit.ly/3cYMI5E		Parent Sleep

Parenting messages

45	01	Want to avoid having a picky eater? Introduce lots of new foods to your child. Tips: bit.ly/47jIQ6j DataRatesApply	bit.ly/47jIQ6j		Parenting
45	02	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		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
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/3vle7bB DataRatesApply	bit.ly/3vle7bB		Parenting
49	02	You and your child have a special relationship when it comes to feeding & eating. Tips for positive mealtimes: bit.ly/3GZ3bD9 DataRatesApply	bit.ly/3GZ3bD9		Baby Feeding & Nutrition

Parenting messages

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/3H1v8tP DataRatesApply	bit.ly/3H1v8tP	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 from SmartParent? Let us know and help us improve 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