

# 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: <a href="https://bit.ly/3t5Yu1j">bit.ly/3t5Yu1j</a> DataRatesApply	<a href="https://bit.ly/3t5Yu1j">bit.ly/3t5Yu1j</a>		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: <a href="https://bit.ly/2Ohdypr">bit.ly/2Ohdypr</a> & <a href="https://bit.ly/3LzJdC7">bit.ly/3LzJdC7</a> DataRatesApply	<a href="https://bit.ly/2Ohdypr">bit.ly/2Ohdypr</a>	<a href="https://bit.ly/3LzJdC7">bit.ly/3LzJdC7</a>	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 @ <a href="https://bit.ly/2uu3uRq">bit.ly/2uu3uRq</a> -DataRatesApply	<a href="https://bit.ly/2uu3uRq">bit.ly/2uu3uRq</a>		Medication and Substance Use
05	03	Taking prescription opioids during pregnancy has risks. Learn more @ <a href="https://bit.ly/41urv98">bit.ly/41urv98</a> DataRatesApply	<a href="https://bit.ly/41urv98">bit.ly/41urv98</a>		Medication and Substance Use
06	01	Vaccines protect you and your baby. Flu, COVID-19, and Tdap vaccines are all recommended in pregnancy. See: <a href="https://bit.ly/484pTWp">bit.ly/484pTWp</a> & <a href="https://bit.ly/3MVexMd">bit.ly/3MVexMd</a> DataRatesApply	<a href="https://bit.ly/484pTWp">bit.ly/484pTWp</a>	<a href="https://bit.ly/3MVexMd">bit.ly/3MVexMd</a>	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. <a href="https://bit.ly/3IDrest">bit.ly/3IDrest</a> DataRatesApply	<a href="https://bit.ly/3IDrest">bit.ly/3IDrest</a>		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 <a href="https://bit.ly/480H0Z0">bit.ly/480H0Z0</a> DataRatesApply	<a href="https://bit.ly/480H0Z0">bit.ly/480H0Z0</a>		Vaccination and Preventing Infections

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07	02	It can be hard to avoid alcohol in pregnancy. Learn how to keep your baby safe @ <a href="https://bit.ly/3ttQWLF">bit.ly/3ttQWLF</a> & <a href="https://bit.ly/3WF9QJK">bit.ly/3WF9QJK</a> DataRatesApply	<a href="https://bit.ly/3ttQWLF">bit.ly/3ttQWLF</a>	<a href="https://bit.ly/3WF9QJK">bit.ly/3WF9QJK</a>	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 @ <a href="https://bit.ly/3Ru8nos">bit.ly/3Ru8nos</a> DataRatesApply	<a href="https://bit.ly/3Ru8nos">bit.ly/3Ru8nos</a>		Prenatal Care and Screening
07	03	Considering vaginal birth after cesarean (VBAC)? Learn about the benefits, risks, and how to choose @ <a href="https://bit.ly/45y2RGC">bit.ly/45y2RGC</a> DataRatesApply	<a href="https://bit.ly/45y2RGC">bit.ly/45y2RGC</a>		VBAC
08	01	If you use tobacco or vape, cutting down or quitting will benefit you and your baby. Learn more @ <a href="https://bit.ly/3MVwF8A">bit.ly/3MVwF8A</a> DataRatesApply	<a href="https://bit.ly/3MVwF8A">bit.ly/3MVwF8A</a>		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 <a href="https://bit.ly/3WvN8DK">bit.ly/3WvN8DK</a> DataRatesApply	<a href="https://bit.ly/3WvN8DK">bit.ly/3WvN8DK</a>		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 @ <a href="https://bit.ly/3GbMvpw">bit.ly/3GbMvpw</a> -DataRatesApply	<a href="https://bit.ly/3GbMvpw">bit.ly/3GbMvpw</a>		Fetal Development
09	01	Want to learn more about what prenatal screening is available in NS? See: <a href="https://bit.ly/3RtLtO2">bit.ly/3RtLtO2</a> DataRatesApply	<a href="https://bit.ly/3RtLtO2">bit.ly/3RtLtO2</a>		Prenatal Care and Screening

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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: <a href="https://bit.ly/3TEiw3D">bit.ly/3TEiw3D</a> DataRatesApply	<a href="https://bit.ly/3TEiw3D">bit.ly/3TEiw3D</a>		Physical Activity
09	03	A dietitian can help with safe and healthy food choices in pregnancy. Learn more @ <a href="https://bit.ly/425tNu3">bit.ly/425tNu3</a> & <a href="https://bit.ly/3IDsR9z">bit.ly/3IDsR9z</a> DataRatesApply	<a href="https://bit.ly/425tNu3">bit.ly/425tNu3</a>	<a href="https://bit.ly/3IDsR9z">bit.ly/3IDsR9z</a>	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. <a href="https://bit.ly/3qvbFah">bit.ly/3qvbFah</a> DataRatesApply	<a href="https://bit.ly/3qvbFah">bit.ly/3qvbFah</a>		Prenatal Care and Screening
10	02	The most common pregnancy loss symptoms are cramping and bleeding. Connect with a doctor if you have symptoms <a href="https://bit.ly/45xdx84">bit.ly/45xdx84</a> DataRatesApply	<a href="https://bit.ly/45xdx84">bit.ly/45xdx84</a>		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 @ <a href="https://bit.ly/3DwyyAO">bit.ly/3DwyyAO</a> DataRatesApply	<a href="https://bit.ly/3DwyyAO">bit.ly/3DwyyAO</a>		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: <a href="https://bit.ly/45vrMKz">bit.ly/45vrMKz</a> & <a href="https://bit.ly/41t1cQV">bit.ly/41t1cQV</a> DataRatesApply	<a href="https://bit.ly/45vrMKz">bit.ly/45vrMKz</a>	<a href="https://bit.ly/41t1cQV">bit.ly/41t1cQV</a>	Medication and Substance Use

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11	02	Get tested for sexually transmitted infections during your 1st trimester. Safe treatments are available: <a href="https://bit.ly/3v9OjdY">bit.ly/3v9OjdY</a> -DataRatesApply	<a href="https://bit.ly/3v9OjdY">bit.ly/3v9OjdY</a>		Prenatal Care and Screening
11	03	Be cautious with some food & drinks, like deli meats. Learn about safe choices in pregnancy: <a href="https://bit.ly/41Dfs9S">bit.ly/41Dfs9S</a> DataRatesApply	<a href="https://bit.ly/41Dfs9S">bit.ly/41Dfs9S</a>		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 @ <a href="https://bit.ly/3q93ICJ">bit.ly/3q93ICJ</a> -DataRatesApply	<a href="https://bit.ly/3q93ICJ">bit.ly/3q93ICJ</a>		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. @ <a href="https://bit.ly/3OAOgEb">bit.ly/3OAOgEb</a> DataRatesApply	<a href="https://bit.ly/3OAOgEb">bit.ly/3OAOgEb</a>		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 @ <a href="https://bit.ly/3MtpS4C">bit.ly/3MtpS4C</a> -DataRatesApply	<a href="https://bit.ly/3MtpS4C">bit.ly/3MtpS4C</a>		Safety
12	02	Mental health issues are common around pregnancy. Check out these local resources: <a href="https://bit.ly/3T4Oo0W">bit.ly/3T4Oo0W</a> & <a href="https://bit.ly/418Ngey">bit.ly/418Ngey</a> DataRatesApply	<a href="https://bit.ly/3T4Oo0W">bit.ly/3T4Oo0W</a>	<a href="https://bit.ly/418Ngey">bit.ly/418Ngey</a>	Mental Health and Self-Care
12	03	Kegel exercises help strengthen pelvic floor muscles & prevent urine leakage. Whew! Find out more @ <a href="https://bit.ly/2P4kf3f">bit.ly/2P4kf3f</a> -DataRatesApply	<a href="https://bit.ly/2P4kf3f">bit.ly/2P4kf3f</a>		Pelvic Floor Health
13	01	Feeling tired is common during pregnancy. Try to rest and plan naps if you need them. Tips: <a href="https://bit.ly/472K3Pa">bit.ly/472K3Pa</a> DataRatesApply	<a href="https://bit.ly/472K3Pa">bit.ly/472K3Pa</a>		Sleep Health
13	02	Aim to make water your #1 drink. Try adding fruit for flavour. Tips and guide for healthy options: <a href="https://bit.ly/2RdglD4">bit.ly/2RdglD4</a> DataRatesApply	<a href="https://bit.ly/2RdglD4">bit.ly/2RdglD4</a>		Healthy Eating and Nutrition
13	02	Are you drinking well water? If so, it's important to have it tested. Learn more: <a href="https://bit.ly/43tNQDG">bit.ly/43tNQDG</a> -DataRatesApply	<a href="https://bit.ly/43tNQDG">bit.ly/43tNQDG</a>		Environmental Health

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13	03	Congratulations – You’ve made it through your 1st trimester! Learn what to expect in the 2nd trimester @ <a href="https://bit.ly/3MwUbr3">bit.ly/3MwUbr3</a> & <a href="https://bit.ly/3DuA4mX">bit.ly/3DuA4mX</a> DataRatesApply	<a href="https://bit.ly/3MwUbr3">bit.ly/3MwUbr3</a>	<a href="https://bit.ly/3DuA4mX">bit.ly/3DuA4mX</a>	Fetal Development
14	01	Your baby can smile, squint, frown, and suck its thumb. They're growing eyebrows and eyelashes! What else? @ <a href="https://bit.ly/3MwUbr3">bit.ly/3MwUbr3</a> DataRatesApply	<a href="https://bit.ly/3MwUbr3">bit.ly/3MwUbr3</a>		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: <a href="https://bit.ly/47FgaWn">bit.ly/47FgaWn</a> & <a href="https://bit.ly/3RrorHF">bit.ly/3RrorHF</a> DataRatesApply	<a href="https://bit.ly/47FgaWn">bit.ly/47FgaWn</a>	<a href="https://bit.ly/3RrorHF">bit.ly/3RrorHF</a>	Medication and Substance Use
14	03	Have more energy? Stay active with low-impact activities like walking, swimming, yoga & more: <a href="https://bit.ly/2X7a4MX">bit.ly/2X7a4MX</a> DataRatesApply	<a href="https://bit.ly/2X7a4MX">bit.ly/2X7a4MX</a>		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 @ <a href="https://bit.ly/3MXr6qr">bit.ly/3MXr6qr</a> DataRatesApply	<a href="https://bit.ly/3MXr6qr">bit.ly/3MXr6qr</a>		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 @ <a href="https://bit.ly/3Ozodx7">bit.ly/3Ozodx7</a> -DataRatesApply	<a href="https://bit.ly/3Ozodx7">bit.ly/3Ozodx7</a>		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! <a href="https://bit.ly/3MCB2nw">bit.ly/3MCB2nw</a> -DataRatesApply	<a href="https://bit.ly/3MCB2nw">bit.ly/3MCB2nw</a>		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: <a href="https://bit.ly/3Wy618W">bit.ly/3Wy618W</a> DataRatesApply	<a href="https://bit.ly/3Wy618W">bit.ly/3Wy618W</a>		Safety

