

Week of Pregnancy	Message content	Link	Topic
5	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
5	Up to 80% of people have morning sickness (nausea and vomiting) in pregnancy. Try these tips: smpt.io/s0iedd & smpt.io/i5wmxf DataRatesApply	smpt.io/s0iedd smpt.io/i5wmxf	Discomforts of Pregnancy; Oral Health
5	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
5	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
6	Review your immunization history and know what shots you need in pregnancy: smpt.io/b68ncu & smpt.io/zcrkmy DataRatesApply	smpt.io/b68ncu smpt.io/zcrkmy	Vaccination & Preventing Infection
6	Have you done the enrollment survey yet? Help SmartParent learn how to best support people thru pregnancy:		Administrative
7	Have a cat? Tell your care provider. Find tips to avoid toxoplasmosis, an infection spread by contact with cat feces: smpt.io/5t7t0s DataRatesApply	smpt.io/5t7t0s	Vaccination & Preventing Infection
7	Health experts say it's safest not to have any alcohol in pregnancy. Here are the facts on alcohol & pregnancy: smpt.io/88smlq & smpt.io/99evk8 DataRatesApply	smpt.io/88smlq smpt.io/99evk8	Medication & Substance Use
7	Would you like more messages about reducing alcohol? Text us the word "ALCOHOL" to add messages to your SmartParent program.		Medication & Substance Use

7	Curious about midwifery in Nova Scotia? Find out more about midwifery and if it is available in your area: smpt.io/ntxcu6 DataRatesApply	Prenatal Care and Screening
7	Considering vaginal birth after a prior cesarean (VBAC)? Learn about the benefits, risks, and how to choose: smpt.io/wh570k DataRatesApply	VBAC
8	If you vape or smoke, cutting down or quitting will benefit you and your baby. Learn more: smpt.io/6fz1iu DataRatesApply	Medication & Substance Use
8	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
8	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/fzostx DataRatesApply	Prenatal Care and Screening
8	Are you new to Canada? Text the word “NEW” to add messages with links to resources for new immigrants.	New Immigrants
8	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
9	Want to learn more about what prenatal screening is available in NS? See: smpt.io/veqlrv DataRatesApply	Prenatal Care and Screening
9	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
9	Physical activity is important for healthy pregnancy. Aim for 150 min per week of moderate intensity to help energy, mood & sleep: smpt.io/zz0ap1 DataRatesApply	Physical Activity

9	A dietitian can help with safe and healthy food choices in pregnancy. Learn more: smpt.io/lwmm7j & smpt.io/ewqa8l DataRatesApply	smpt.io/lwmm7j smpt.io/ewqa8l	Healthy Eating and Nutrition
9	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	smpt.io/b5ipuv	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/pulc3i DataRatesApply	smpt.io/pulc3i	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/9d74jw DataRatesApply	smpt.io/9d74jw	Rh-Negative
10	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	Can you keep taking your over-the-counter or prescription medicine while pregnant? Check here: smpt.io/wktb30 & smpt.io/h1jti9 DataRatesApply	smpt.io/wktb30 smpt.io/h1jti9	Medication & Substance Use
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/7yrwdy & smpt.io/c4i4q4 DataRatesApply	smpt.io/7yrwdy 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/mbowhx DataRatesApply	smpt.io/mbowhx	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/7yfozo DataRatesApply	smpt.io/7yfozo	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/j2doi9 DataRatesApply	smpt.io/j2doi9	Safety
12	Mental health issues are common around pregnancy. Check out these local resources: smpt.io/hmril9 & smpt.io/b5663b DataRatesApply	smpt.io/hmril9 smpt.io/b5663b	Mental Health & Self-Care
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/rycoki DataRatesApply	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 in most provinces for free access to registered nurses, dietitians and pharmacists.		Resources & Services
14	If you smoke and want to quit, check out these Nova Scotia resources: smpt.io/fgd1dm & smpt.io/94yrj3 DataRatesApply	smpt.io/fgd1dm smpt.io/94yrj3	Medication & Substance Use
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	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 program? Text the word “SAFETY” to add messages.		Violence and Abuse
15	You’ll be offered many tests in the 2nd trimester. Don’t worry, there’s help figuring it all out: smpt.io/6hopw8 DataRatesApply	smpt.io/6hopw8	Prenatal Care and Screening
15	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/a4b3wp DataRatesApply	smpt.io/a4b3wp	Safety
16	Domestic violence is common in pregnancy. Here are some NS resources if this affects you: smpt.io/r0q9l3 & smpt.io/ow6q07 DataRatesApply	smpt.io/r0q9l3 smpt.io/ow6q07	Violence and Abuse
16	Every day take a prenatal multivitamin with iron, calcium and vitamin D. Learn more: smpt.io/24tx3b DataRatesApply	smpt.io/24tx3b	Healthy Eating and Nutrition

