

Week of Pregnancy	Message content	Link	Topic
05	Sign up with your local health authority to receive prenatal support & find a copy of Baby's Best Chance: smpt.io/okqreb DataRatesApply	smpt.io/okqreb	Resources & Services
05	Plan your birth with the Pregnancy Passport. Ask your provider for a copy or visit: smpt.io/nvy0da For Indigenous families: smpt.io/2dycd9 DataRatesApply	smpt.io/nvy0da smpt.io/2dycd9	Resources & Services; Indigenous Health & Resources
05	Folic acid prevents some types of birth defects. Ask your care provider if you can get free prenatal vitamins: smpt.io/w0j0h2 DataRatesApply	smpt.io/w0j0h2	Healthy Eating and Nutrition
06	Up to 80% of people have morning sickness (nausea and vomiting) in pregnancy. Try these tips: smpt.io/xubwyd & smpt.io/i5wmx DataRatesApply	smpt.io/xubwyd smpt.io/i5wmx	Discomforts of Pregnancy; Oral Health
06	Cannabis may be legal, but that doesn't mean it's safe to use while pregnant or breastfeeding. Learn why: smpt.io/jsmfqn DataRatesApply	smpt.io/jsmfqn	Medication & Substance Use
06	If you are taking painkillers that have opioids, discuss with your caregiver. Learn about potential impact on you and your baby: smpt.io/w1aw4h DataRatesApply	smpt.io/w1aw4h	Medication & Substance Use
06	Have you taken the enrollment survey yet? Help SmartParent learn how to best support people through pregnancy		Administrative
07	Review your immunization history and know what shots you need in pregnancy: smpt.io/rpm6p2 & smpt.io/zcrkmy DataRatesApply	smpt.io/rpm6p2 smpt.io/zcrkmy	Vaccination & Preventing Infection
07	Have a cat? Tell your care provider. Find tips to avoid toxoplasmosis, an infection spread by contact with cat feces: smpt.io/a6t2zu DataRatesApply	smpt.io/a6t2zu	Vaccination & Preventing Infection

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| 07 | Health experts say it's safest not to have any alcohol during pregnancy. Here are the facts about alcohol & pregnancy: smpt.io/88smlq DataRatesApply | Medication & Substance Use |
| 07 | Would you like more messages about reducing alcohol? Text us the word "ALCOHOL" to add messages to your SmartParent program. | Medication & Substance Use |
| 07 | You may be able to choose a Doctor or Midwife for your maternity care. Learn about options in your community: smpt.io/gza5rx DataRatesApply | Prenatal Care and Screening |
| 07 | Considering vaginal birth after a prior cesarean (VBAC)? Learn about the benefits, risks, and how to choose: smpt.io/hnyv7z DataRatesApply | VBAC |
| 08 | If you vape or smoke, cutting down or quitting will benefit you and your baby. Call QuitNow 1-877-455-2233 or visit: smpt.io/21qss4 DataRatesApply | Medication & Substance Use |
| 08 | Would you like more messages about managing your vaping or smoking? Text us the word "SMOKING" to add messages to your SmartParent program. | Medication & Substance Use |
| 08 | If you haven't already, go ahead and book your first prenatal visit. For a heads up on what to expect, go to smpt.io/700meq DataRatesApply | Prenatal Care and Screening |
| 08 | Are you new to Canada? Text us the word "NEW" to add messages with links to resources for new immigrants. | New Immigrants |
| 08 | Your baby has developed all of the organs that it will have at birth. Curious about the details? More: smpt.io/1lo19u DataRatesApply | Fetal Development |
| 09 | Do you know why genetic testing for your baby is offered? Learn more about the tests and your choices here: smpt.io/gyrg04 & smpt.io/0adbcl DataRatesApply | Prenatal Care and Screening |

09	Are you over 35 years old & having your 1st baby? Text the word “AFTER35” to add messages about pregnancy after 35 to your SmartParent pregnancy program.		Pregnancy after 35
09	Physical activity is important for healthy pregnancy. Aim for 150 min per week of moderate intensity to help energy, mood & sleep: smpt.io/4y4g5y DataRatesApply		Physical Activity
09	Call 811 to talk with a dietitian about safe and healthy food choices in pregnancy. Learn more: smpt.io/0ui0rp DataRatesApply		Healthy Eating and Nutrition
09	Would you like more messages about healthy eating and healthy weight in pregnancy? Text us the word “EATING” to add messages.		Healthy Eating and Nutrition
10	Having an ultrasound before 20 weeks is important to ensure that your due date is accurate. Make an appt soon. smpt.io/b5ipuv DataRatesApply		Prenatal Care and Screening
10	The most common pregnancy loss symptoms are cramping and bleeding. Connect with a doctor if you have symptoms smpt.io/0w4ly0 DataRatesApply		Pregnancy Loss and Infant Loss
10	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	Your first blood test in pregnancy will check your blood type and Rh-factor. Find out why this is important: smpt.io/7fib9p DataRatesApply		Rh-Negative
10	Do you have A-, B-, AB-, or O- blood? If so, you are Rh-negative. Text us the word “RHNEG” to receive msgs about being Rh-negative.		Rh-Negative
11	Can you keep taking your over-the-counter or prescription medicine while pregnant? Check here: smpt.io/dfi4xx DataRatesApply		Medication & Substance Use

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| 11 | Get tested for sexually transmitted infections during your 1st trimester. Safe treatments are available: smpt.io/krbw7x DataRatesApply | smpt.io/krbw7x | Prenatal Care and Screening |
| 11 | Be cautious with some food & drinks, like deli meats. Learn about safe choices in pregnancy: smpt.io/5dnxjn & smpt.io/c4i4q4 DataRatesApply | smpt.io/5dnxjn smpt.io/c4i4q4 | Healthy Eating and Nutrition |
| 12 | Eat safer fish! Healthy fats in fish are great for baby & you, but some contain high mercury. Learn more: smpt.io/bd1p9d DataRatesApply | smpt.io/bd1p9d | Healthy Eating and Nutrition |
| 12 | Are you vegetarian? Check you are getting the balance of nutrients you need in pregnancy. A dietitian can help. smpt.io/fukdm0 DataRatesApply | smpt.io/fukdm0 | Healthy Eating and Nutrition |
| 12 | Hot tubs & saunas can be relaxing, but don't let your inner body temperature get too high. Learn more: smpt.io/63rpwl DataRatesApply | smpt.io/63rpwl | Safety |
| 12 | Exercising your pelvic floor muscles helps prevent urine leakage. Find out more: smpt.io/afkln0 DataRatesApply | smpt.io/afkln0 | Pelvic Floor Health |
| 13 | Feeling tired is common during pregnancy. Try to rest and plan naps if you need them. Tips: smpt.io/otc8tm & smpt.io/rycoki DataRatesApply | smpt.io/otc8tm smpt.io/rycoki | Sleep Health |
| 13 | Aim to make water your #1 drink. Try adding fruit for flavour. Tips and guide for healthy options: smpt.io/dh9byh DataRatesApply | smpt.io/dh9byh | Healthy Eating and Nutrition |
| 13 | Are you drinking well water? If so, it's important to have it tested. Learn more: smpt.io/1yworv DataRatesApply | smpt.io/1yworv | Environmental Health |
| 13 | Changes in pregnancy can lead to constipation. Eating fibre-rich foods, keeping hydrated & staying active can help! smpt.io/ecbd57 DataRatesApply | smpt.io/ecbd57 | Discomforts of Pregnancy |

14	Interested in learning about vaginal birth after a previous cesarean section? Text us the word “VBAC” to add messages to your SmartParent pregnancy program.		VBAC
14	Call 811 for free access to registered nurses, dietitians, pharmacists & exercise professionals. See HealthLink BC 811 services: smpt.io/p2phls DataRatesApply		Resources & Services
14	Stay active with activities you enjoy such as hiking, walking, swimming, yoga and strength training: smpt.io/3iqyjd & smpt.io/warjq9 DataRatesApply	smpt.io/3iqyjd smpt.io/warjq9	Physical Activity
15	Pregnancy and parenting bring extra costs. There is help! See this BC resource sheet to find local programs: smpt.io/45bazi DataRatesApply	smpt.io/45bazi	Resources & Services
15	Most communities offer free prenatal support to people with health, financial or other challenges. Find programs: smpt.io/8h57y3 DataRatesApply	smpt.io/8h57y3	Resources & Services
15	Safe & happy relationships are vital for you & your baby: smpt.io/74fpx0 DataRatesApply	smpt.io/74fpx0	Violence and Abuse
15	Would you like more messages about safety in relationships in your SmartParent Pregnancy program? Text us the word “SAFETY” to add messages.		Violence and Abuse
15	You’ll be offered many tests this trimester. Don’t worry, there’s help figuring it all out here: smpt.io/ufzwt9 DataRatesApply	smpt.io/ufzwt9	Prenatal Care and Screening
16	Your baby can smile, squint, frown, and suck its thumb. They're growing eyebrows and eyelashes! What else? smpt.io/jn0wm8 DataRatesApply	smpt.io/jn0wm8	Fetal Development
16	In a car, the shoulder belt goes between your breasts & the lap belt goes under your belly, not on or above: smpt.io/i5vxvy DataRatesApply	smpt.io/i5vxvy	Safety