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16	01	Domestic violence is common in pregnancy. Here are some NS resources if this affects you <a href="https://bit.ly/3NdJ5Za">bit.ly/3NdJ5Za</a> & <a href="https://bit.ly/3uT8Jfp">bit.ly/3uT8Jfp</a> DataRatesApply	<a href="https://bit.ly/3NdJ5Za">bit.ly/3NdJ5Za</a>	<a href="https://bit.ly/3uT8Jfp">bit.ly/3uT8Jfp</a>	Violence and Abuse
16	02	You need iron, calcium and vitamin D in pregnancy. Ask your care provider about prenatal multivitamins: <a href="https://bit.ly/2RM7w68">bit.ly/2RM7w68</a> DataRatesApply	<a href="https://bit.ly/2RM7w68">bit.ly/2RM7w68</a>		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: <a href="https://bit.ly/4941393">bit.ly/4941393</a> DataRatesApply	<a href="https://bit.ly/4941393">bit.ly/4941393</a>		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 @ <a href="https://bit.ly/2ajHsV2">bit.ly/2ajHsV2</a> -DataRatesApply	<a href="https://bit.ly/2ajHsV2">bit.ly/2ajHsV2</a>		Fetal Development
17	02	Be drastic with plastics! They can release chemicals when heated so avoid using them in the microwave: <a href="https://bit.ly/3etaiqe">bit.ly/3etaiqe</a> -DataRatesApply	<a href="https://bit.ly/3etaiqe">bit.ly/3etaiqe</a>		Environmental Health
17	03	Constant cold/stuffy nose feeling? Raise your head with pillows; this can help with heartburn too! Tips @ <a href="https://bit.ly/3NFBR0j">bit.ly/3NFBR0j</a> & <a href="https://bit.ly/3IAYGQ7">bit.ly/3IAYGQ7</a> DataRatesApply	<a href="https://bit.ly/3NFBR0j">bit.ly/3NFBR0j</a>	<a href="https://bit.ly/3IAYGQ7">bit.ly/3IAYGQ7</a>	Discomforts of Pregnancy
18	01	COVID-19 vaccination is safe during pregnancy. Learn more @ <a href="https://bit.ly/3WCdhAW">bit.ly/3WCdhAW</a> DataRatesApply	<a href="https://bit.ly/3WCdhAW">bit.ly/3WCdhAW</a>		Vaccination and Preventing Infections
18	01	For nurse moderated pregnancy, birthing and postpartum content from IWK Health follow: <a href="https://bit.ly/41aD9Wz">bit.ly/41aD9Wz</a> & <a href="https://bit.ly/3R5qEXX">bit.ly/3R5qEXX</a> DataRatesApply	<a href="https://bit.ly/41aD9Wz">bit.ly/41aD9Wz</a>	<a href="https://bit.ly/3R5qEXX">bit.ly/3R5qEXX</a>	Resources and Services
18	02	Reducing chemical exposures and other great tips for creating a healthy environment to grow your baby: <a href="https://bit.ly/2JMScy9">bit.ly/2JMScy9</a> -DataRatesApply	<a href="https://bit.ly/2JMScy9">bit.ly/2JMScy9</a>		Environmental Health

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18	03	Go green when you clean! Baking soda and vinegar are safe, effective and low-cost choices for your home: <a href="https://bit.ly/3bxulCb">bit.ly/3bxulCb</a> -DataRatesApply	<a href="https://bit.ly/3bxulCb">bit.ly/3bxulCb</a>		Environmental Health
19	01	Healthy pregnancy weight gain is different for every body. Support your body & baby with healthy food & drinks <a href="https://bit.ly/2V2vuli">bit.ly/2V2vuli</a> DataRatesApply	<a href="https://bit.ly/2V2vuli">bit.ly/2V2vuli</a>		Healthy Eating and Nutrition
19	02	Working through your pregnancy? Talk to your employer about adjustments like rest breaks & no heavy lifting @ <a href="https://bit.ly/2Owcsr">bit.ly/2Owcsr</a> -DataRatesApply	<a href="https://bit.ly/2Owcsr">bit.ly/2Owcsr</a>		Safety
19	03	Halfway through your pregnancy! If your due date has changed, sign in to update your profile: <a href="https://bit.ly/4941393">bit.ly/4941393</a> DataRatesApply	<a href="https://bit.ly/4941393">bit.ly/4941393</a>		Administrative
20	01	Learn about feeding your baby with breastmilk or an alternative and watch videos for tips: <a href="https://bit.ly/31B7CCK">bit.ly/31B7CCK</a> & <a href="https://bit.ly/3xZLZYT">bit.ly/3xZLZYT</a> -DataRatesApply	<a href="https://bit.ly/31B7CCK">bit.ly/31B7CCK</a>	<a href="https://bit.ly/3xZLZYT">bit.ly/3xZLZYT</a>	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: <a href="https://bit.ly/445FSRE">bit.ly/445FSRE</a> DataRatesApply	<a href="https://bit.ly/445FSRE">bit.ly/445FSRE</a>		Discomforts of Pregnancy
20	03	211 Nova Scotia is a great place to find programs and services available in your community. Check it out! <a href="https://bit.ly/3t2Ym8k">bit.ly/3t2Ym8k</a> DataRatesApply	<a href="https://bit.ly/3t2Ym8k">bit.ly/3t2Ym8k</a>		Resources and Services
21	01	Depression is very common during or after pregnancy. There are lots of options & people who can help you: <a href="https://bit.ly/3Tzif1l">bit.ly/3Tzif1l</a> & <a href="https://bit.ly/3ti3Mg1">bit.ly/3ti3Mg1</a> DataRatesApply	<a href="https://bit.ly/3Tzif1l">bit.ly/3Tzif1l</a>	<a href="https://bit.ly/3ti3Mg1">bit.ly/3ti3Mg1</a>	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

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21	02	Looking for some enjoyable & healthy meal/snack ideas? Check out Cookspiration, a resource made by dietitians: <a href="https://bit.ly/2Sk719I">bit.ly/2Sk719I</a> DataRatesApply	<a href="https://bit.ly/2Sk719I">bit.ly/2Sk719I</a>	Healthy Eating and Nutrition
21	03	Planning to paint or renovate before baby arrives? Do it safely with this guide: <a href="https://bit.ly/2OzKSMO">bit.ly/2OzKSMO</a> -DataRatesApply	<a href="https://bit.ly/2OzKSMO">bit.ly/2OzKSMO</a>	Environmental Health
22	01	Sleeping well during pregnancy can be tricky. Find tips for managing discomforts here: <a href="https://bit.ly/3qdsJXM">bit.ly/3qdsJXM</a> DataRatesApply	<a href="https://bit.ly/3qdsJXM">bit.ly/3qdsJXM</a>	Sleep Health
22	01	Mild headaches are common in early pregnancy. Severe headaches after 20 weeks may mean high blood pressure - see your doctor: <a href="https://bit.ly/3qdTqvN">bit.ly/3qdTqvN</a> DataRatesApply	<a href="https://bit.ly/3qdTqvN">bit.ly/3qdTqvN</a>	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 @ <a href="https://bit.ly/2uDkLXE">bit.ly/2uDkLXE</a> DataRatesApply	<a href="https://bit.ly/2uDkLXE">bit.ly/2uDkLXE</a>	Vaccination and Preventing Infections
22	03	Learn about maternity/parental leave, legal rights at work and eligibility for EI benefits: <a href="https://bit.ly/2xSfBw3">bit.ly/2xSfBw3</a> DataRatesApply	<a href="https://bit.ly/2xSfBw3">bit.ly/2xSfBw3</a>	Resources and Services
23	01	Need a family doctor? Make sure you are on the NS registry! <a href="https://bit.ly/3R89rgo">bit.ly/3R89rgo</a> DataRatesApply	<a href="https://bit.ly/3R89rgo">bit.ly/3R89rgo</a>	Resources and Services
23	02	Screening is recommended for gestational diabetes (high blood sugar during pregnancy). Learn more @ <a href="https://bit.ly/2Uf7kfi">bit.ly/2Uf7kfi</a> DataRatesApply	<a href="https://bit.ly/2Uf7kfi">bit.ly/2Uf7kfi</a>	Gestational Diabetes
23	03	If stress & anxiety is making it hard for you to enjoy your pregnancy, help is available: <a href="https://bit.ly/3bc9D8F">bit.ly/3bc9D8F</a> -DataRatesApply	<a href="https://bit.ly/3bc9D8F">bit.ly/3bc9D8F</a>	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 @ <a href="https://bit.ly/43v7Dmh">bit.ly/43v7Dmh</a> & <a href="https://bit.ly/3Ruzkal">bit.ly/3Ruzkal</a> DataRatesApply	<a href="https://bit.ly/43v7Dmh">bit.ly/43v7Dmh</a> <a href="https://bit.ly/3Ruzkal">bit.ly/3Ruzkal</a>	Oral Health



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24	02	Sex during pregnancy: what's changed, what can help, and how to connect with your partner @ <a href="https://bit.ly/43cVgvt">bit.ly/43cVgvt</a> -DataRatesApply	<a href="https://bit.ly/43cVgvt">bit.ly/43cVgvt</a>	Sexual Health
24	03	Exposure to air pollution and wildfire smoke can cause health problems for you and your baby. Learn more: <a href="https://bit.ly/42gw85w">bit.ly/42gw85w</a> -DataRatesApply	<a href="https://bit.ly/42gw85w">bit.ly/42gw85w</a>	Environmental Health
25	01	Are you experiencing itchy skin, colour changes or stretch marks? It's normal! Learn more @ <a href="https://bit.ly/3C1ECTG">bit.ly/3C1ECTG</a> -DataRatesApply	<a href="https://bit.ly/3C1ECTG">bit.ly/3C1ECTG</a>	Discomforts of Pregnancy
25	02	Bonding with your baby begins during pregnancy. Talk and sing to your baby and look forward to meeting them: <a href="https://bit.ly/2au7I25">bit.ly/2au7I25</a> -DataRatesApply	<a href="https://bit.ly/2au7I25">bit.ly/2au7I25</a>	Fetal Development
25	03	Excited? Scared? Unsure about adding parenting to the challenges in your life? Find self-help resources @ <a href="https://bit.ly/3WFFx5v">bit.ly/3WFFx5v</a> -DataRatesApply	<a href="https://bit.ly/3WFFx5v">bit.ly/3WFFx5v</a>	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: <a href="https://bit.ly/428MQnn">bit.ly/428MQnn</a> -DataRatesApply	<a href="https://bit.ly/428MQnn">bit.ly/428MQnn</a>	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: <a href="https://bit.ly/3qb62nb">bit.ly/3qb62nb</a> -DataRatesApply	<a href="https://bit.ly/3qb62nb">bit.ly/3qb62nb</a>	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: <a href="https://bit.ly/45Dtrhx">bit.ly/45Dtrhx</a> -DataRatesApply	<a href="https://bit.ly/45Dtrhx">bit.ly/45Dtrhx</a>	Discomforts of Pregnancy
26	03	Stay active but stay safe! Listen to your body, make adjustments & take breaks. Try the talk test - info: <a href="https://bit.ly/439BO2p">bit.ly/439BO2p</a> -DataRatesApply	<a href="https://bit.ly/439BO2p">bit.ly/439BO2p</a>	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: <a href="https://bit.ly/3ryF4S9">bit.ly/3ryF4S9</a> -DataRatesApply	<a href="https://bit.ly/3ryF4S9">bit.ly/3ryF4S9</a>	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 @ <a href="https://bit.ly/3oCmdcS">bit.ly/3oCmdcS</a> -DataRatesApply	<a href="https://bit.ly/3oCmdcS">bit.ly/3oCmdcS</a>		Safety
27	03	Your baby is growing rapidly. Learn about changes in you and your baby in the 3rd trimester. <a href="https://bit.ly/3IJFwHY">bit.ly/3IJFwHY</a> -DataRatesApply	<a href="https://bit.ly/3IJFwHY">bit.ly/3IJFwHY</a>		Fetal Development
28	01	Third trimester – On the home stretch! Learn about what’s next @ <a href="https://bit.ly/3pzZ4nH">bit.ly/3pzZ4nH</a> & <a href="https://bit.ly/3USsvBZ">bit.ly/3USsvBZ</a> -DataRatesApply	<a href="https://bit.ly/3pzZ4nH">bit.ly/3pzZ4nH</a>	<a href="https://bit.ly/3USsvBZ">bit.ly/3USsvBZ</a>	Fetal Development
28	02	Ask about options for place of birth. Midwives & doctors may offer the choice of hospital or home birth @ <a href="https://bit.ly/4ao63Hf">bit.ly/4ao63Hf</a> -DataRatesApply	<a href="https://bit.ly/4ao63Hf">bit.ly/4ao63Hf</a>		Labour and Birth
28	02	Doulas provide physical, emotional, & informational support. See <a href="https://bit.ly/3oDOhg4">bit.ly/3oDOhg4</a> & <a href="https://bit.ly/4axEnPZ">bit.ly/4axEnPZ</a> -DataRatesApply	<a href="https://bit.ly/3oDOhg4">bit.ly/3oDOhg4</a>	<a href="https://bit.ly/4axEnPZ">bit.ly/4axEnPZ</a>	Labour and Birth; Indigenous Health and Resources
28	03	Try to practice relaxing your pelvic floor in preparation for childbirth. Learn how: <a href="https://bit.ly/2zkCODE">bit.ly/2zkCODE</a> -DataRatesApply	<a href="https://bit.ly/2zkCODE">bit.ly/2zkCODE</a>		Pelvic Floor Health
29	01	Sudden weight gain, swollen hands/face or headaches may be signs of high blood pressure. Call your provider. <a href="https://bit.ly/43cLbyo">bit.ly/43cLbyo</a> -DataRatesApply	<a href="https://bit.ly/43cLbyo">bit.ly/43cLbyo</a>		Gestational Hypertension
29	02	Some tips to increase your chances of a healthy and positive vaginal birth experience @ <a href="https://bit.ly/2aLVfYL">bit.ly/2aLVfYL</a> -DataRatesApply	<a href="https://bit.ly/2aLVfYL">bit.ly/2aLVfYL</a>		Labour and Birth
29	03	Will your labour be induced? Find out what to expect: <a href="https://bit.ly/3oDPfZK">bit.ly/3oDPfZK</a> -DataRatesApply	<a href="https://bit.ly/3oDPfZK">bit.ly/3oDPfZK</a>		Labour and Birth
29	03	Are you planning a cesarean birth? Find out what to expect: <a href="https://bit.ly/3rLHz5F">bit.ly/3rLHz5F</a> -DataRatesApply	<a href="https://bit.ly/3rLHz5F">bit.ly/3rLHz5F</a>		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 @ <a href="https://bit.ly/3C14puY">bit.ly/3C14puY</a> -DataRatesApply	<a href="https://bit.ly/3C14puY">bit.ly/3C14puY</a>		Labour and Birth
30	02	Tears to your pelvic floor tissue can happen in childbirth. Find out how to help prevent this @ <a href="https://bit.ly/3sBygD4">bit.ly/3sBygD4</a> - DataRatesApply	<a href="https://bit.ly/3sBygD4">bit.ly/3sBygD4</a>		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 @ <a href="https://bit.ly/2z2wHm0">bit.ly/2z2wHm0</a> -DataRatesApply	<a href="https://bit.ly/2z2wHm0">bit.ly/2z2wHm0</a>		Fetal Development
31	01	Once contractions are regular, 1st labours last ~10-14 hours. There are 4 stages. Find info about each stage: <a href="https://bit.ly/43bWffo">bit.ly/43bWffo</a> DataRatesApply	<a href="https://bit.ly/43bWffo">bit.ly/43bWffo</a>		Labour and Birth
31	02	Learn how you and your support team can manage each stage of labour: <a href="https://bit.ly/3rI0pM3">bit.ly/3rI0pM3</a> & <a href="https://bit.ly/4fkCNTE">bit.ly/4fkCNTE</a> DataRatesApply	<a href="https://bit.ly/3rI0pM3">bit.ly/3rI0pM3</a>	<a href="https://bit.ly/4fkCNTE">bit.ly/4fkCNTE</a>	Labour and Birth
31	03	Pain or discomfort in labour is different for everyone. Learn about your options for managing it: <a href="https://bit.ly/3WGgfEc">bit.ly/3WGgfEc</a> & <a href="https://bit.ly/3txAx8P">bit.ly/3txAx8P</a> DataRatesApply	<a href="https://bit.ly/3WGgfEc">bit.ly/3WGgfEc</a>	<a href="https://bit.ly/3txAx8P">bit.ly/3txAx8P</a>	Labour and Birth
32	01	Baby in breech (bottom first)? An external cephalic version might turn baby's head down before labour: <a href="https://bit.ly/3n0SFk1">bit.ly/3n0SFk1</a> -DataRatesApply	<a href="https://bit.ly/3n0SFk1">bit.ly/3n0SFk1</a>		Labour and Birth
32	02	Antibodies protect against infection. Baby can get them from YOU through your placenta and breastmilk: <a href="https://bit.ly/3e413wf">bit.ly/3e413wf</a> -DataRatesApply	<a href="https://bit.ly/3e413wf">bit.ly/3e413wf</a>		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! <a href="https://bit.ly/2Ot0w8t">bit.ly/2Ot0w8t</a> -DataRatesApply	<a href="https://bit.ly/2Ot0w8t">bit.ly/2Ot0w8t</a>		Safety

## Pregnancy messages

32	03	All babies born in Nova Scotia are offered Screening for congenital diseases. Find out more information @ <a href="http://bit.ly/3SozqC3">bit.ly/3SozqC3</a> DataRatesApply	<a href="http://bit.ly/3SozqC3">bit.ly/3SozqC3</a>	Newborn Health
33	01	Changes in pregnancy can lead to constipation. Try eating fibre-rich foods & stay hydrated! <a href="http://bit.ly/3MHN1R1">bit.ly/3MHN1R1</a> -DataRatesApply	<a href="http://bit.ly/3MHN1R1">bit.ly/3MHN1R1</a>	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: <a href="http://bit.ly/4b1DAak">bit.ly/4b1DAak</a> DataRatesApply	<a href="http://bit.ly/4b1DAak">bit.ly/4b1DAak</a>	Labour and Birth
33	03	It's easy to confuse pre-labour (Braxton Hicks) from labour that is progressing. How to tell them apart? @ <a href="http://bit.ly/3rGjjTv">bit.ly/3rGjjTv</a> -DataRatesApply	<a href="http://bit.ly/3rGjjTv">bit.ly/3rGjjTv</a>	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: <a href="http://bit.ly/3q4VSEz">bit.ly/3q4VSEz</a> -DataRatesApply	<a href="http://bit.ly/3q4VSEz">bit.ly/3q4VSEz</a>	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: <a href="http://bit.ly/439BiSf">bit.ly/439BiSf</a> -DataRatesApply	<a href="http://bit.ly/439BiSf">bit.ly/439BiSf</a>	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: <a href="http://bit.ly/3v8xN2e">bit.ly/3v8xN2e</a> DataRatesApply	<a href="http://bit.ly/3v8xN2e">bit.ly/3v8xN2e</a>	Labour and Birth
34	03	You'll be offered screening for group B streptococcal infection at 35 to 37 weeks. Why is this important? <a href="http://bit.ly/3MwqUN6">bit.ly/3MwqUN6</a> -DataRatesApply	<a href="http://bit.ly/3MwqUN6">bit.ly/3MwqUN6</a>	Prenatal Care and Screening
35	01	Breathing techniques help with pain in labour. Practice deep, slow breaths with face and shoulders relaxed: <a href="http://bit.ly/3MG5Gwl">bit.ly/3MG5Gwl</a> -DataRatesApply	<a href="http://bit.ly/3MG5Gwl">bit.ly/3MG5Gwl</a>	Labour and Birth
35	01	Acupressure is a safe way for partners to provide labour support and natural pain management. Learn more @ <a href="http://bit.ly/3CzpwF0">bit.ly/3CzpwF0</a> DataRatesApply	<a href="http://bit.ly/3CzpwF0">http://bit.ly/3CzpwF0</a>	Labour and Birth