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| 16 | Every day take a prenatal multivitamin with iron, calcium and vitamin D. Learn more: smpt.io/24tx3b DataRatesApply | | Healthy Eating and Nutrition |
| 17 | Most feel baby's first kicks at 18-22 wks. This is called 'quickening' - your provider will ask about it soon! smpt.io/0ewi7n DataRatesApply | | Fetal Development |
| 17 | You are your baby's DJ! The sound of your voice soothes the baby so talk & sing to them often. Watch this video: smpt.io/dyvt42 DataRatesApply | | Fetal Development |
| 17 | Be drastic with plastics! They can release chemicals when heated so avoid using them in the microwave: smpt.io/mz73in & smpt.io/y29ozo DataRatesApply | | Environmental Health |
| 18 | Minor discomforts of pregnancy can be managed at home. Be aware of symptoms that you should discuss with your caregiver: smpt.io/rbsjh8 DataRatesApply | | Discomforts of Pregnancy |
| 18 | Flu and COVID vaccines are recommended and safe at any stage of pregnancy. Learn how to book your free vaccines: smpt.io/o62fho & smpt.io/m4tooi DataRatesApply | | Vaccination & Preventing Infection |
| 18 | Reducing chemical exposures and other great tips for creating a healthy environment to grow your baby: smpt.io/zey5hl & smpt.io/ojavsi DataRatesApply | | Environmental Health |
| 19 | Go green when you clean! Baking soda and vinegar are safe, effective and low-cost choices for your home: smpt.io/3a8pbu & smpt.io/kks526 DataRatesApply | | Environmental Health |
| 19 | Healthy pregnancy weight gain is different for every body. Support your body & baby with healthy food & drinks smpt.io/gjey0k DataRatesApply | | Healthy Eating and Nutrition |
| 19 | Working through your pregnancy? Talk to your employer about adjustments like rest breaks & no heavy lifting: smpt.io/55x69l DataRatesApply | | Safety |

20	Halfway through your pregnancy! If your due date has changed, Login to update your profile: smpt.io/Login DataRatesApply	smpt.io/Login	Administrative
20	Learn about feeding your baby with breastmilk or an alternative and watch videos for tips: smpt.io/68memz & smpt.io/232hlx DataRatesApply	smpt.io/68memz smpt.io/232hlx	Breastfeeding; Baby Feeding & Nutrition
20	Does your community have birthing services? Talk to your care provider about resources in other communities. smpt.io/k84wz8 DataRatesApply	smpt.io/k84wz8	Labour and Birth
20	Acupuncture can ease some discomforts of pregnancy such as nausea, headaches, back or pelvic pain, anxiety, depression & stress: smpt.io/3sb8k5 DataRatesApply	smpt.io/3sb8k5	Discomforts of Pregnancy
21	Depression is very common during or after pregnancy. There are lots of options & people who can help you. smpt.io/w1y0nl DataRatesApply	smpt.io/w1y0nl	Mental Health & Self-Care
21	Would you like more messages about mental health during pregnancy? Text us the word “MENTALHEALTH” to add messages.		Mental Health & Self-Care
21	Looking for some enjoyable & healthy meal/snack ideas? Check out Cookspiration, a resource made by dietitians: smpt.io/l1h1nr DataRatesApply	smpt.io/l1h1nr	Healthy Eating and Nutrition
21	Did you know you can add extra SmartParent messages about healthy eating & other topics? See our opt-in streams: smpt.io/users DataRatesApply	smpt.io/users	Administrative
21	Planning to paint or renovate before baby arrives? Do it safely with these guides: smpt.io/5pjzfa & smpt.io/yda67m DataRatesApply	smpt.io/yda67m smpt.io/5pjzfa	Environmental Health
22	Antibodies protect against infection. Baby can get them from YOU through your placenta and breastmilk: smpt.io/2hj77w DataRatesApply	smpt.io/2hj77w	Breastfeeding; Vaccination & Preventing Infection

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| 22 | Time to de-clutter and bust that dust! There are allergens & chemicals in dust you don't want near your baby: smpt.io/pwxxd8 DataRatesApply | smpt.io/pwxxd8 | Environmental Health |
| 22 | Find free programs for financial help, health info and to connect with other parents in your community: smpt.io/c8s60v DataRatesApply | smpt.io/c8s60v | Resources & Services |
| 23 | Screening is recommended for gestational diabetes (high blood sugar during pregnancy). Learn more: smpt.io/w1bs0b DataRatesApply | smpt.io/w1bs0b | Prenatal Care and Screening |
| 23 | If stress & anxiety is making it hard for you to enjoy your pregnancy, help is available: smpt.io/6mp32q DataRatesApply | smpt.io/6mp32q | Mental Health & Self-Care |
| 23 | Learn about maternity/parental leave, legal rights at work and eligibility for EI benefits: smpt.io/z1jxbz & smpt.io/rsdul3 DataRatesApply | smpt.io/z1jxbz smpt.io/rsdul3 | Resources & Services |
| 24 | Did you know how important taking care of your teeth and gums is for the health of your baby? Find out why: smpt.io/h9w5v5 DataRatesApply | smpt.io/h9w5v5 | Oral Health |
| 24 | Sex during pregnancy: what's changed and what is safe: smpt.io/poixse DataRatesApply | smpt.io/poixse | Sexual Health |
| 24 | Exposure to air pollution and wildfire smoke can cause health problems for you and your baby. Learn more: smpt.io/c6gc14 & smpt.io/nd3acv DataRatesApply | smpt.io/c6gc14 smpt.io/nd3acv | Environmental Health |
| 25 | Are you experiencing itchy skin, colour changes or stretch marks? It's normal! Learn more: smpt.io/n95lz8 DataRatesApply | smpt.io/n95lz8 | Discomforts of Pregnancy |
| 25 | Bonding with your baby begins during pregnancy. Talk and sing to your baby and look forward to meeting them: smpt.io/uilm54 DataRatesApply | smpt.io/uilm54 | Fetal Development |

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| 25 | Excited? Scared? Unsure about adding parenting to the challenges in your life? smpt.io/tzab46
Find self-help resources: smpt.io/tzab46 DataRatesApply | Mental Health & Self-Care |
| 26 | Have you felt rhythmic movements in your belly? It could be baby hiccups! Get smpt.io/zpydv9
to know your baby's movements: smpt.io/zpydv9 DataRatesApply | Fetal Development |
| 26 | Hungry all the time? Add 1-2 healthy snacks per day for your energy and
baby's growing needs. More info: smpt.io/292e4k DataRatesApply | Healthy Eating and Nutrition |
| 26 | Heartburn is super common. Try to stay upright after you eat and eat smaller
meals more often. Read more: smpt.io/f983ik DataRatesApply | Discomforts of Pregnancy |
| 27 | Stay active and modify your exercise if needed. Listen to your body, make
adjustments & take breaks. Try the talk test: smpt.io/jz枣4f DataRatesApply | Physical Activity |
| 27 | Sleeping well during pregnancy can be tricky. Tips for healthy sleep and
managing discomforts here: smpt.io/saovth & smpt.io/0n7w10
DataRatesApply | Sleep Health |
| 27 | Whooping cough (pertussis) vaccine is recommended in every pregnancy to
protect your baby. Get your free vaccine at 27-32 weeks: smpt.io/7xmiep
DataRatesApply | Vaccination & Preventing
Infection |
| 27 | Have a car? Do you have your rear-facing car seat yet? Find out what to look
for and how to use one: smpt.io/qdcn26 DataRatesApply | Safety |
| 28 | Third trimester - On the home stretch! Learn about what's next:
smpt.io/kr39pt & smpt.io/jfd736Z DataRatesApply | Fetal Development |
| 28 | Ask about options for place of birth. Midwives & doctors may offer the choice
of hospital or home birth: smpt.io/yf7u7h DataRatesApply | Labour and Birth |

28	Doulas provide physical, emotional, & informational support during pregnancy & birth. See smpt.io/g4ozd5 & for Aboriginal doulas smpt.io/ej6q28 DataRatesApply	smpt.io/g4ozd5 smpt.io/ej6q28	Labour and Birth; Indigenous Health & Resources
28	Try to practice relaxing your pelvic floor in preparation for childbirth. Learn how: smpt.io/mktpbu DataRatesApply	smpt.io/mktpbu	Pelvic Floor Health
29	Sudden weight gain, swollen hands/face or headaches may be signs of high blood pressure. Call your provider. smpt.io/cge0yt DataRatesApply	smpt.io/cge0yt	Prenatal Care and Screening
29	Some tips to increase your chances of a healthy and positive vaginal birth experience: smpt.io/f9uwwb DataRatesApply	smpt.io/f9uwwb	Labour and Birth
29	Will your labour be induced? Find out what to expect: smpt.io/247q79 DataRatesApply	smpt.io/247q79	Labour and Birth
29	Are you planning a cesarean birth? Find out what to expect: smpt.io/rk82jh DataRatesApply	smpt.io/rk82jh	Labour and Birth
30	Your baby is now rapidly gaining weight in preparation for birth. See how your baby is growing: smpt.io/3sxtjr DataRatesApply	smpt.io/3sxtjr	Fetal Development
30	The signs and symptoms of preterm labour can be similar to normal changes in pregnancy. Learn more: smpt.io/43cpzf DataRatesApply	smpt.io/43cpzf	Labour and Birth
30	When your baby is born, text BORN to 12323 to stop pregnancy messages and begin parenting messages to support you through your baby's first year.		Administrative
30	Tears to your pelvic floor tissues can happen during vaginal delivery. Learn how to help prevent severe 3rd and 4th degree tears: smpt.io/yqjh8d DataRatesApply	smpt.io/yqjh8d	Pelvic Floor Health

31	Baby's movements in your belly are their way of letting you know they're healthy. Learn about kick counts: smpt.io/uif9yi DataRatesApply	smpt.io/uif9yi	Fetal Development
31	Once contractions are regular, 1st labours last ~10-14 hours. There are 4 stages. Find info about each stage: smpt.io/ahhgu2 DataRatesApply	smpt.io/ahhgu2	Labour and Birth
31	Learn how you and your support people can manage each stage of labour: smpt.io/aicter & smpt.io/rk5ykv DataRatesApply	smpt.io/aicter smpt.io/rk5ykv	Labour and Birth
32	Baby in breech position (bottom first)? An external cephalic version might turn baby's head down before labour: smpt.io/z2dx8o DataRatesApply	smpt.io/z2dx8o	Labour and Birth
32	Pain or discomfort in labour is different for everyone. Learn about your options for managing it: smpt.io/3xlzuc & smpt.io/tu3t6f DataRatesApply	smpt.io/3xlzuc smpt.io/tu3t6f	Labour and Birth
32	RSV vaccine is recommended at 32-36 weeks to protect your newborn from respiratory illness. It can be purchased from pharmacies: smpt.io/1q5clf DataRatesApply	smpt.io/1q5clf	Vaccination & Preventing Infection
33	Most airlines won't let you fly after 36 weeks. If you do fly, get an aisle seat, walk lots & hydrate with water! smpt.io/65law0 DataRatesApply	smpt.io/65law0	Safety
33	Water birth is when your baby is born under water and guided to the surface. Learn more and see if this is an option for you: smpt.io/0e2kts DataRatesApply	smpt.io/0e2kts	Labour and Birth
33	Planning a hospital birth? A virtual tour can be very informative. Check your hospital's website.		Labour and Birth
33	Writing a birth plan shows your choices to your care provider team so they can help you the way you want: smpt.io/cno2u2 DataRatesApply	smpt.io/cno2u2	Labour and Birth

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| 34 | It's easy to confuse pre-labour (Braxton Hicks) from labour that is progressing. How to tell them apart? See: smpt.io/dooabe DataRatesApply | Labour and Birth |
| 34 | If you're planning a hospital birth, are your bags packed? Here are some ideas for what to have ready: smpt.io/7job14 DataRatesApply | Labour and Birth |
| 34 | Planning a home birth? Ask your midwife about a Medical Homebirth Kit and what you'll need at home. Pack a hospital bag in case. smpt.io/1vanm9 DataRatesApply | Labour and Birth |
| 34 | You'll be offered screening for group B streptococcal infection at 35 to 37 weeks. Why is this important? smpt.io/05600b DataRatesApply | Prenatal Care and Screening |
| 35 | Breathing techniques help with pain in labour. Practice deep, slow breaths with face and shoulders relaxed: smpt.io/8xly96 DataRatesApply | Labour and Birth |
| 35 | Acupressure is a safe way for partners to provide labour support and natural pain management. Learn more: smpt.io/0h1llt DataRatesApply | Labour and Birth |
| 35 | Contractions starting? No need to rush to the hospital! Find ways to cope in early labour: smpt.io/qo1klo DataRatesApply | Labour and Birth |
| 35 | Breastfeeding supports wellness for you & your baby. Learn more: smpt.io/xmp92u DataRatesApply | Breastfeeding |
| 36 | For the 1st hr of life after baby is born, it's best to stay skin-to-skin (baby naked on your chest). Info: smpt.io/fetb6j DataRatesApply | Labour and Birth |
| 36 | How do epidurals help with labour pain? Read about epidural use and pain management during labour here: smpt.io/0l9zfs DataRatesApply | Labour and Birth |

36	Breastfeeding has many benefits for you & your baby. Your body is already making colostrum (early milk). Preparing to breastfeed: smpt.io/6nxtao DataRatesApply	smpt.io/6nxtao	Breastfeeding
37	Latching your baby correctly is key for successful breastfeeding. Some babies need gentle help. Learn how: smpt.io/l2ra2z DataRatesApply	smpt.io/l2ra2z	Breastfeeding
37	When your baby is born, text BORN to 12323 to stop pregnancy messages and begin parenting messages to support you through your baby's first year.		Administrative
37	Have you learned a lot from the SmartParent pregnancy program? Let us know by taking our 15-min follow-up survey		Administrative
37	Your newborn's hearing will be screened in the hospital or at a community hearing clinic. Find out why: smpt.io/oe6an4 DataRatesApply	smpt.io/oe6an4	Newborn Health
38	You may donate your baby's cord blood at BC Women's Hospital. You can also bank blood privately for your family: smpt.io/kulfsy & smpt.io/sts8ov DataRatesApply	smpt.io/kulfsy smpt.io/sts8ov	Labour and Birth
38	If your water breaks, call your care provider. Green, brown, or blood-coloured fluid means go to the hospital. smpt.io/c3txv9 DataRatesApply	smpt.io/c3txv9	Labour and Birth
38	Watch these videos where Elders share traditional teachings and words of encouragement for new parents: smpt.io/bk1ngy DataRatesApply	smpt.io/bk1ngy	Indigenous Health & Resources
38	After baby arrives, there might be changes in the bedroom. Connect with your partner. Tips: smpt.io/vkwcnm DataRatesApply	smpt.io/vkwcnm	Sexual Health
39	You'll be offered blood tests to screen for early diseases for your newborn. Find out more: smpt.io/n4zso7 DataRatesApply	smpt.io/n4zso7	Newborn Health

39	Pain is a natural part of labour. Many women use movement & comfort positions to avoid medication. More: smpt.io/8ca3tz DataRatesApply	smpt.io/8ca3tz	Labour and Birth
39	The weeks after having a baby can be an adjustment. Here are some tips for caring for yourself after birth: smpt.io/eei3lo DataRatesApply	smpt.io/eei3lo	Maternal Health
40	Baby not yet born? 40 weeks is an estimate, not a deadline. Labour can start 1-2 weeks after your due date.		Labour and Birth
40	Soon after birth, you'll be asked about a Vitamin K shot for your baby. Find out more: smpt.io/f6osm2 & smpt.io/ady0zs DataRatesApply	smpt.io/f6osm2 smpt.io/ady0zs	Newborn Health
40	In labour, moving around helps you feel more control, lessens need for pain meds & shortens length of labour smpt.io/7ppqzy DataRatesApply	smpt.io/7ppqzy	Labour and Birth
41	No sign of labour? If you haven't started labour yet, your labour may be induced. What does this mean? See: smpt.io/dao56y DataRatesApply		Labour and Birth
41	Feel overwhelmed? Ask for help when you need it. Caring for yourself allows you to care for your baby: smpt.io/4vgsfo DataRatesApply	smpt.io/4vgsfo	Mental Health & Self-Care
41	How can a partner, family or friends support you after birth? Find tips here: smpt.io/nkdow3 & smpt.io/tsbm4w DataRatesApply	smpt.io/nkdow3 smpt.io/tsbm4w	Fathers/Partners; Mental Health & Self-Care
42	Have you taken our follow-up survey? Help us learn how to support families through pregnancy!		Administrative
42	Enjoy your baby! SmartParent will now send you messages for your baby's first year. Login to confirm your baby's birth date: smpt.io/Login	smpt.io/Login	Administrative