## Pregnancy messages

35	02	Contractions starting? No need to rush to the hospital! Find ways to cope in early labour @ <a href="https://bit.ly/3tD4NKy">bit.ly/3tD4NKy</a> -DataRatesApply	<a href="https://bit.ly/3tD4NKy">bit.ly/3tD4NKy</a>		Labour and Birth
35	03	Breastfeeding supports wellness for you & your baby. Breastmilk is the first traditional food. Learn more @ <a href="https://bit.ly/43qs2sy">bit.ly/43qs2sy</a> & <a href="https://bit.ly/2N48Q2r">bit.ly/2N48Q2r</a> DataRatesApply	<a href="https://bit.ly/43qs2sy">bit.ly/43qs2sy</a>	<a href="https://bit.ly/2N48Q2r">bit.ly/2N48Q2r</a>	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 @ <a href="https://bit.ly/43uPCo3">bit.ly/43uPCo3</a> -DataRatesApply	<a href="https://bit.ly/43uPCo3">bit.ly/43uPCo3</a>		Labour and Birth
36	01	Want to learn more about what to expect after your birth in Nova Scotia. Check out this website! <a href="https://bit.ly/3vGTV4a">bit.ly/3vGTV4a</a> DataRatesApply	<a href="https://bit.ly/3vGTV4a">bit.ly/3vGTV4a</a>		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: <a href="https://bit.ly/2RJr3Ed">bit.ly/2RJr3Ed</a> -DataRatesApply	<a href="https://bit.ly/2RJr3Ed">bit.ly/2RJr3Ed</a>		Labour and Birth
36	03	Breastfeeding can benefit you and baby. Colostrum (early milk) is made during pregnancy: <a href="https://bit.ly/3Er9Y5z">bit.ly/3Er9Y5z</a> & <a href="https://bit.ly/3feTQHf">bit.ly/3feTQHf</a> DataRatesApply	<a href="https://bit.ly/3Er9Y5z">bit.ly/3Er9Y5z</a>	<a href="https://bit.ly/3feTQHf">bit.ly/3feTQHf</a>	Breastfeeding; Infant Feeding
37	01	Latching your baby correctly is key for successful breastfeeding. Some babies need gentle help. Learn how @ <a href="https://bit.ly/3oCne4G">bit.ly/3oCne4G</a> DataRatesApply	<a href="https://bit.ly/3oCne4G">bit.ly/3oCne4G</a>		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 @ <a href="https://bit.ly/43iaShm">bit.ly/43iaShm</a> -DataRatesApply	<a href="https://bit.ly/43iaShm">bit.ly/43iaShm</a>		Newborn Health
38	01	If your water breaks, call your care provider. Green or brown-coloured fluid means go to the hospital. <a href="https://bit.ly/3qhOMNd">bit.ly/3qhOMNd</a> -DataRatesApply	<a href="https://bit.ly/3qhOMNd">bit.ly/3qhOMNd</a>		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 @ <a href="https://bit.ly/2JyAT26">bit.ly/2JyAT26</a> -DataRatesApply	<a href="https://bit.ly/2JyAT26">bit.ly/2JyAT26</a>		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! <a href="https://bit.ly/4b53Ssc">bit.ly/4b53Ssc</a> DataRatesApply	<a href="https://bit.ly/4b53Ssc">bit.ly/4b53Ssc</a>		Breastfeeding; Infant Feeding
39	02	Pain is a natural part of labour. Many women use movement & comfort positions to avoid medication. More @ <a href="https://bit.ly/2aqWBFB">bit.ly/2aqWBFB</a> -DataRatesApply	<a href="https://bit.ly/2aqWBFB">bit.ly/2aqWBFB</a>		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: <a href="https://bit.ly/3J8gP8z">bit.ly/3J8gP8z</a> -DataRatesApply	<a href="https://bit.ly/3J8gP8z">bit.ly/3J8gP8z</a>		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 @ <a href="https://bit.ly/3qzplBh">bit.ly/3qzplBh</a> & <a href="https://bit.ly/2Rq5VQH">bit.ly/2Rq5VQH</a> -DataRatesApply	<a href="https://bit.ly/3qzplBh">bit.ly/3qzplBh</a>	<a href="https://bit.ly/2Rq5VQH">bit.ly/2Rq5VQH</a>	Newborn Health
40	02	Public health NS has lots of great links to help support you in parenting your baby after birth@ <a href="https://bit.ly/3SlvnGK">bit.ly/3SlvnGK</a> DataRatesApply	<a href="https://bit.ly/3SlvnGK">bit.ly/3SlvnGK</a>		Resources and Services
40	03	In labour, moving around helps you feel more control, lessens need for pain meds & shortens length of labour <a href="https://bit.ly/2aubisK">bit.ly/2aubisK</a> -DataRatesApply	<a href="https://bit.ly/2aubisK">bit.ly/2aubisK</a>		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? @ <a href="https://bit.ly/3oDPfZK">bit.ly/3oDPfZK</a> -DataRatesApply	<a href="https://bit.ly/3oDPfZK">bit.ly/3oDPfZK</a>		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: <a href="https://bit.ly/3qjkNUY">bit.ly/3qjkNUY</a> -DataRatesApply	<a href="https://bit.ly/3qjkNUY">bit.ly/3qjkNUY</a>	Mental Health and Self-Care
41	03	How can a partner, family or friends support you after birth? Find tips here: <a href="https://bit.ly/43mPerM">bit.ly/43mPerM</a> DataRatesApply	<a href="https://bit.ly/43mPerM">bit.ly/43mPerM</a>	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: <a href="https://bit.ly/48yKMcm">bit.ly/48yKMcm</a> DataRatesApply	<a href="https://bit.ly/48yKMcm">bit.ly/48yKMcm</a>	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: <a href="https://bit.ly/4941393">bit.ly/4941393</a> DataRatesApply	<a href="https://bit.ly/4941393">bit.ly/4941393</a>	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: <a href="https://bit.ly/3ep7quH">bit.ly/3ep7quH</a> DataRatesApply	<a href="https://bit.ly/3ep7quH">bit.ly/3ep7quH</a>	
02	Connecting with an alcohol counsellor can help. Find free local services @ <a href="https://bit.ly/45Cag7O">bit.ly/45Cag7O</a> DataRatesApply	<a href="https://bit.ly/45Cag7O">bit.ly/45Cag7O</a>	
03	If your partner drinks, you're more likely to drink too. Your partner can support your choice to curb alcohol: <a href="https://bit.ly/3WB38nX">bit.ly/3WB38nX</a> DataRatesApply	<a href="https://bit.ly/3WB38nX">bit.ly/3WB38nX</a>	
04	It can be hard to talk about drinking with your health care provider. Look for information here: <a href="https://bit.ly/3v7FTTrT">bit.ly/3v7FTTrT</a> & <a href="https://bit.ly/3MD1WMc">bit.ly/3MD1WMc</a> DataRatesApply	<a href="https://bit.ly/3v7FTTrT">bit.ly/3v7FTTrT</a>	<a href="https://bit.ly/3MD1WMc">bit.ly/3MD1WMc</a>

#### 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: <a href="https://bit.ly/3IMgFn3">bit.ly/3IMgFn3</a> DataRatesApply	<a href="https://bit.ly/3IMgFn3">bit.ly/3IMgFn3</a>	
02	Just picking a day to quit smoking can help; on that day, throw away your cigarettes & lighters. More @ <a href="https://bit.ly/3RR0rOd">bit.ly/3RR0rOd</a> -DataRatesApply	<a href="https://bit.ly/3RR0rOd">bit.ly/3RR0rOd</a>	
03	Curious about living smoke-free? What would that look like? For ideas check out: <a href="https://bit.ly/3IMWdCp">bit.ly/3IMWdCp</a> DataRatesApply	<a href="https://bit.ly/3IMWdCp">bit.ly/3IMWdCp</a>	
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 <a href="https://bit.ly/2VouPTD">bit.ly/2VouPTD</a> -DataRatesApply	<a href="https://bit.ly/2VouPTD">bit.ly/2VouPTD</a>	
05	You have your reasons for smoking. You can find your own way of quitting and staying smoke-free. Stories @ <a href="https://bit.ly/2RVADRS">bit.ly/2RVADRS</a> – DataRatesApply	<a href="https://bit.ly/2RVADRS">bit.ly/2RVADRS</a>	



## 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	<a href="https://bit.ly/38r84E2">bit.ly/38r84E2</a>	
02	“Eating for two?” Eat twice as healthy (not twice as much). More @ bit.ly/30w5NDk DataRatesApply	<a href="https://bit.ly/30w5NDk">bit.ly/30w5NDk</a>	
03	Worried about weight gain? Try not to focus on the numbers. Focus on being active & feeding yourself well. bit.ly/3INPfgC -DataRatesApply	<a href="https://bit.ly/3INPfgC">bit.ly/3INPfgC</a>	
04	Pregnancy is a time to avoid dieting. Eating nutritious foods helps your baby’s development bit.ly/3N34tk4 -DataRatesApply	<a href="https://bit.ly/3N34tk4">bit.ly/3N34tk4</a>	

### 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	<a href="https://bit.ly/3FpdSyf">bit.ly/3FpdSyf</a>	
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	<a href="https://bit.ly/3vPciUn">bit.ly/3vPciUn</a>	
03	Do you need a safety plan? To find out more see: bit.ly/2fws0du DataRatesApply	<a href="https://bit.ly/2fws0du">bit.ly/2fws0du</a>	
04	Here are more ways to keep you and your family safe: bit.ly/4ataSyR & bit.ly/3FpSuZX DataRatesApply	<a href="https://bit.ly/4ataSyR">bit.ly/4ataSyR</a>	<a href="https://bit.ly/3FpSuZX">bit.ly/3FpSuZX</a>
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	<a href="https://bit.ly/2uaMSkX">bit.ly/2uaMSkX</a>	<a href="https://bit.ly/3IKGBPS">bit.ly/3IKGBPS</a>
06	You always deserve to feel safe. Learn more about family violence @ bit.ly/3N0y9yl DataRatesApply	<a href="https://bit.ly/3N0y9yl">bit.ly/3N0y9yl</a>	

## 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: <a href="https://bit.ly/3guOFPX">bit.ly/3guOFPX</a> -DataRatesApply	<a href="https://bit.ly/3guOFPX">bit.ly/3guOFPX</a>	
02	7 in 10 people who attempt a VBAC will give birth vaginally. Need help deciding if a VBAC is right for you? <a href="https://bit.ly/32s5oT5">bit.ly/32s5oT5</a> -DataRatesApply	<a href="https://bit.ly/32s5oT5">bit.ly/32s5oT5</a>	
03	In healthy pregnancy, a vaginal birth is safer than C-section, especially if you plan to have >2 children. Talk to your provider. <a href="https://bit.ly/32I8aUJ">bit.ly/32I8aUJ</a> DataRatesApply	<a href="https://bit.ly/32I8aUJ">bit.ly/32I8aUJ</a>	

### 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: <a href="https://bit.ly/3319cdm">bit.ly/3319cdm</a> -DataRatesApply	<a href="https://bit.ly/3319cdm">bit.ly/3319cdm</a>	
02	Postpartum depression can start during pregnancy or after birth – find out more here: <a href="https://bit.ly/3WKVXty">bit.ly/3WKVXty</a> - DataRatesApply	<a href="https://bit.ly/3WKVXty">bit.ly/3WKVXty</a>	
03	How are you feeling today? Check-in with yourself and take CMHA’s mental health meter @ <a href="https://bit.ly/2LRj6sl">bit.ly/2LRj6sl</a> - DataRatesApply	<a href="https://bit.ly/2LRj6sl">bit.ly/2LRj6sl</a>	
04	Feeling sad, overwhelmed or anxious? Connect w/ Pacific Post Partum Support Society at 1-855-255-7999 or Postpartum Support Intl @ <a href="https://bit.ly/43wEG9v">bit.ly/43wEG9v</a> DataRatesApply	<a href="https://bit.ly/43wEG9v">bit.ly/43wEG9v</a>	
05	Feeling stressed during pregnancy is normal, but too much can cause problems. Tips for handling stress here: <a href="https://bit.ly/30rDGov">bit.ly/30rDGov</a> - DataRatesApply	<a href="https://bit.ly/30rDGov">bit.ly/30rDGov</a>	
06	Curious about treatment options for depression during pregnancy? Talk w/ your care provider & find info here: <a href="https://bit.ly/3PLtLon">bit.ly/3PLtLon</a> -DataRatesApply	<a href="https://bit.ly/3PLtLon">bit.ly/3PLtLon</a>	
07	You can learn skills to help you prevent and manage depression. See this workbook @ <a href="https://bit.ly/3oE1wxi">bit.ly/3oE1wxi</a> DataRatesApply	<a href="https://bit.ly/3oE1wxi">bit.ly/3oE1wxi</a>	

## 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: <a href="https://bit.ly/3lIBQe1">bit.ly/3lIBQe1</a> -DataRatesApply	<a href="https://bit.ly/3lIBQe1">bit.ly/3lIBQe1</a>	
02	Nuchal ultrasound is done between 11-14 weeks to check for genetic problems. Speak with you care provider about booking. More @ <a href="https://bit.ly/3IP4Qwf">bit.ly/3IP4Qwf</a> DataRatesApply	<a href="https://bit.ly/3IP4Qwf">bit.ly/3IP4Qwf</a>	
03	You may be offered CVS-Chorionic Villus Sampling—it can provide information about your baby’s health. Info @ <a href="https://bit.ly/3C1MQuS">bit.ly/3C1MQuS</a> -DataRatesApply	<a href="https://bit.ly/3C1MQuS">bit.ly/3C1MQuS</a>	
04	Genetic screening tests your blood for baby’s chance of Down syndrome, trisomy18 or a neural tube defect. <a href="https://bit.ly/3N1VnEw">bit.ly/3N1VnEw</a> -DataRatesApply	<a href="https://bit.ly/3N1VnEw">bit.ly/3N1VnEw</a>	