Messages for Baby's First Year

Baby's Age (weeks)	Message content	Link	Topic
<1	Home from the hospital? A public health nurse will call you in 24-48hrs. If you have a midwife, they will provide care for 6-8wks: smpt.io/tsd725 DataRatesApply	smpt.io/tsd725	Resources & Services
<1	Baby's Best Chance is a book for parents of babies 0-6mths. Ask your care provider for a copy or find it here: smpt.io/vajczc DataRatesApply	smpt.io/vajczc	Resources & Services
<1	It's normal for babies to have jaundice but if your baby is sleepy & not feeding well, see your care provider: smpt.io/lshzns DataRatesApply	smpt.io/lshzns	Newborn Health
<1	Get a good start with feeding your baby. Learn about hunger cues, latching & cluster feeding: smpt.io/sk8cxr & smpt.io/qehf6n DataRatesApply	smpt.io/sk8cxr	smpt.io/qehf6n Breastfeeding; Baby Feeding & Nutrition
<1	Using formula or bottle feeding? Learn safety tips for cleaning bottles and preparing formula smpt.io/6uzbg8 & smpt.io/46yhe6 DataRatesApply	smpt.io/6uzbg8	smpt.io/46yhe6 Baby Feeding & Nutrition
1	Pelvic floor tears are common. A major (3rd/4th degree) tear is rare & may take 4-6 weeks to heal. Learn more: smpt.io/ijt4cf & smpt.io/t98z5g DataRatesApply	smpt.io/ijt4cf	smpt.io/t98z5g Maternal Health; Pelvic Floor Health
1	Canadian Paediatric Society doesn't recommend routine circumcision. It's a personal decision smpt.io/7ymuq1 DataRatesApply	smpt.io/7ymuq1	Newborn Health
1	About 40% of mothers experience the baby blues and most improve in a few weeks. Learn how to recognize it: smpt.io/g6pgbk & smpt.io/1n4m6z DataRatesApply	smpt.io/g6pgbk	Mental Health & Self-Care
1	Are you feeling upset about your birth experience? Get help here: smpt.io/oha8w7 DataRatesApply	smpt.io/oha8w7	Mental Health & Self-Care

Messages for Baby's First Year

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| 2 | Do you know the signs of dehydration in your baby? Learn about dehydration and other common health concerns: smpt.io/db4k0i & smpt.io/9mzqcn
DataRatesApply | smpt.io/db4k0i smpt.io/9mzqcn | Newborn Health |
| 2 | Afterpains (sharp abdominal cramps) a few days after birth are caused by the uterus contracting to prevent bleeding: smpt.io/0zpv6g
DataRatesApply | smpt.io/0zpv6g | Maternal Health |
| 2 | Check your baby's stool colour. White stool may be a clue to a rare but serious liver disease. More info here: smpt.io/x43jbc
DataRatesApply | smpt.io/x43jbc | Newborn Health |
| 3 | Difficulty with breastfeeding? Call 811, find a La Leche League group, or ask your birthing hospital about lactation consultants: smpt.io/09ulyo
DataRatesApply | smpt.io/09ulyo | Breastfeeding |
| 3 | Babies need vitamin D for healthy growth and development. Most babies need a daily supplement for the first year: smpt.io/o8xqmn & smpt.io/dmq1bj
DataRatesApply | smpt.io/o8xqmn smpt.io/dmq1bj | Baby Feeding & Nutrition |
| 3 | Vaginal or abdominal pain can continue after giving birth. Here are some tips to ease discomfort: smpt.io/kh0zuj
DataRatesApply | smpt.io/kh0zuj | Maternal Health |
| 4 | Most newborns need a diaper change 10-15 times a day! Make it a special time for talking, laughing & playing: smpt.io/uro0uc
DataRatesApply | smpt.io/uro0uc | Newborn Health |
| 4 | Babies may cry more starting at 2 weeks, peaking at 2 months, and easing by 5 months. Learn about PURPLE Crying: smpt.io/g65q21
DataRatesApply | smpt.io/g65q21 | Baby Development, Crying |
| 4 | Fever is never normal in a baby younger than six months old. Find out how to take your baby's temperature: smpt.io/urx0bk
DataRatesApply | smpt.io/urx0bk | Newborn Health |
| 5 | Sharing a room with baby? Place them in a crib, not your bed, to reduce risk of sleep-related infant death: smpt.io/hz34at
DataRatesApply | smpt.io/hz34at | Baby Sleep |

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| 5 | Have you booked your baby's two-month immunization appointment? Here's what to expect and how to prepare: smpt.io/cqels1 & smpt.io/g0xzaw
DataRatesApply | smpt.io/cqels1 smpt.io/g0xzaw | Vaccination & Preventing Infection |
| 5 | Has your baby gotten diaper rash? Read how to prevent diaper rashes here: smpt.io/lwq9k6
DataRatesApply | smpt.io/lwq9k6 | Baby Health |
| 6 | Prevent your baby's nails from growing too long. Learn how to safely cut their nails: smpt.io/salif5
DataRatesApply | smpt.io/salif5 | Safety & Injury Prevention |
| 6 | Have you completed our new baby survey? Help us learn how to support families in the first year. Complete it | | Administrative |
| 6 | Have you been feeling sad, down or disinterested in things you usually enjoy? You may need help for postpartum depression. See: smpt.io/mkp6oy
DataRatesApply | smpt.io/mkp6oy | Mental Health & Self-Care |
| 6 | Take a walk with baby. Physical activity reduces stress, increases energy & helps strengthen your body: smpt.io/asigpl
DataRatesApply | smpt.io/asigpl | Physical Activity |
| 6 | Bladder leaks are common in the first few weeks post-partum. If it does not improve, talk to your care provider: smpt.io/nkzcr0 & smpt.io/plg7jc
DataRatesApply | smpt.io/nkzcr0 smpt.io/plg7jc | Pelvic Floor Health |
| 7 | Soother use or not? Read more about the pros and cons as well safety tips here: smpt.io/q66jsb
DataRatesApply | smpt.io/q66jsb | Safety & Injury Prevention;
Oral Health |
| 7 | Curious about cloth diapers? Learn more to see if they are right for your baby: smpt.io/uerlfs
DataRatesApply | smpt.io/uerlfs | Baby Health |
| 7 | Have you registered your baby's birth in BC? You can register online & apply for a BC Services Card, Canada Child Benefits & SIN: smpt.io/psoxrl
DataRatesApply | smpt.io/psoxrl | Resources & Services |

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| 8 | Soothing will help your crying baby sometimes, but not every time. Learn how to cope and keep your baby safe: smpt.io/4zcxlf & smpt.io/0zsokx
DataRatesApply | smpt.io/4zcxlf smpt.io/0zsokx | Baby Development, Crying |
| 8 | Do you have questions about sex after childbirth? Here is some information and tips: smpt.io/m1l02c & smpt.io/h6ftvp
DataRatesApply | smpt.io/m1l02c smpt.io/h6ftvp | Sexual Health |
| 8 | Some women have pain with sex after childbirth. A lubricant can help or your caregiver may prescribe estrogen cream. Learn more: smpt.io/nwteno
DataRatesApply | smpt.io/nwteno | Sexual Health |
| 8 | Has your baby tried tummy time? It is fun and good for their development. It might feel good for your back to join in too! More: smpt.io/egon3m
DataRatesApply | smpt.io/egon3m | Baby Development, Physical |
| 9 | Most people can now return to moderate to vigorous physical activity. Gradually increase to 120+ min per week. Learn more: smpt.io/149n66
DataRatesApply | smpt.io/149n66 | Physical Activity |
| 9 | It is not safe to jog with a baby less than 6 months old in a stroller. Find out about safe jogging with baby: smpt.io/ftahqk
DataRatesApply | smpt.io/ftahqk | Safety & Injury Prevention |
| 9 | Call 811 to talk to a registered nurse, dietitian, pharmacist or exercise professional for free. See HealthLink BC 811 services: smpt.io/p2phls
DataRatesApply | smpt.io/p2phls | Resources & Services |
| 9 | If you had significant blood loss during birth you may experience symptoms of anemia - talk with your provider. Help with coping: smpt.io/g8gg7e
DataRatesApply | smpt.io/g8gg7e | Maternal Health |
| 10 | Alcohol can affect the health of you and your baby. Info and tips on alcohol safety: smpt.io/zuk19c & smpt.io/qjqc8s
DataRatesApply | smpt.io/zuk19c smpt.io/qjqc8s | Medication & Substance Use |
| 10 | Want to learn about expressing, storing and preparing breast milk? Find info here: smpt.io/krsk4l
DataRatesApply | smpt.io/krsk4l | Breastfeeding |

Messages for Baby's First Year

10	Being a new father can feel exciting and also overwhelming. Learn from other dads: smpt.io/7o9yoy DataRatesApply	smpt.io/7o9yoy	Fathers/Partners
11	Learn about supportive Indigenous beliefs, values and ceremonies here: smpt.io/mvqnku DataRatesApply	smpt.io/mvqnku	Indigenous Health & Resources
11	Babies learn about emotions and self-regulation through social interaction: smpt.io/oy8jfn DataRatesApply	smpt.io/oy8jfn	Baby Development, Social & Emotional
11	Remember to use a rear facing car seat for all babies under 12 months and all babies less than 10kg (22lb). More info: smpt.io/vfcrog DataRatesApply	smpt.io/vfcrog	Safety & Injury Prevention
12	Connect with other parents and families in your community to learn and find support. Find a local Parent Support group: smpt.io/c04zdk DataRatesApply	smpt.io/c04zdk	Resources & Services
12	Plan ahead: Think about getting on a wait list for day care and even preschool. Info on child care: smpt.io/i5txz6 DataRatesApply	smpt.io/i5txz6	Parenting
12	Non-birthing parents have many ways to bond with their baby. Find out more here: smpt.io/ffee2p DataRatesApply	smpt.io/ffee2p	Fathers/Partners
13	Parenting on your own? Find support and resources: smpt.io/h4t9fj & smpt.io/87ejvy DataRatesApply	smpt.io/h4t9fj smpt.io/87ejvy	Parenting; Resources & Services
13	Have you ordered a birth certificate for your baby yet? If not, order one today online: smpt.io/cde4wl DataRatesApply	smpt.io/cde4wl	Resources & Services
13	Cannabis passes to babies through breast milk. More info on the effects of cannabis for you and your baby: smpt.io/cnsanp DataRatesApply	smpt.io/cnsanp	Medication & Substance Use

Messages for Baby's First Year

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| 14 | Find a complete list of vaccines that your child needs. You may access immunization records via Health Gateway. smpt.io/zlhikss & smpt.io/f9e19v DataRatesApply | smpt.io/zlhiks | smpt.io/f9e19v | Vaccination & Preventing Infection |
| 14 | What can your baby hear? Learn how to check your baby's hearing, speech and language: smpt.io/q5xn0f & smpt.io/983q7w DataRatesApply | smpt.io/q5xn0f | smpt.io/983q7w | Baby Development, Hearing, Speech & Language |
| 14 | It is possible to get pregnant even when breastfeeding. Info about birth control options: smpt.io/qm0a2t & smpt.io/cuvknc DataRatesApply | smpt.io/qm0a2t | smpt.io/cuvknc | Sexual Health |
| 15 | Keep your baby safe on the diaper change table. Have one hand on baby at all times. More about baby safety: smpt.io/t76yzi DataRatesApply | smpt.io/t76yzi | | Safety & Injury Prevention |
| 15 | Baby bath seats and rings have been linked to drowning. Learn how to safely bathe your baby: smpt.io/t93qya & smpt.io/8pr2ec DataRatesApply | smpt.io/t93qya | smpt.io/8pr2ec | Safety & Injury Prevention |
| 15 | Clean your baby's mouth even before teeth start to appear. Learn more about your baby's oral health: smpt.io/awmjtu DataRatesApply | smpt.io/awmjtu | | Baby Development, Oral Health |
| 16 | Help protect your baby by staying up-to-date with your own vaccinations, including getting a yearly flu shot: smpt.io/ksol97 & smpt.io/v73cgo DataRatesApply | smpt.io/ksol97 | smpt.io/v73cgo | Vaccination & Preventing Infection |
| 16 | Too much of a good thing? Not in this case! Spoil your baby with love. Info on social & emotional development: smpt.io/eize09 DataRatesApply | smpt.io/eize09 | | Baby Development, Social & Emotional |
| 16 | Babies are ready to start eating food at around 6 months. Learn about introducing solid foods smpt.io/vkdx3p & smpt.io/qq16xf DataRatesApply | smpt.io/vkdx3p | smpt.io/qq16xf | Baby Feeding & Nutrition |
| 17 | Exercise improves mood, but it can be hard to exercise with a new baby! Try to find ways to be active: smpt.io/0pzoza DataRatesApply | smpt.io/0pzoza | | Mental Health & Self-Care |

17	Did you provide your baby's PHN? We use this information to learn how SmartParent helps improve babies' health. Login: smpt.io/Login DataRatesApply	smpt.io/Login	Administrative
17	Healthy, loving touch helps babies grow and thrive. Learn how to connect with your baby with massage: smpt.io/skpg1i DataRatesApply	smpt.io/skpg1i	Baby Development, Physical
18	Your baby should be smiling at you and listening to your voice! Check out other general milestones here: smpt.io/ur4stv DataRatesApply	smpt.io/ur4stv	Baby Development, Social & Emotional
18	If you have gestational diabetes, ask your care provider about blood sugar testing after your baby is born. smpt.io/jemenf DataRatesApply	smpt.io/jemenf	Maternal Health
18	Family Resource Programs provide support and info for parents of kids up to 6 years. Find a local program: smpt.io/w5x6i4 DataRatesApply	smpt.io/w5x6i4	Resources & Services
19	Many medicines are safe while breastfeeding. Ask a doctor or pharmacist about safe options: smpt.io/mbogxm & smpt.io/83c2bq DataRatesApply	smpt.io/mbogxm smpt.io/83c2bq	Medication & Substance Use
19	Check out ABCs for New Parents for parenting tips and strategies: smpt.io/xzlgei DataRatesApply.	smpt.io/xzlgei	Parenting
19	Second-hand smoke and vapour increases baby's risk of asthma, pneumonia & ear infections. Keep your home and car smoke & vape free smpt.io/j47jwg DataRatesApply	smpt.io/j47jwg	Medication & Substance Use
20	Consider taking a child first aid/CPR course. Check with your local community centre or try: smpt.io/h8dk80 & smpt.io/79dswk DataRatesApply	smpt.io/h8dk80 smpt.io/79dswk	Safety & Injury Prevention
20	You don't need to follow a special diet to breastfeed. Learn about eating well while breastfeeding: smpt.io/23jgk2 DataRatesApply	smpt.io/23jgk2	Breastfeeding

Messages for Baby's First Year

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| 20 | Your early interactions with your baby act like air traffic control to promote healthy brain development: smpt.io/dz0fx8 DataRatesApply | smpt.io/dz0fx8 | Baby Development, Hearing, Speech & Language |
| 21 | Your baby will double their birth weight by 4-6 months. Looking after physical needs & building their trust are both important: smpt.io/j9upgu DataRatesApply | smpt.io/j9upgu | Baby Development, Physical |
| 21 | Teething often begins at 5-7 months. Ease baby's discomfort and keep baby teeth healthy from the beginning with these tips: smpt.io/mmjc8d DataRatesApply | smpt.io/mmjc8d | Baby Health; Baby Development, Oral Health |
| 21 | Having trouble holding urine during daily activities? Talk to your care provider and learn about pelvic floor muscle training: smpt.io/k3gmzs DataRatesApply | smpt.io/k3gmzs | Pelvic Floor Health |
| 22 | Create a healthy environment for your baby at home. Keep air free of smoke & chemicals and cleaners out of reach. smpt.io/qqay9i & smpt.io/th2pty DataRatesApply | smpt.io/qqay9i smpt.io/th2pty | Environmental Health |
| 22 | Baby's first foods should be iron-rich. Learn what foods are high in iron in this video: smpt.io/wjs34o & smpt.io/w711jc DataRatesApply | smpt.io/wjs34o smpt.io/w711jc | Baby Feeding & Nutrition |
| 22 | Welcoming a new baby brings changes for the whole family. Tips for helping older children adjust: smpt.io/1ratik DataRatesApply | smpt.io/1ratik | Parenting |
| 23 | Almost time for baby's 6-month vaccinations! 6mo is old enough for flu and COVID-19 vaccines too: smpt.io/0mn3xw & smpt.io/yix8f6 DataRatesApply | smpt.io/0mn3xw smpt.io/yix8f6 | Vaccination & Preventing Infection |
| 23 | Traveling with baby? Your baby should get their MMR vaccine early if traveling out of Canada. Learn more about travel vaccines: smpt.io/wfj6wi DataRatesApply | smpt.io/wfj6wi | Vaccination & Preventing Infection |
| 23 | Babies are ready to start eating food at around 6 months. Introducing solid foods can be fun! smpt.io/ry0afh & smpt.io/z0rh59 DataRatesApply | smpt.io/ry0afh smpt.io/z0rh59 | Baby Feeding & Nutrition |