### 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 @ <a href="https://bit.ly/3N0wvg7">bit.ly/3N0wvg7</a> DataRatesApply	<a href="https://bit.ly/3N0wvg7">bit.ly/3N0wvg7</a>	
02	Miscarriage is a pregnancy loss before 20 weeks. It is not caused by stress, exercise or sex: <a href="https://bit.ly/3r5w9cZ">bit.ly/3r5w9cZ</a> & <a href="https://bit.ly/313DvOC">bit.ly/313DvOC</a> DataRatesApply	<a href="https://bit.ly/3r5w9cZ">bit.ly/3r5w9cZ</a>	<a href="https://bit.ly/313DvOC">bit.ly/313DvOC</a>
03	Stillbirth is the loss of a baby after 20wks of pregnancy and before birth. It occurs in about 1/200 pregnancies <a href="https://bit.ly/3N0y4ux">bit.ly/3N0y4ux</a> -DataRatesApply	<a href="https://bit.ly/3N0y4ux">bit.ly/3N0y4ux</a>	
04	Losing a baby is distressing. Connecting w/ people who’ve experienced it can help. Find a support group: <a href="https://bit.ly/2K5O1iT">bit.ly/2K5O1iT</a> & <a href="https://bit.ly/47caNN0">bit.ly/47caNN0</a> - DataRatesApply	<a href="https://bit.ly/2K5O1iT">bit.ly/2K5O1iT</a>	<a href="https://bit.ly/47caNN0">bit.ly/47caNN0</a>
05	You are not alone. Hear stories from other people who have experienced pregnancy or infant loss @ <a href="https://bit.ly/43v3tdZ">bit.ly/43v3tdZ</a> -DataRatesApply	<a href="https://bit.ly/43v3tdZ">bit.ly/43v3tdZ</a>	
06	Talking with a child about the loss of a baby will help them process the loss. More at: <a href="https://bit.ly/2K5LGUX">bit.ly/2K5LGUX</a> & <a href="https://bit.ly/2Oveiv1">bit.ly/2Oveiv1</a> -DataRatesApply	<a href="https://bit.ly/2K5LGUX">bit.ly/2K5LGUX</a>	<a href="https://bit.ly/2Oveiv1">bit.ly/2Oveiv1</a>
07	Grieving after a loss takes time and is different for everyone. Learn more @ <a href="https://bit.ly/3qmdrQw">bit.ly/3qmdrQw</a> DataRatesApply	<a href="https://bit.ly/3qmdrQw">bit.ly/3qmdrQw</a>	

## 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: <a href="https://bit.ly/3IKHacw">bit.ly/3IKHacw</a> - DataRatesApply	<a href="https://bit.ly/3IKHacw">bit.ly/3IKHacw</a>	
02	You might have questions about what it's like to have a baby in Canada. Information is available: <a href="https://bit.ly/2ODvs9I">bit.ly/2ODvs9I</a> - DataRatesApply	<a href="https://bit.ly/2ODvs9I">bit.ly/2ODvs9I</a>	
03	How does health insurance work, how do you find services, and what is covered? Find out at: <a href="https://bit.ly/3qkGrIr">bit.ly/3qkGrIr</a> - DataRatesApply	<a href="https://bit.ly/3qkGrIr">bit.ly/3qkGrIr</a>	
04	Find health services and resources in your community with this online directory: <a href="https://bit.ly/3N0qyzX">bit.ly/3N0qyzX</a> -DataRatesApply	<a href="https://bit.ly/3N0qyzX">bit.ly/3N0qyzX</a>	
05	Protect your baby by starting vaccinations at 2 months. Learn more about vaccinations in Canada @ <a href="https://bit.ly/3OGug2P">bit.ly/3OGug2P</a> -DataRatesApply	<a href="https://bit.ly/3OGug2P">bit.ly/3OGug2P</a>	

### 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: <a href="https://bit.ly/3R9JL39">bit.ly/3R9JL39</a> DataRatesApply	<a href="https://bit.ly/3R9JL39">bit.ly/3R9JL39</a>	
13	02	You may be given RhoGAM/WinRho if you experience any bleeding. Find out more here @ <a href="https://bit.ly/3ZuRRak">bit.ly/3ZuRRak</a> DataRatesApply	<a href="https://bit.ly/3ZuRRak">bit.ly/3ZuRRak</a>	
22	03	You'll have a blood test to reconfirm your blood type & antibody development. You'll be given RhoGAM/WinRho: <a href="https://bit.ly/2XE9nL7">bit.ly/2XE9nL7</a> -DataRatesApply	<a href="https://bit.ly/2XE9nL7">bit.ly/2XE9nL7</a>	
36	04	After birth, you will be offered RhoGAM/WinRho again to protect future pregnancies. Learn more @ <a href="https://bit.ly/31reOBH">bit.ly/31reOBH</a> -DataRatesApply	<a href="https://bit.ly/31reOBH">bit.ly/31reOBH</a>	

## 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. <a href="https://bit.ly/3RIcgF4">bit.ly/3RIcgF4</a> DataRatesApply	<a href="https://bit.ly/3RIcgF4">bit.ly/3RIcgF4</a>		Resources & Services
00	01	Check out Canada's guide for caring for you and your new baby. Download or order a copy @ <a href="https://bit.ly/3NGQO24">bit.ly/3NGQO24</a> DataRatesApply	<a href="https://bit.ly/3NGQO24">bit.ly/3NGQO24</a>		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: <a href="https://bit.ly/2zQeaiR">bit.ly/2zQeaiR</a> DataRatesApply	<a href="https://bit.ly/2zQeaiR">bit.ly/2zQeaiR</a>		Baby Health
00	03	Get a good start with feeding your baby. Learn about hunger cues, latching & cluster feeding <a href="https://bit.ly/2WOrQ6U">bit.ly/2WOrQ6U</a> DataRatesApply	<a href="https://bit.ly/2WOrQ6U">bit.ly/2WOrQ6U</a>		Baby Feeding & Nutrition; Breastfeeding
00	03	Bottle feeding or using formula? Learn safety tips for cleaning bottles and preparing formula @ <a href="https://bit.ly/3aDVYbU">bit.ly/3aDVYbU</a> DataRatesApply	<a href="https://bit.ly/3aDVYbU">bit.ly/3aDVYbU</a>		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 @ <a href="https://bit.ly/3NFUpXu">bit.ly/3NFUpXu</a>	<a href="https://bit.ly/3NFUpXu">bit.ly/3NFUpXu</a>		Postpartum Recovery
01	02	Canadian Paediatric Society doesn't recommend routine circumcision. It's a personal decision. See: <a href="https://bit.ly//36jGLsV">bit.ly//36jGLsV</a> DataRatesApply	<a href="https://bit.ly/36jGLsV">bit.ly/36jGLsV</a>		Baby Health
01	03	Up to 80% of women experience the baby blues after childbirth. Learn how to recognize and manage it here: <a href="https://bit.ly/2YxumhP">bit.ly/2YxumhP</a> DataRatesApply	<a href="https://bit.ly/2YxumhP">bit.ly/2YxumhP</a>		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: <a href="https://bit.ly/2TFGquJ">bit.ly/2TFGquJ</a> DataRatesApply	<a href="https://bit.ly/2TFGquJ">bit.ly/2TFGquJ</a>		Baby Health

## Parenting messages

02	02	Afterpains (sharp abdominal cramps) a few days after birth is the uterus contracting to prevent bleeding: <a href="https://bit.ly/3TH0U6V">bit.ly/3TH0U6V</a> DataRatesApply	<a href="https://bit.ly/3TH0U6V">bit.ly/3TH0U6V</a>	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 <a href="https://bit.ly/3tqexwR">bit.ly/3tqexwR</a> DataRatesApply	<a href="https://bit.ly/3tqexwR">bit.ly/3tqexwR</a>	Baby Health
03	01	Having difficulty with breastfeeding? Call 811 to talk with a nurse or find your local La Leche League group @ <a href="https://bit.ly/3voXTxZ">bit.ly/3voXTxZ</a> DataRatesApply	<a href="https://bit.ly/3voXTxZ">bit.ly/3voXTxZ</a>	Baby Feeding & Nutrition; Breastfeeding
03	02	Babies need vitamin D for healthy growth and development. Learn about giving your baby a daily supplement: <a href="https://bit.ly/2ZqGSBM">bit.ly/2ZqGSBM</a> DataRatesApply	<a href="https://bit.ly/2ZqGSBM">bit.ly/2ZqGSBM</a>	Baby Feeding & Nutrition
03	03	Vaginal or abdominal pain can continue after giving birth. Here are some tips to ease discomfort: <a href="https://bit.ly/47eI5ez">bit.ly/47eI5ez</a> DataRatesApply	<a href="https://bit.ly/47eI5ez">bit.ly/47eI5ez</a>	Postpartum Recovery
04	01	Most newborns need a diaper change 10-15 times a day! Make it a special time for talking, laughing & playing: <a href="https://bit.ly/3dxByCt">bit.ly/3dxByCt</a> DataRatesApply	<a href="https://bit.ly/3dxByCt">bit.ly/3dxByCt</a>	Baby Health
04	02	Have you booked your baby's two-month immunization appointment? Here's what to expect and how to prepare: <a href="https://bit.ly/3GZ2jyg">bit.ly/3GZ2jyg</a> DataRatesApply	<a href="https://bit.ly/3GZ2jyg">bit.ly/3GZ2jyg</a>	Vaccination
04	03	Fever is never normal in a baby younger than six months old. Find out how to take your baby's temperature: <a href="https://bit.ly/36nBsZM">bit.ly/36nBsZM</a> DataRatesApply	<a href="https://bit.ly/36nBsZM">bit.ly/36nBsZM</a>	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: <a href="https://bit.ly/4aGldX6">bit.ly/4aGldX6</a> DataRatesApply	<a href="https://bit.ly/4aGldX6">bit.ly/4aGldX6</a>	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 <a href="https://bit.ly/3bTtjNH">bit.ly/3bTtjNH</a> DataRatesApply	<a href="https://bit.ly/3bTtjNH">bit.ly/3bTtjNH</a>	Baby Crying