Messages for Baby's First Year

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| 23 | Starting solid foods is an opportunity to connect your baby to culture, family, land, and water: smpt.io/ils7y5 DataRatesApply | smpt.io/ils7y5 | Indigenous Health & Resources; Baby Feeding & Nutrition |
| 24 | A consistent routine can help your baby settle to sleep. Learn about changes to baby's sleep at 6 months: smpt.io/v86l3c & smpt.io/i3csor DataRatesApply | smpt.io/v86l3c smpt.io/i3csor | Baby Sleep |
| 24 | Babies should have well-child visits with family doctors or paediatricians. Recommended appointment schedule: smpt.io/66n0fe DataRatesApply | smpt.io/66n0fe | Baby Health |
| 24 | Toddler's First Steps will guide you from 6 months until your baby is 3 years old. View a copy here: smpt.io/oku1gt DataRatesApply | smpt.io/oku1gt | Parenting; Resources & Services |
| 25 | Wondering what you can do to prevent food allergies in your baby? Find info here: smpt.io/lln4o6 DataRatesApply | smpt.io/lln4o6 | Baby Feeding & Nutrition |
| 25 | Parenting takes lots of energy. Taking care of yourself is good baby care. Recharge your batteries! smpt.io/ol9ge7 DataRatesApply | smpt.io/ol9ge7 | Mental Health & Self-Care |
| 25 | Just 2.5 cm (1 inch) of water is a drowning risk for babies as they don't have good head control. Safety tips: smpt.io/dh2rnl DataRatesApply | smpt.io/dh2rnl | Safety & Injury Prevention |
| 26 | Wondering how to serve food to your baby? Should you offer mashed food or finger food? Check out this video: smpt.io/bbmbas DataRatesApply | smpt.io/bbmbas | Baby Feeding & Nutrition |
| 26 | How can you tell when your baby is hungry? Watch this video to learn about the signs they may be giving you: smpt.io/ffugcs DataRatesApply | smpt.io/ffugcs | Baby Feeding & Nutrition |
| 26 | 1 out of 4 women and 1 out of 10 men experience depression or anxiety after having a baby. There's help: smpt.io/25qdok & smpt.io/o7dmut DataRatesApply | smpt.io/25qdok smpt.io/o7dmut | Mental Health & Self-Care |

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| 27 | Have you noticed changes in your baby's bowel movements? These changes are likely normal. Info: smpt.io/yomtv3 DataRatesApply | smpt.io/yomtv3 | Baby Health |
| 27 | It's a legal right to breastfeed any time, anywhere. Info on breastfeeding in public spaces: smpt.io/gugus9 & smpt.io/yc9k6n DataRatesApply | smpt.io/gugus9 smpt.io/yc9k6n | Breastfeeding |
| 27 | At about six months, your baby can start to drink sips of water from an open, lidless cup: smpt.io/5lyc37 DataRatesApply | smpt.io/5lyc37 | Baby Feeding & Nutrition |
| 28 | Fathers make a big difference in the life of a child. Many want to be more involved. A resource for fathers: smpt.io/m7v4m0 DataRatesApply | smpt.io/m7v4m0 | Indigenous Health & Resources; Fathers/Partners |
| 28 | Does your baby wake several times in the night? Here are some tips: smpt.io/xbf0uy & smpt.io/0fi83z DataRatesApply | smpt.io/xbf0uy smpt.io/0fi83z | Baby Sleep |
| 28 | Keep your baby out of the direct sunlight. Learn more sun safety tips here: smpt.io/dpry17 DataRatesApply | smpt.io/dpry17 | Safety & Injury Prevention |
| 29 | Got lots of milk? Breastmilk donations to the BC Women's Milk Bank are prioritized for the most vulnerable: smpt.io/4g6h2f DataRatesApply | smpt.io/4g6h2f | Breastfeeding |
| 29 | Toys are great fun but can also be a choking hazard. If it fits in a toilet paper roll, it's too small: smpt.io/7xfhva DataRatesApply | smpt.io/7xfhva | Safety & Injury Prevention |
| 29 | Baby safety gates can help prevent falls and injuries. Tips for choosing and installing a baby gate: smpt.io/jraylk DataRatesApply | smpt.io/jraylk | Safety & Injury Prevention |
| 30 | As a partner are you struggling with feeling down? Find help for yourself and to support your partner here: smpt.io/voy0gm DataRatesApply | smpt.io/voy0gm | Fathers/Partners; Mental Health & Self-Care |

Messages for Baby's First Year

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| 30 | Take care of yourself. Safe, low-stress environments are best for baby's healthy brain development. smpt.io/0vh6b7 DataRatesApply | smpt.io/0vh6b7 | Mental Health & Self-Care |
| 30 | Your baby will start moving soon. Learn how to baby proof your home to keep your little one safe: smpt.io/owh3t2 DataRatesApply | smpt.io/owh3t2 | Safety & Injury Prevention |
| 31 | Partners, family & friends can play an important role for mom and baby. Tips for being a supportive partner: smpt.io/no7hrv DataRatesApply | smpt.io/no7hrv | Fathers/Partners |
| 31 | Babies should have no screen time. Physical activity, interactive and self-led play is best: smpt.io/61j49p & smpt.io/kqtu3e DataRatesApply | smpt.io/61j49p smpt.io/kqtu3e | Baby Development, Physical |
| 31 | It can be difficult to avoid smoking or vaping. Connect with QuitNow for free support and resources: smpt.io/au51wy DataRatesApply | smpt.io/au51wy | Medication & Substance Use |
| 32 | Does your baby get upset when you leave? This is a normal development but can be stressful! Here's some tips: smpt.io/98a86p DataRatesApply | smpt.io/98a86p | Baby Development, Social & Emotional |
| 32 | Reading to your baby is a brain builder! Learn more: smpt.io/x78xce DataRatesApply | smpt.io/x78xce | Baby Development, Physical |
| 32 | Many babies now have teeth! Brush twice a day with a small soft toothbrush and rice grain sized amount of fluoride paste: smpt.io/ijd5lx DataRatesApply | smpt.io/ijd5lx | Baby Development, Oral Health |
| 33 | Baby is starting to want to move around! Learn easy tips to keep your baby healthy, safe and active here: smpt.io/8grxbd DataRatesApply | smpt.io/8grxbd | Safety & Injury Prevention |
| 33 | Scald burns cause 70% of all burns in children and can have lifelong physical and mental impacts. Learn about burn prevention: smpt.io/hoqpp5 DataRatesApply | smpt.io/hoqpp5 | Safety & Injury Prevention |

Messages for Baby's First Year

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| 33 | You can find fun ways to be active with your baby while also introducing traditions and culture. Some ideas: smpt.io/jxmrp5 DataRatesApply | smpt.io/jxmrp5 | Indigenous Health & Resources; Physical Activity |
| 34 | Need to hire a babysitter? Follow this advice to ensure that you are putting your baby in good hands: smpt.io/f8uo5r DataRatesApply | smpt.io/f8uo5r | Parenting |
| 34 | Babies can learn more than one language. Find out more here: smpt.io/yqkf44 DataRatesApply | smpt.io/yqkf44 | Baby Development, Hearing, Speech & Language |
| 34 | A lifetime of attachment begins during your baby's first year. Learn more here: smpt.io/6hsgu0 DataRatesApply | smpt.io/6hsgu0 | Baby Development, Social & Emotional |
| 35 | There can be cultural differences in approaches to parenting. Find some thoughts here: smpt.io/lkik71 DataRatesApply | smpt.io/lkik71 | Parenting |
| 35 | Caring for baby's needs can make it hard to find time for relationships. Find advice on how to find balance: smpt.io/czkwi8 DataRatesApply | smpt.io/czkwi8 | Mental Health & Self-Care |
| 35 | Life as a parent can be hectic! Find ways to make life easier for yourself. Tips: smpt.io/o9igpp DataRatesApply | smpt.io/o9igpp | Parenting |
| 36 | Baby can choke on small pieces of food and small objects such as toys. Tips to prevent choking: smpt.io/8tdvy6 DataRatesApply | smpt.io/8tdvy6 | Safety & Injury Prevention |
| 36 | Babies are curious and like to explore - many climb before they walk! To prevent falls, keep furniture away from windows. More: smpt.io/5vpfw7 DataRatesApply | smpt.io/5vpfw7 | Safety & Injury Prevention |
| 36 | Your mobile baby is curious! Button batteries are harmful if swallowed and need immediate medical attention. Know what to do: smpt.io/52rlag DataRatesApply | smpt.io/52rlag | Safety & Injury Prevention |