## Parenting messages

05	03	Has your baby gotten diaper rash? Read how to prevent diaper rashes here: <a href="https://bit.ly/3S05XhG">bit.ly/3S05XhG</a> DataRatesApply	<a href="https://bit.ly/3S05XhG">bit.ly/3S05XhG</a>	Baby Health
06	01	Prevent your baby's nails from growing too long. Learn how to safely cut their nails: <a href="https://bit.ly/3RJ34AF">bit.ly/3RJ34AF</a> DataRatesApply	<a href="https://bit.ly/3RJ34AF">bit.ly/3RJ34AF</a>	Safety & Injury Prevention
06	02	Have you had trouble concentrating and felt hopeless? You may need help for postpartum depression. Learn more: <a href="https://bit.ly/3tKndhs">bit.ly/3tKndhs</a> DataRatesApply	<a href="https://bit.ly/3tKndhs">bit.ly/3tKndhs</a>	Parent Mental Health & Self-Care
06	03	Take a short walk with baby. Physical activity reduces stress, increases energy & helps strengthen your body: <a href="https://bit.ly/3IPxty3">bit.ly/3IPxty3</a> DataRatesApply	<a href="https://bit.ly/3IPxty3">bit.ly/3IPxty3</a>	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: <a href="https://bit.ly/2TtfRty">bit.ly/2TtfRty</a> DataRatesApply	<a href="https://bit.ly/2TtfRty">bit.ly/2TtfRty</a>	Safety & Injury Prevention; Oral Health
07	02	Curious about cloth diapers? Learn more to see if they are right for your baby: <a href="https://bit.ly/47dl6At">bit.ly/47dl6At</a> DataRatesApply	<a href="https://bit.ly/47dl6At">bit.ly/47dl6At</a>	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: <a href="https://bit.ly/3bUE1Dw">bit.ly/3bUE1Dw</a> & <a href="https://bit.ly/3gcC3lu">bit.ly/3gcC3lu</a> DataRatesApply	<a href="https://bit.ly/3bUE1Dw">bit.ly/3bUE1Dw</a> <a href="https://bit.ly/3gcC3lu">bit.ly/3gcC3lu</a>	Baby Crying
08	02	Remember: Back to sleep! Put your baby on their back to sleep. Learn about this & other sleeping safety tips @ <a href="https://bit.ly/3vfXv4V">bit.ly/3vfXv4V</a> DataRatesApply	<a href="https://bit.ly/3vfXv4V">bit.ly/3vfXv4V</a>	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: <a href="https://bit.ly/3RGm6Yn">bit.ly/3RGm6Yn</a> DataRatesApply	<a href="https://bit.ly/3RGm6Yn">bit.ly/3RGm6Yn</a>		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 @ <a href="https://bit.ly/3IP2MZE">bit.ly/3IP2MZE</a> DataRatesApply	<a href="https://bit.ly/3IP2MZE">bit.ly/3IP2MZE</a>		Safety & Injury Prevention
09	03	A folic acid supplement is advised for anyone that could become pregnant. Keep taking prenatal multivitamins: <a href="https://bit.ly/3e6N1a7">bit.ly/3e6N1a7</a> DataRatesApply	<a href="https://bit.ly/3e6N1a7">bit.ly/3e6N1a7</a>		Maternal Health
10	01	Alcohol can affect the health of you and your baby. Info and tips on alcohol safety: <a href="https://bit.ly/2WYHGft">bit.ly/2WYHGft</a> & <a href="https://bit.ly/3tNw8tj">bit.ly/3tNw8tj</a> DataRatesApply	<a href="https://bit.ly/2WYHGft">bit.ly/2WYHGft</a>	<a href="https://bit.ly/3tNw8tj">bit.ly/3tNw8tj</a>	Medication & Substance Use
10	02	Want to learn about expressing, storing and preparing breast milk? Find info here: <a href="https://bit.ly/41FIWEZ">bit.ly/41FIWEZ</a> DataRatesApply	<a href="https://bit.ly/41FIWEZ">bit.ly/41FIWEZ</a>		Baby Feeding & Nutrition; Breastfeeding
10	03	Parenting can be overwhelming. Learn how to support your partner and bond with your baby: <a href="https://bit.ly/2zirX1J">bit.ly/2zirX1J</a> DataRatesApply	<a href="https://bit.ly/2zirX1J">bit.ly/2zirX1J</a>		Fathers/Partners
11	01	Learn about supportive Indigenous beliefs, values and ceremonies here: <a href="https://bit.ly/3RydLpu">bit.ly/3RydLpu</a> DataRatesApply	<a href="https://bit.ly/3RydLpu">bit.ly/3RydLpu</a>		Indigenous Health & Resources
11	02	Babies learn about emotions and self-regulation through social interaction: <a href="https://bit.ly/3axqLo4">bit.ly/3axqLo4</a> DataRatesApply	<a href="https://bit.ly/3axqLo4">bit.ly/3axqLo4</a>		Baby Development
11	03	Remember to use a rear facing car seat for babies under 12 months. Info on car seats here: <a href="https://bit.ly/4aGLwgY">bit.ly/4aGLwgY</a> DataRatesApply	<a href="https://bit.ly/4aGLwgY">bit.ly/4aGLwgY</a>		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: <a href="https://bit.ly/3TPf2em">bit.ly/3TPf2em</a> DataRatesApply	<a href="https://bit.ly/3TPf2em">bit.ly/3TPf2em</a>		Physical Activity
13	01	Parenting can be difficult, especially if you're single or your partner is away. Find support: <a href="https://bit.ly/3GYS9xJ">bit.ly/3GYS9xJ</a> DataRatesApply	<a href="https://bit.ly/3GYS9xJ">bit.ly/3GYS9xJ</a>		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: <a href="https://bit.ly/2znyzfl">bit.ly/2znyzfl</a> DataRatesApply	<a href="https://bit.ly/2znyzfl">bit.ly/2znyzfl</a>		Medication & Substance Use
14	01	Find a complete list of vaccines that your child needs and see when they should receive them: <a href="https://bit.ly/36vw3Qs">bit.ly/36vw3Qs</a> & <a href="https://bit.ly/48TIBRN">bit.ly/48TIBRN</a> DataRatesApply	<a href="https://bit.ly/36vw3Qs">bit.ly/36vw3Qs</a>	<a href="https://bit.ly/48TIBRN">bit.ly/48TIBRN</a>	Vaccination
14	02	Learn about your baby's hearing and speech and connect with your doctor if you have concerns. See: <a href="https://bit.ly/3tD2s7C">bit.ly/3tD2s7C</a> DataRatesApply	<a href="https://bit.ly/3tD2s7C">bit.ly/3tD2s7C</a>		Baby Development
14	03	It is possible to get pregnant even when breastfeeding. Info about birth control options: <a href="https://bit.ly/3rQmull">bit.ly/3rQmull</a> & <a href="https://bit.ly/3EIKl0j">bit.ly/3EIKl0j</a> DataRatesApply	<a href="https://bit.ly/3rQmull">bit.ly/3rQmull</a>	<a href="https://bit.ly/3EIKl0j">bit.ly/3EIKl0j</a>	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: <a href="https://bit.ly/2Ysz0Pi">bit.ly/2Ysz0Pi</a> DataRatesApply	<a href="https://bit.ly/2Ysz0Pi">bit.ly/2Ysz0Pi</a>		Safety & Injury Prevention