Messages for Baby's First Year

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| 37 | Parents shape their children’s food choices, attitudes and acceptance of new foods. Find out more: smpt.io/nw3jce DataRatesApply | smpt.io/nw3jce | Baby Feeding & Nutrition |
| 37 | Your baby may want to talk to you with their own words & babble. Info on language development: smpt.io/49vx5n & smpt.io/l4rekv DataRatesApply | smpt.io/49vx5n smpt.io/l4rekv | Baby Development, Hearing, Speech & Language |
| 37 | Get support for babies with special needs as soon as possible. Info on raising a child with special needs: smpt.io/ty473o DataRatesApply | smpt.io/ty473o | Baby Development, Physical |
| 38 | Babies keep teething and can have sore gums and drool. Give safe things to chew on to ease discomfort: smpt.io/rro9n3 & smpt.io/crrj76 DataRatesApply | smpt.io/rro9n3 smpt.io/crrj76 | Baby Health |
| 38 | Simply spending time with your baby helps you to connect and build a relationship! Learn more: smpt.io/cbtcqu DataRatesApply | smpt.io/cbtcqu | Baby Development, Social & Emotional |
| 39 | Your baby may be problem solving at this stage! See how your baby is learning at 9 to 12 months: smpt.io/uvosos DataRatesApply | smpt.io/uvosos | Baby Development, Physical |
| 39 | Jordan’s principle ensures that BC First Nations children don’t experience delays in accessing health care: smpt.io/2ohyny DataRatesApply | smpt.io/2ohyny | Indigenous Health & Resources |
| 40 | When your baby is sick you can call 811 or see your doctor for advice. Find tips for caring for a sick baby: smpt.io/6c7fx0 & smpt.io/nulk3k DataRatesApply | smpt.io/6c7fx0 smpt.io/nulk3k | Baby Health |
| 40 | You may be traveling more with your baby. It is important to think about safe baby sleep: smpt.io/pccute DataRatesApply | smpt.io/pccute | Baby Sleep |
| 41 | Infants can have fever with illness. Call 811 to learn about managing fever & doctor visits. smpt.io/rxyvp9 DataRatesApply | smpt.io/rxyvp9 | Baby Health |

Messages for Baby's First Year

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| 41 | Household items, such as some plants, can be poisonous to your baby. Poison-proof your home: smpt.io/q2a16x & smpt.io/97pqjx DataRatesApply | smpt.io/q2a16x smpt.io/97pqjx | Safety & Injury Prevention |
| 42 | By one year, your baby may begin to say simple words. Info about language development from 10-12 months here: smpt.io/0kfh3p DataRatesApply | smpt.io/0kfh3p | Baby Development, Hearing, Speech & Language |
| 42 | Feeling overwhelmed? Ask for help when you need it. Caring for yourself allows you to care for your baby. smpt.io/cxnenf DataRatesApply | smpt.io/cxnenf | Mental Health & Self-Care |
| 43 | Have you written a will? Plan ahead - write your baby into your will and choose who would be their guardian. Info here: smpt.io/oz7hgf DataRatesApply | smpt.io/oz7hgf | Parenting |
| 43 | Bath time is fun! Your baby may be able to sit on their own, but should never be alone. More on bath safety: smpt.io/bbo38z DataRatesApply | smpt.io/bbo38z | Safety & Injury Prevention |
| 44 | Are you having difficulty sleeping even if your baby is sleeping better? Get help here: smpt.io/vvn5c2 DataRatesApply | smpt.io/vvn5c2 | Sleep Health |
| 44 | Help your baby develop healthy eating habits - offer many new foods and let them choose how much to eat. Find tips: smpt.io/eonoal DataRatesApply | smpt.io/eonoal | Baby Feeding & Nutrition |
| 45 | Work with your partner to find the best parenting style for you. Learn about parenting styles and parenting well together: smpt.io/6qbs0j DataRatesApply | smpt.io/6qbs0j | Parenting |
| 45 | Looking to find health services and resources in your area? Try the HealthLink BC Directory: smpt.io/v6rcqu DataRatesApply | smpt.io/v6rcqu | Resources & Services |
| 46 | It's almost time for your baby's 12-month vaccination appointment. Tips for a positive experience: smpt.io/6l5qsp & smpt.io/8ck7we DataRatesApply | smpt.io/6l5qsp smpt.io/8ck7we | Vaccination & Preventing Infection |

46	Your baby should visit a dentist by their first birthday. Book now!		Baby Development, Oral Health
47	Babies come in different sizes and shapes. Learn more about your child's growth: smpt.io/lggf1q DataRatesApply	smpt.io/lggf1q	Baby Development, Physical
47	Pets can be fun for your little one, but ensure you keep your baby safe. Read more about safety around pets: smpt.io/mqxxk41 DataRatesApply	smpt.io/mqxxk41	Safety & Injury Prevention
48	Looking for healthy meal ideas? Check out Cookspiration: smpt.io/wxi0vk DataRatesApply	smpt.io/wxi0vk	Baby Feeding & Nutrition
48	Babies - and parents - have different temperaments. Learn more about your baby's temperament with this quiz: smpt.io/pb8wtg & smpt.io/rad9tz DataRatesApply	smpt.io/pb8wtg smpt.io/rad9tz	Parenting
49	Discover some helpful parenting tips to use as your child continues to grow: smpt.io/382lr9 DataRatesApply	smpt.io/382lr9	Parenting
49	You and your child have a special relationship when it comes to feeding & eating. Tips for positive mealtimes: smpt.io/jmc8ln DataRatesApply	smpt.io/jmc8ln	Baby Feeding & Nutrition
50	Your baby's brain grows until early adulthood. A good foundation is the first step to success. Tips: smpt.io/07trdf DataRatesApply	smpt.io/07trdf	Baby Development, Physical
50	Sometimes we don't know if we are parenting right. Feel good about your parenting with these tips: smpt.io/2u3ml1 DataRatesApply	smpt.io/2u3ml1	Parenting
50	Do you feel well supported by SmartParent? Help us bring SmartParent to more families across Canada. Pay it forward: smpt.io/gift DataRatesApply	smpt.io/gift	Administrative

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| 51 | In one year, your baby has developed socially and emotionally. Info on your child's developing personality: smpt.io/9aeg4m DataRatesApply | Baby Development, Social & Emotional |
| 51 | If another caregiver, such as a grandparent, looks after your baby, show them how to use car seats, etc. Tips: smpt.io/tarp8k DataRatesApply | Safety & Injury Prevention |
| 51 | Have you learned a lot from SmartParent? Let us know by taking our final survey | Administrative |
| 52 | 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 |

Optional Message Streams

AFTER35 - Pregnancy after the age of 35

Msg	Message content	Link
1	Your age is less important than your health, nutrition, family history, & access to care. Things to consider: smpt.io/0fm35a DataRatesApply	smpt.io/0fm35a
2	Book a free nuchal ultrasound between 10-13 weeks. Find out more: smpt.io/md0h3a DataRatesApply	smpt.io/md0h3a
3	You may be offered CVS-Chorionic Villus Sampling—it can provide information about your baby’s health. Info: smpt.io/fnm0co DataRatesApply	smpt.io/fnm0co
4	Genetic screening tests your blood for baby’s chance of Down syndrome, trisomy18 or a neural tube defect. smpt.io/gmn6vo DataRatesApply	smpt.io/gmn6vo

ALCOHOL - Reducing alcohol intake

Msg	Message content	Link
1	Looking for info on how to cut down on alcohol in pregnancy? Free helpline 1-800-663-1441. Learn how to keep your baby safe: smpt.io/zuk19c DataRatesApply	smpt.io/zuk19c
2	Connect with an alcohol counsellor through BC’s free and confidential Alcohol & Drug Information Referral Service at 1-800-663-1441.	
3	If your partner drinks, you’re more likely to drink too. Your partner can support your choice to curb alcohol: smpt.io/wd4bag DataRatesApply	smpt.io/wd4bag
4	It can be hard to talk about drinking with your health care provider. Look for information here: smpt.io/a4hlcb DataRatesApply	smpt.io/a4hlcb

EATING - Healthy eating and weight management during pregnancy

Msg	Message content	Link
1	Weight gain is a normal part of pregnancy. Learn what range is healthy for you: smpt.io/00nxp9 DataRatesApply	smpt.io/00nxp9
2	“Eating for two” means choices are even more important. Choose a variety of fruit & vegetables, whole grains, and protein foods: smpt.io/tf23xo DataRatesApply	smpt.io/tf23xo