## Parenting messages

15	02	Baby bath seats and rings have been linked to drowning. Learn how to safely bathe your baby: <a href="https://bit.ly/3IRp50W">bit.ly/3IRp50W</a> & <a href="https://bit.ly/2WRZMQ7">bit.ly/2WRZMQ7</a> DataRatesApply	<a href="https://bit.ly/3IRp50W">bit.ly/3IRp50W</a>	<a href="https://bit.ly/2WRZMQ7">bit.ly/2WRZMQ7</a>	Safety & Injury Prevention
15	03	Clean your baby's mouth even before teeth start to appear. Learn more about your baby's oral health: <a href="https://bit.ly/3DFzrXG">bit.ly/3DFzrXG</a> DataRatesApply	<a href="https://bit.ly/3DFzrXG">bit.ly/3DFzrXG</a>		Oral Health
16	01	Help protect your baby by staying up-to-date with your own vaccinations, including getting a yearly flu shot: <a href="https://bit.ly/3VmAgih">bit.ly/3VmAgih</a> DataRatesApply	<a href="https://bit.ly/3VmAgih">bit.ly/3VmAgih</a>		Vaccination
16	02	Too much of a good thing? Not in this case! Spoil your baby with love. Info on social & emotional development: <a href="https://bit.ly/3oHk3pK">bit.ly/3oHk3pK</a> DataRatesApply	<a href="https://bit.ly/3oHk3pK">bit.ly/3oHk3pK</a>		Baby Development
16	03	Babies are ready to start eating food at around 6 months. Learn about introducing solid foods <a href="https://bit.ly/2QwCH54">bit.ly/2QwCH54</a> & <a href="https://bit.ly/3dMITPt">bit.ly/3dMITPt</a> DataRatesApply	<a href="https://bit.ly/2QwCH54">bit.ly/2QwCH54</a>	<a href="https://bit.ly/3dMITPt">bit.ly/3dMITPt</a>	Baby Feeding & Nutrition
17	01	Practice self-care and stay active. Try activities you enjoy & can fit into your routine <a href="https://bit.ly/3NJafHL">bit.ly/3NJafHL</a> DataRatesApply	<a href="https://bit.ly/3NJafHL">bit.ly/3NJafHL</a>		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 @ <a href="https://bit.ly/3rNLsYU">bit.ly/3rNLsYU</a> DataRatesApply	<a href="https://bit.ly/3rNLsYU">bit.ly/3rNLsYU</a>		Fathers/Partners
17	03	Healthy, loving touch helps babies grow and thrive. Massage is a great way to connect with your baby: <a href="https://bit.ly/3e5zzU7">bit.ly/3e5zzU7</a> DataRatesApply	<a href="https://bit.ly/3e5zzU7">bit.ly/3e5zzU7</a>		Baby Development
18	01	Your baby should be smiling at you and listening to your voice! Check out other general milestones here: <a href="https://bit.ly/2TtCZlg">bit.ly/2TtCZlg</a> DataRatesApply	<a href="https://bit.ly/2TtCZlg">bit.ly/2TtCZlg</a>		Baby Development
18	02	Do you have any questions about sex after childbirth? Here is some information and tips: <a href="https://bit.ly/3tK13fj">bit.ly/3tK13fj</a> & <a href="https://bit.ly/3cYznFh">bit.ly/3cYznFh</a> DataRatesApply	<a href="https://bit.ly/3tK13fj">bit.ly/3tK13fj</a>	<a href="https://bit.ly/3cYznFh">bit.ly/3cYznFh</a>	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: <a href="https://bit.ly/48yKMcm">bit.ly/48yKMcm</a> DataRatesApply	<a href="https://bit.ly/48yKMcm">bit.ly/48yKMcm</a>		Resources & Services
19	01	Many medicines are safe while breastfeeding. Ask a doctor or pharmacist about safe options: <a href="https://bit.ly/3vmu0tb">bit.ly/3vmu0tb</a> DataRatesApply	<a href="https://bit.ly/3vmu0tb">bit.ly/3vmu0tb</a>		Medication & Substance Use
19	02	Second-hand smoke increases baby's risk of asthma, pneumonia & ear infections. Keep your home & car smoke-free <a href="https://bit.ly/3NKC02D">bit.ly/3NKC02D</a> DataRatesApply	<a href="https://bit.ly/3NKC02D">bit.ly/3NKC02D</a>		Medication & Substance Use
19	03	Consider taking a child first aid/CPR course. Check with your local community centre or try: <a href="https://bit.ly/3nh39f6">bit.ly/3nh39f6</a> & <a href="https://bit.ly/3nij2lw">bit.ly/3nij2lw</a> DataRatesApply	<a href="https://bit.ly/3nh39f6">bit.ly/3nh39f6</a>	<a href="https://bit.ly/3nij2lw">bit.ly/3nij2lw</a>	Safety & Injury Prevention
20	01	You don't need to follow a special diet to breastfeed. Learn about eating well while breastfeeding: <a href="https://bit.ly/47hEw7l">bit.ly/47hEw7l</a> DataRatesApply	<a href="https://bit.ly/47hEw7l">bit.ly/47hEw7l</a>		Baby Feeding & Nutrition; Breastfeeding
20	02	Your early interactions with your baby act like air traffic control to promote healthy brain development: <a href="https://bit.ly/2WQU2Gk">bit.ly/2WQU2Gk</a> DataRatesApply	<a href="https://bit.ly/2WQU2Gk">bit.ly/2WQU2Gk</a>		Baby Development
20	03	Your baby will roughly double their birth weight by 4 to 6 months. Read more about their physical development: <a href="https://bit.ly/3tG8Af6">bit.ly/3tG8Af6</a> DataRatesApply	<a href="https://bit.ly/3tG8Af6">bit.ly/3tG8Af6</a>		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: <a href="https://bit.ly/3eJWu7C">bit.ly/3eJWu7C</a> DataRatesApply	<a href="https://bit.ly/3eJWu7C">bit.ly/3eJWu7C</a>		Oral Health
21	02	Having trouble holding urine? Talk to your care provider & try Kegel exercises to strengthen the pelvic floor: <a href="https://bit.ly/4aFmmj2">bit.ly/4aFmmj2</a> & <a href="https://bit.ly/47yacqL">bit.ly/47yacqL</a> DataRatesApply	<a href="https://bit.ly/4aFmmj2">bit.ly/4aFmmj2</a>	<a href="https://bit.ly/47yacqL">bit.ly/47yacqL</a>	Pelvic Floor Health
21	03	Did you know that vaping can expose your baby to nicotine and other harmful chemicals? Read more here: <a href="https://bit.ly/3fRXuXS">bit.ly/3fRXuXS</a> DataRatesApply	<a href="https://bit.ly/3fRXuXS">bit.ly/3fRXuXS</a>		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: <a href="https://bit.ly/2Zysl1h">bit.ly/2Zysl1h</a> DataRatesApply	<a href="https://bit.ly/2Zysl1h">bit.ly/2Zysl1h</a>		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 @ <a href="https://bit.ly/3tKnXTM">bit.ly/3tKnXTM</a> & <a href="https://bit.ly/3TIqsAB">bit.ly/3TIqsAB</a> DataRatesApply	<a href="https://bit.ly/3tKnXTM">bit.ly/3tKnXTM</a>	<a href="https://bit.ly/3TIqsAB">bit.ly/3TIqsAB</a>	Siblings
22	03	Almost time for your baby's 6-month vaccination appointment. Learn why it's important to get vaccines on-time @ <a href="https://bit.ly/2IjVGvk">bit.ly/2IjVGvk</a> & <a href="https://bit.ly/3H2ylt8">bit.ly/3H2ylt8</a> DataRatesApply	<a href="https://bit.ly/2IjVGvk">bit.ly/2IjVGvk</a>	<a href="https://bit.ly/3H2ylt8">bit.ly/3H2ylt8</a>	Vaccination
23	01	Babies are ready to start eating food at around 6 months. Introducing solid foods can be fun! <a href="https://bit.ly/3H19fLh">bit.ly/3H19fLh</a> & <a href="https://bit.ly/3THFC9x">bit.ly/3THFC9x</a> DataRatesApply	<a href="https://bit.ly/3H19fLh">bit.ly/3H19fLh</a>	<a href="https://bit.ly/3THFC9x">bit.ly/3THFC9x</a>	Baby Feeding & Nutrition
23	02	Starting solid foods is an opportunity to connect your baby to culture, family, land, and water: <a href="https://bit.ly/3fiQyTI">bit.ly/3fiQyTI</a> DataRatesApply	<a href="https://bit.ly/3fiQyTI">bit.ly/3fiQyTI</a>		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 @ <a href="https://bit.ly/4aET9ob">bit.ly/4aET9ob</a> DataRatesApply	<a href="https://bit.ly/4aET9ob">bit.ly/4aET9ob</a>		Baby Sleep
24	01	Babies should have well-child visits with family doctors or paediatricians. Recommended appointment schedule: <a href="https://bit.ly/3c3fdJy">bit.ly/3c3fdJy</a> DataRatesApply	<a href="https://bit.ly/3c3fdJy">bit.ly/3c3fdJy</a>		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: <a href="https://bit.ly/486rGtX">bit.ly/486rGtX</a> DataRatesApply	<a href="https://bit.ly/486rGtX">bit.ly/486rGtX</a>		Parenting; Resources & Services
24	03	Wondering what you can do to prevent food allergies in your baby? Find info and watch a video here: <a href="https://bit.ly/47fWJCs">bit.ly/47fWJCs</a> & <a href="https://bit.ly/47dm2EZ">bit.ly/47dm2EZ</a> DataRatesApply	<a href="https://bit.ly/47fWJCs">bit.ly/47fWJCs</a>	<a href="https://bit.ly/47dm2EZ">bit.ly/47dm2EZ</a>	Baby Feeding & Nutrition
25	01	Parenting takes lots of energy. Taking care of yourself is good baby care. Recharge your batteries! <a href="https://bit.ly/3RGmVjV">bit.ly/3RGmVjV</a> DataRatesApply	<a href="https://bit.ly/3RGmVjV">bit.ly/3RGmVjV</a>		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 @ <a href="https://bit.ly/3NKCeXx">bit.ly/3NKCeXx</a> DataRatesApply	<a href="https://bit.ly/3NKCeXx">bit.ly/3NKCeXx</a>	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: <a href="https://bit.ly/3eeZKaU">bit.ly/3eeZKaU</a> DataRatesApply	<a href="https://bit.ly/3eeZKaU">bit.ly/3eeZKaU</a>	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: <a href="https://bit.ly/3d2piYK">bit.ly/3d2piYK</a> DataRatesApply	<a href="https://bit.ly/3d2piYK">bit.ly/3d2piYK</a>	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: <a href="https://bit.ly/4aA4YvP">bit.ly/4aA4YvP</a> DataRatesApply	<a href="https://bit.ly/4aA4YvP">bit.ly/4aA4YvP</a>	Parent Mental Health & Self-Care
26	03	Have you noticed changes in your baby's bowel movements? These changes are likely normal. Info: <a href="https://bit.ly/48dYpO8">bit.ly/48dYpO8</a> DataRatesApply	<a href="https://bit.ly/48dYpO8">bit.ly/48dYpO8</a>	Baby Health
27	01	It's a legal right to breastfeed any time, anywhere. Info on breastfeeding in public spaces: <a href="https://bit.ly/3S2CYKh">bit.ly/3S2CYKh</a> DataRatesApply	<a href="https://bit.ly/3S2CYKh">bit.ly/3S2CYKh</a>	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: <a href="https://bit.ly/3NMrUyl">bit.ly/3NMrUyl</a> DataRatesApply	<a href="https://bit.ly/3NMrUyl">bit.ly/3NMrUyl</a>	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: <a href="https://bit.ly/3NKD72c">bit.ly/3NKD72c</a> & <a href="https://bit.ly/2yvHOhK">bit.ly/2yvHOhK</a> DataRatesApply	<a href="https://bit.ly/3NKD72c">bit.ly/3NKD72c</a>	<a href="https://bit.ly/2yvHOhK">bit.ly/2yvHOhK</a> Indigenous Health & Resources; Fathers/Partners
28	01	Are you having difficulty with feelings about your baby's birth? Get help here: <a href="https://bit.ly/2AnXz6O">bit.ly/2AnXz6O</a> DataRatesApply	<a href="https://bit.ly/2AnXz6O">bit.ly/2AnXz6O</a>	Parent Mental Health & Self-Care
28	02	Keep your baby out of the direct sunlight. Learn more sun safety tips here: <a href="https://bit.ly/3viuaH6">bit.ly/3viuaH6</a> DataRatesApply	<a href="https://bit.ly/3viuaH6">bit.ly/3viuaH6</a>	Safety & Injury Prevention

## Parenting messages

28	03	Got lots of milk? Learn about milk banks and see if there is a bank near you: <a href="https://bit.ly/3RJLhZM">bit.ly/3RJLhZM</a> DataRatesApply	<a href="https://bit.ly/3RJLhZM">bit.ly/3RJLhZM</a>		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: <a href="https://bit.ly/3rRQiV9">bit.ly/3rRQiV9</a> DataRatesApply	<a href="https://bit.ly/3rRQiV9">bit.ly/3rRQiV9</a>		Safety & Injury Prevention
29	02	Baby safety gates can help prevent falls and injuries. Tips for choosing and installing a baby gate: <a href="https://bit.ly/3xj0Yfz">bit.ly/3xj0Yfz</a> DataRatesApply	<a href="https://bit.ly/3xj0Yfz">bit.ly/3xj0Yfz</a>		Safety & Injury Prevention
29	03	As a partner are you struggling with feeling down? Find help for yourself and to support your partner here: <a href="https://bit.ly/2AxMtfj">bit.ly/2AxMtfj</a> DataRatesApply	<a href="https://bit.ly/2AxMtfj">bit.ly/2AxMtfj</a>		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: <a href="https://bit.ly/2XMjRGL">bit.ly/2XMjRGL</a> DataRatesApply	<a href="https://bit.ly/2XMjRGL">bit.ly/2XMjRGL</a>		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: <a href="https://bit.ly/3DKcbb0">bit.ly/3DKcbb0</a> DataRatesApply	<a href="https://bit.ly/3DKcbb0">bit.ly/3DKcbb0</a>		Safety & Injury Prevention
30	03	Non-birthing parents can do a lot to get to know their babies better. Find out more here: <a href="https://bit.ly/2YwPIM2">bit.ly/2YwPIM2</a> DataRatesApply	<a href="https://bit.ly/2YwPIM2">bit.ly/2YwPIM2</a>		Fathers/Partners
31	01	Babies should have no screen time. Physical activity, interactive and self-led play is best: <a href="https://bit.ly/3cjvp9T">bit.ly/3cjvp9T</a> & <a href="https://bit.ly/2MdBvhm">bit.ly/2MdBvhm</a> DataRatesApply	<a href="https://bit.ly/3cjvp9T">bit.ly/3cjvp9T</a>	<a href="https://bit.ly/2MdBvhm">bit.ly/2MdBvhm</a>	Baby Development; Physical Activity
31	02	It can be difficult to avoid smoking or vaping. Connect with QuitNow for free support and resources: <a href="https://bit.ly/3dMvarT">bit.ly/3dMvarT</a> DataRatesApply	<a href="https://bit.ly/3dMvarT">bit.ly/3dMvarT</a>		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: <a href="https://bit.ly/47cxot2">bit.ly/47cxot2</a> DataRatesApply	<a href="https://bit.ly/47cxot2">bit.ly/47cxot2</a>		Baby Development

## Parenting messages

32	01	You can help to develop your baby's intellect! Read about how to help your baby learn: <a href="https://bit.ly/3voDyJa">bit.ly/3voDyJa</a> DataRatesApply	<a href="https://bit.ly/3voDyJa">bit.ly/3voDyJa</a>		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: <a href="https://bit.ly/3RJLsUW">bit.ly/3RJLsUW</a> & <a href="https://bit.ly/3ITEw8V">bit.ly/3ITEw8V</a> DataRatesApply	<a href="https://bit.ly/3RJLsUW">bit.ly/3RJLsUW</a>	<a href="https://bit.ly/3ITEw8V">bit.ly/3ITEw8V</a>	Oral Health
32	03	Baby is starting to want to move around! Learn easy tips to keep your baby healthy, safe and active here: <a href="https://bit.ly/3nfmGg3">bit.ly/3nfmGg3</a> DataRatesApply	<a href="https://bit.ly/3nfmGg3">bit.ly/3nfmGg3</a>		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: <a href="https://bit.ly/3RDbGIV">bit.ly/3RDbGIV</a> DataRatesApply	<a href="https://bit.ly/3RDbGIV">bit.ly/3RDbGIV</a>		Safety & Injury Prevention
33	02	You can find fun ways to be active with your baby while also introducing traditions and culture. Some ideas: <a href="https://bit.ly/3xj16M5">bit.ly/3xj16M5</a> DataRatesApply	<a href="https://bit.ly/3xj16M5">bit.ly/3xj16M5</a>		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: <a href="https://bit.ly/48v03uZ">bit.ly/48v03uZ</a> DataRatesApply	<a href="https://bit.ly/48v03uZ">bit.ly/48v03uZ</a>		Child Care
34	01	Babies can learn more than one language. Find out more here: <a href="https://bit.ly/2XXzOv8">bit.ly/2XXzOv8</a> DataRatesApply	<a href="https://bit.ly/2XXzOv8">bit.ly/2XXzOv8</a>		Baby Development
34	02	A lifetime of attachment begins during your baby's first year. Learn more here: <a href="https://bit.ly/3hkX3Hb">bit.ly/3hkX3Hb</a> DataRatesApply	<a href="https://bit.ly/3hkX3Hb">bit.ly/3hkX3Hb</a>		Baby Development
34	03	There can be cultural differences in approaches to parenting. Find some thoughts here: <a href="https://bit.ly/3ykfAwk">bit.ly/3ykfAwk</a> DataRatesApply	<a href="https://bit.ly/3ykfAwk">bit.ly/3ykfAwk</a>		Parenting
35	01	Caring for baby's needs can make it hard to find time for relationships. Find advice on how to find balance: <a href="https://bit.ly/3H1Pu6g">bit.ly/3H1Pu6g</a> DataRatesApply	<a href="https://bit.ly/3H1Pu6g">bit.ly/3H1Pu6g</a>		Relationships

## Parenting messages

35	02	Life as a parent can be hectic! Find ways to make life easier for yourself. Tips: <a href="https://bit.ly/36OYmcM">bit.ly/36OYmcM</a> DataRatesApply	<a href="https://bit.ly/36OYmcM">bit.ly/36OYmcM</a>		Parenting
35	03	If you have gestational diabetes, ask your care provider about blood sugar testing after your baby is born. <a href="https://bit.ly/2ZeLaZf">bit.ly/2ZeLaZf</a> -DataRatesApply	<a href="https://bit.ly/2ZeLaZf">bit.ly/2ZeLaZf</a>		Gestational Diabetes
36	01	Baby can choke on small pieces of food and small objects such as toys. Tips to prevent choking: <a href="https://bit.ly/3tzPVsb">bit.ly/3tzPVsb</a> DataRatesApply	<a href="https://bit.ly/3tzPVsb">bit.ly/3tzPVsb</a>		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 @ <a href="https://bit.ly/3MVvWD8">bit.ly/3MVvWD8</a> DataRatesApply	<a href="https://bit.ly/3MVvWD8">bit.ly/3MVvWD8</a>		Safety & Injury Prevention
37	01	Parents shape their children's food choices, attitudes and acceptance of new foods. Find out more: <a href="https://bit.ly/2BhzcaN">bit.ly/2BhzcaN</a> DataRatesApply	<a href="https://bit.ly/2BhzcaN">bit.ly/2BhzcaN</a>		Baby Feeding & Nutrition
37	02	Your baby may want to talk to you with their own words & babble. Info on language development: <a href="https://bit.ly/3IC2EGH">bit.ly/3IC2EGH</a> & <a href="https://bit.ly/4ctNOQa">bit.ly/4ctNOQa</a> DataRatesApply	<a href="https://bit.ly/3IC2EGH">bit.ly/3IC2EGH</a>	<a href="https://bit.ly/4ctNOQa">bit.ly/4ctNOQa</a>	Baby Development
38	01	Get support for babies with special needs. Find info on raising a child with special needs @ <a href="https://bit.ly/3S1bmoQ">bit.ly/3S1bmoQ</a> DataRatesApply	<a href="https://bit.ly/3S1bmoQ">bit.ly/3S1bmoQ</a>		Baby Health
38	02	Babies keep teething and can have sore gums and drool. Give safe things to chew on to ease discomfort: <a href="https://bit.ly/30aLNJF">bit.ly/30aLNJF</a> & <a href="https://bit.ly/3oCcosC">bit.ly/3oCcosC</a> DataRatesApply	<a href="https://bit.ly/30aLNJF">bit.ly/30aLNJF</a>	<a href="https://bit.ly/3oCcosC">bit.ly/3oCcosC</a>	Oral Health
39	01	Simply spending time with your baby helps you to connect and build a relationship! Learn more: <a href="https://bit.ly/3dn7o2Z">bit.ly/3dn7o2Z</a> DataRatesApply	<a href="https://bit.ly/3dn7o2Z">bit.ly/3dn7o2Z</a>		Baby Development
39	02	Your baby may be problem solving at this stage! Learn more about cognitive development from 7 to 9 months: <a href="https://bit.ly/3TPpJO2">bit.ly/3TPpJO2</a> DataRatesApply	<a href="https://bit.ly/3TPpJO2">bit.ly/3TPpJO2</a>		Baby Development



## Parenting messages

40	01	Jordan's principal ensures that First Nations children don't experience delays in accessing health care: <a href="https://bit.ly/48fYUqG">bit.ly/48fYUqG</a> & <a href="https://bit.ly/3txClyR">bit.ly/3txClyR</a> DataRatesApply	<a href="https://bit.ly/48fYUqG">bit.ly/48fYUqG</a>	<a href="https://bit.ly/3txClyR">bit.ly/3txClyR</a>	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: <a href="https://bit.ly/3tzvpRQ">bit.ly/3tzvpRQ</a> DataRatesApply	<a href="https://bit.ly/3tzvpRQ">bit.ly/3tzvpRQ</a>		Resources & Services
41	01	You may be traveling more with your baby. It is important to think about safe baby sleep on the go: <a href="https://bit.ly/48fPLP4">bit.ly/48fPLP4</a> DataRatesApply	<a href="https://bit.ly/48fPLP4">bit.ly/48fPLP4</a>		Baby Sleep; Safety & Injury Prevention
41	02	Infants can have fever with illness. To learn about managing fever & when to see a doctor, see: <a href="https://bit.ly/3gMGkwd">bit.ly/3gMGkwd</a> DataRatesApply	<a href="https://bit.ly/3gMGkwd">bit.ly/3gMGkwd</a>		Baby Health
42	01	Household items, such as some plants, can be poisonous to your baby. Poison-proof your home: <a href="https://bit.ly/3eJH3fE">bit.ly/3eJH3fE</a> & <a href="https://bit.ly/3cl8DhS">bit.ly/3cl8DhS</a> DataRatesApply	<a href="https://bit.ly/3eJH3fE">bit.ly/3eJH3fE</a>	<a href="https://bit.ly/3cl8DhS">bit.ly/3cl8DhS</a>	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: <a href="https://bit.ly/4axNeBr">bit.ly/4axNeBr</a> DataRatesApply	<a href="https://bit.ly/4axNeBr">bit.ly/4axNeBr</a>		Baby Development
43	01	Feeling overwhelmed? Ask for help when you need it. Caring for yourself allows you to care for your baby. <a href="https://bit.ly/48xHjdl">bit.ly/48xHjdl</a> DataRatesApply	<a href="https://bit.ly/48xHjdl">bit.ly/48xHjdl</a>		Parent Mental Health & Self-Care
43	02	Have you written a will? Plan ahead – write your baby into your will. Info here: <a href="https://bit.ly/4dzYM7U">bit.ly/4dzYM7U</a> DataRatesApply	<a href="https://bit.ly/4dzYM7U">bit.ly/4dzYM7U</a>		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: <a href="https://bit.ly/2MQ2IMQ">bit.ly/2MQ2IMQ</a> DataRatesApply	<a href="https://bit.ly/2MQ2IMQ">bit.ly/2MQ2IMQ</a>		Safety & Injury Prevention
44	02	Are you having difficulty sleeping even if your baby is sleeping better? Get help here: <a href="https://bit.ly/3cYMI5E">bit.ly/3cYMI5E</a> DataRatesApply	<a href="https://bit.ly/3cYMI5E">bit.ly/3cYMI5E</a>		Parent Sleep

## Parenting messages

45	01	Want to avoid having a picky eater? Introduce lots of new foods to your child. Tips: <a href="https://bit.ly/47jIQ6j">bit.ly/47jIQ6j</a> DataRatesApply	<a href="https://bit.ly/47jIQ6j">bit.ly/47jIQ6j</a>		Parenting
45	02	Work with your partner to find the best parenting style for you. Learn about parenting styles and parenting well together: <a href="https://bit.ly/3EJ2xH4">bit.ly/3EJ2xH4</a> DataRatesApply	<a href="https://bit.ly/3EJ2xH4">bit.ly/3EJ2xH4</a>		Resources & Services
46	01	It's almost time for your baby's 12-month vaccination appointment. Tips for a positive experience: <a href="https://bit.ly/3lfjpLT">bit.ly/3lfjpLT</a> DataRatesApply	<a href="https://bit.ly/3lfjpLT">bit.ly/3lfjpLT</a>		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: <a href="https://bit.ly/3sWiFOV">bit.ly/3sWiFOV</a> DataRatesApply	<a href="https://bit.ly/3sWiFOV">bit.ly/3sWiFOV</a>		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: <a href="https://bit.ly/3Am4OL3">bit.ly/3Am4OL3</a> DataRatesApply	<a href="https://bit.ly/3Am4OL3">bit.ly/3Am4OL3</a>		Safety & Injury Prevention
48	01	Looking for healthy meal ideas? Check out Cookspiration: <a href="https://bit.ly/3eXj3pJ">bit.ly/3eXj3pJ</a> DataRatesApply	<a href="https://bit.ly/3eXj3pJ">bit.ly/3eXj3pJ</a>		Healthy Eating & Nutrition
48	02	Babies - and parents - have different temperaments. Learn more about your temperament by taking this quiz: <a href="https://bit.ly/2Y4vUiX">bit.ly/2Y4vUiX</a> & <a href="https://bit.ly/4aPctPQ">bit.ly/4aPctPQ</a> DataRatesApply	<a href="https://bit.ly/2Y4vUiX">bit.ly/2Y4vUiX</a>	<a href="https://bit.ly/4aPctPQ">bit.ly/4aPctPQ</a>	Relationships
49	01	Discover some helpful parenting tips to use as your child continues to grow: <a href="https://bit.ly/3vle7bB">bit.ly/3vle7bB</a> DataRatesApply	<a href="https://bit.ly/3vle7bB">bit.ly/3vle7bB</a>		Parenting
49	02	You and your child have a special relationship when it comes to feeding & eating. Tips for positive mealtimes: <a href="https://bit.ly/3GZ3bD9">bit.ly/3GZ3bD9</a> DataRatesApply	<a href="https://bit.ly/3GZ3bD9">bit.ly/3GZ3bD9</a>		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: <a href="https://bit.ly/307bpTJ">bit.ly/307bpTJ</a> DataRatesApply	<a href="https://bit.ly/307bpTJ">bit.ly/307bpTJ</a>	Baby Development
50	02	Sometimes we don't know if we are parenting right. Feel good about your parenting with these tips: <a href="https://bit.ly/2TA2d7U">bit.ly/2TA2d7U</a> DataRatesApply	<a href="https://bit.ly/2TA2d7U">bit.ly/2TA2d7U</a>	Parenting
51	01	In one year, your baby has developed socially and emotionally. Info on your child's developing personality: <a href="https://bit.ly/3H1v8tP">bit.ly/3H1v8tP</a> DataRatesApply	<a href="https://bit.ly/3H1v8tP">bit.ly/3H1v8tP</a>	Baby Development
51	02	If another caregiver, such as a grandparent, looks after your baby, show them how to use car seats, etc. Tips @ <a href="https://bit.ly/3sOubeQ">bit.ly/3sOubeQ</a> DataRatesApply	<a href="https://bit.ly/3sOubeQ">bit.ly/3sOubeQ</a>	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