Optional Message Streams

- 3 Worried about weight gain? Try not to focus on the numbers. Focus on being active & feeding yourself well: smpt.io/dl0jbi DataRatesApply
- 4 Pregnancy is a time to avoid dieting. Eating nutritious foods helps your baby's development: smpt.io/c4sxd9 DataRatesApply

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

Msg	Message content	Link
1	Losing a baby or having memories of a past loss can be extremely stressful. BC Mental Health Support Line at 310-6789 offers emotional support & resources.	
2	Miscarriage is a pregnancy loss before 20 weeks. It is not caused by stress, exercise or sex: smpt.io/1og65x DataRatesApply	smpt.io/1og65x
3	Stillbirth is the loss of a baby after 20wks of pregnancy, before birth. It occurs in about 1/200 pregnancies smpt.io/pgl1ou DataRatesApply	smpt.io/pgl1ou
4	Losing a baby can cause distress. Connecting with people who have experienced it can help. Find a support group: smpt.io/hbrbcr DataRatesApply	smpt.io/hbrbcr
5	Talking with your child about the loss of a baby will help them process the loss. More at: smpt.io/acd3h4 & smpt.io/3z2uay DataRatesApply	smpt.io/acd3h4 smpt.io/3z2uay
6	You are not alone. Hear stories from other people who have experienced pregnancy or infant loss: smpt.io/6cy2f5 DataRatesApply	smpt.io/6cy2f5
7	Grieving a loss takes time and is different for everyone. For help call the BC Bereavement Helpline at 1-877-779-2223 or visit smpt.io/6ldea1 DataRatesApply	smpt.io/6ldea1

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

Msg	Message content	Link
1	Mood swings in pregnancy are normal. Try a self-test to check for symptoms of depression and anxiety: smpt.io/77p8e6 DataRatesApply	smpt.io/77p8e6
2	Postpartum depression can start during pregnancy or after birth - find out more here: smpt.io/by49rs DataRatesApply	smpt.io/by49rs

Optional Message Streams

- 3 How are you feeling today? Check-in with yourself and take CMHA’s mental health meter: smpt.io/jvsmrf
smpt.io/jvsmrf DataRatesApply
- 4 Feeling sad, overwhelmed or anxious? Connect w/ Pacific Post Partum Support Society at 1-855-255-7999 or text 604-255-7999 Mon-Fri 10am-3pm
- 5 Feeling stressed during pregnancy is normal, but too much can cause problems. Tips for handling stress here: smpt.io/z0cig4
smpt.io/z0cig4 DataRatesApply
- 6 Curious about treatment options for depression during pregnancy? Talk w/ your care provider & find info here: smpt.io/1cl1v7
smpt.io/1cl1v7 DataRatesApply
- 7 You can learn skills to help you prevent and manage depression. See this workbook: smpt.io/mh27fv
smpt.io/mh27fv DataRatesApply
- 8 Being a new parent can be overwhelming. Develop a plan to be prepared when your baby cries. Visit smpt.io/fsjcgq

NEW - Immigrants new to Canada

Msg	Message content	Link
1	What is health care like in Canada? Check out this guide for newcomers: smpt.io/c1qua5 DataRatesApply	smpt.io/c1qua5
2	You might have questions about what it’s like to have a baby in Canada. Information is available: smpt.io/hpdc8a smpt.io/hpdc8a DataRatesApply	smpt.io/hpdc8a
3	How does health insurance work, how do you find services, and what if you’re uninsured? Find out at: smpt.io/1tzt0u smpt.io/1tzt0u DataRatesApply	smpt.io/1tzt0u
4	Uninsured or unable to afford care? You may be eligible for the newcomer clinic at BC Women’s or Fraser Health: smpt.io/iygnte & smpt.io/j4r27c smpt.io/iygnte & smpt.io/j4r27c DataRatesApply	smpt.io/iygnte smpt.io/j4r27c
5	Find health services and resources in your community with this online directory: smpt.io/k84wz8 smpt.io/k84wz8 DataRatesApply	smpt.io/k84wz8
6	There are programs and services available to support newcomers to Canada. Find a list here: smpt.io/hvi8t6 smpt.io/hvi8t6 DataRatesApply	smpt.io/hvi8t6

Optional Message Streams

- 7 Protect your baby by starting vaccinations at 2 months. Find your local public health unit: smpt.io/osclvt & smpt.io/k84wz8 DataRatesApply

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

Week of Pregnancy	Msg	Message content	Link
11	1	If your baby is Rh-positive, their blood system must be protected from yours, as a reaction could occur: smpt.io/xgcsoj DataRatesApply	smpt.io/xgcsoj
13	2	You may be given RhoGAM/WinRho if you experience any bleeding. Find out more here: smpt.io/nknjuq DataRatesApply	smpt.io/nknjuq
22	3	You'll have a blood test to reconfirm your blood type & antibody development. You'll be given RhoGAM/WinRho: smpt.io/3a8j76 DataRatesApply	smpt.io/3a8j76
36	4	After birth, you will be offered RhoGAM/WinRho again to protect future pregnancies. Learn more: smpt.io/3621v9 DataRatesApply	smpt.io/3621v9

SAFETY - Personal safety in relationships

Msg	Message content	Link
1	Are you feeling safe? Learn about warning signs of a potentially dangerous relationship: smpt.io/bu2kp5 DataRatesApply	smpt.io/bu2kp5
2	If you ever feel unsafe at home, call 1-800-563-0808 or visit smpt.io/l27qq3	smpt.io/l27qq3
3	Do you need a safety plan? To find out more: smpt.io/8i488n DataRatesApply	smpt.io/8i488n
4	Here are more ways to keep you and your family safe: smpt.io/ony73l DataRatesApply	smpt.io/ony73l
5	Do you have a safe place to go if you need it? Find out more at smpt.io/1jxvec or smpt.io/1s0bm8 DataRatesApply	smpt.io/1jxvec smpt.io/1s0bm8
6	You always deserve to feel safe. For confidential help, call or text 1-800-563-0808, email VictimLinkBC@bc211.ca , or see: smpt.io/9yws4t DataRatesApply	smpt.io/9yws4t

SMOKING - Managing tobacco and vape use

Msg	Message content	Link
1	Quitting is a process. There's help! Check out QuitNow for support with quitting & staying tobacco & vape-free: smpt.io/by0289 DataRatesApply	smpt.io/by0289
2	Picking a day to quit smoking can help; on that day, throw away your cigarettes & lighters! See more: smpt.io/w3sc65 DataRatesApply	smpt.io/w3sc65
3	Curious about living smoke-free? What would that look like? For ideas check out: smpt.io/lde55z DataRatesApply	smpt.io/lde55z
4	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 smpt.io/aoojbt DataRatesApply	smpt.io/aoojbt
5	You have your reasons for smoking. You can find your own way of quitting and staying smoke-free. Hear other stories: smpt.io/u4r4is DataRatesApply	smpt.io/u4r4is

VBAC - Having a vaginal birth after a previous cesarean section

Msg	Message content	Link
1	What are the 6 most common questions about vaginal birth after cesarean (VBAC)? See the answers here: smpt.io/ryrd7g DataRatesApply	smpt.io/ryrd7g
2	7 in 10 people who attempt a VBAC will give birth vaginally. Need help deciding if a VBAC is right for you? smpt.io/e0wneg DataRatesApply	smpt.io/e0wneg
3	For healthy women, a vaginal birth is safer than C-section, especially if you plan to have >2 children. smpt.io/dv8mxl DataRatesApply	smpt.io/dv8mxl

FRASER - Fraser Health client stream

Week of Pregnancy	Msg	Message content	Link
5	1	Access pregnancy and parenting health information at your fingertips: smpt.io/zdp0l3 DataRatesApply	smpt.io/zdp0l3

Optional Message Streams

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| 9 | 2 | Trying to eat healthy on a budget? Check out our listings for free/low cost meal programs:
smpt.io/bu1n7z Dates Rates Apply | smpt.io/bu1n7z |
| 18 | 3 | Protect you & your baby - ensure your immunizations are up to date. Most vaccines are safe for pregnancy.
smpt.io/ctm0p7 DataRatesApply | smpt.io/ctm0p7 |
| 20 | 4 | Anxious? Excited? View our maternity tours online to learn what to expect during your hospital stay:
smpt.io/oi3yqc DataRatesApply | smpt.io/oi3yqc |
| 28 | 5 | Fraser Health offers free online videos to learn about breastfeeding. Check out the videos & find information:
smpt.io/wmuzrn DataRatesApply | smpt.io/wmuzrn |
| 40 | 6 | A nurse will call you 1-2 days after you get home. If not, contact your local health unit:
smpt.io/ifhuag DataRatesApply | smpt.io/ifhuag |