16	Most feel baby's first kicks at 18-22 wks. This is called 'quickening' - your provider will ask about it soon! smpt.io/jg7nxx DataRatesApply	smpt.io/jg7nxx	Fetal Development
17	You are your baby's DJ! The sound of your voice soothes your baby so talk & sing to them often. Watch this video: smpt.io/dyvt42 DataRatesApply	smpt.io/dyvt42	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	smpt.io/mz73in smpt.io/y29ozo	Environmental Health
17	Constant cold/stuffy nose feeling? Raise your head with pillows; this can help with heartburn too! More info: smpt.io/v4oy58 & smpt.io/rbsjh8 DataRatesApply	smpt.io/v4oy58 smpt.io/rbsjh8	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/8yfsq3 & smpt.io/ul29n1 DataRatesApply	smpt.io/8yfsq3 smpt.io/ul29n1	Vaccination & Preventing Infection
18	For nurse moderated pregnancy, birthing and postpartum content from IWK Health follow: smpt.io/t02b8x & smpt.io/arjzfg DataRatesApply	smpt.io/t02b8x smpt.io/arjzfg	Resources and Services
18	Reducing chemical exposures and other great tips for creating a healthy environment to grow your baby: smpt.io/zey5hl & smpt.io/ojavsi DataRatesApply	smpt.io/zey5hl smpt.io/ojavsi	Environmental Health
18	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	smpt.io/3a8pbu smpt.io/kks526	Environmental Health
19	Healthy pregnancy weight gain is different for every body. Support your body & baby with healthy food & drinks: smpt.io/gjey0k DataRatesApply	smpt.io/gjey0k	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	smpt.io/55x69l	Safety

19	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
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	211 Nova Scotia is a great place to find programs and services available in your community. Check it out! smpt.io/brkt4x DataRatesApply	smpt.io/brkt4x	Resources and Services
21	Depression is very common during or after pregnancy. There are lots of options & people who can help you: smpt.io/lcha2l & smpt.io/6bgw6y DataRatesApply	smpt.io/lcha2l smpt.io/6bgw6y	Mental Health & Self-Care
21	Would you like more messages about mental health during pregnancy? Text 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	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	Vaccination & Preventing Infection
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	Need a family doctor? Make sure you are on the NS registry! smpt.io/z1g67m smpt.io/z1g67m	Resources & Services
23	Screening is recommended for gestational diabetes (high blood sugar during pregnancy). Learn more: smpt.io/w1bs0b DataRatesApply	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	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	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/aeYGjo DataRatesApply	Oral Health
24	Sex during pregnancy: what's changed and what is safe: smpt.io/9rpafv DataRatesApply	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	Environmental Health
25	Are you experiencing itchy skin, colour changes or stretch marks? It's normal! Learn more: smpt.io/5iyp6x DataRatesApply	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	Fetal Development
25	Excited? Scared? Unsure about adding parenting to the challenges in your life? 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 to know your baby's movements: smpt.io/05tu10 DataRatesApply		Fetal Development
26	Hungry all the time? Add 1-2 healthy snacks per day for your energy and your baby's growing needs. More info: smpt.io/or9vtl 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/w30d1t 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/x5kxv3 DataRatesApply		Physical Activity
27	Sleeping well during pregnancy can be tricky. Tips for healthy sleep and managing discomforts here: smpt.io/qnvk1s & 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/l4udsu 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/k4kzht DataRatesApply		Safety
28	Third trimester - On the home stretch! Learn about what's next: smpt.io/kr39pt & smpt.io/jfd736 DataRatesApply		Fetal Development
28	Ask about options for place of birth. Midwives & doctors may offer the choice of hospital or home birth: smpt.io/xrh6ky DataRatesApply		Labour and Birth
28	Doulas provide physical, emotional, & informational support during pregnancy & birth. See smpt.io/vfy37k & smpt.io/p1rjmn DataRatesApply		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/4pd636 DataRatesApply	smpt.io/4pd636	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/xqmucg DataRatesApply	smpt.io/xqmucg	Labour and Birth
29	Are you planning a cesarean birth? Find out what to expect: smpt.io/emu68b DataRatesApply	smpt.io/emu68b	Labour and Birth
30	Your baby is now rapidly gaining weight in preparation for birth. See how your baby is growing: smpt.io/3sxtrj DataRatesApply	smpt.io/3sxtrj	Fetal Development
30	The signs and symptoms of preterm labour can be similar to normal changes in pregnancy. Learn more: smpt.io/yq3ot6 DataRatesApply	smpt.io/yq3ot6	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/y6ef6q DataRatesApply	smpt.io/y6ef6q	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/mbakbu DataRatesApply	smpt.io/mbakbu	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/5kclex DataRatesApply	smpt.io/5kclex	Vaccination & Preventing Infection
32	All babies born in Nova Scotia are offered Screening for congenital diseases. Find out more information: smpt.io/3cipaw DataRatesApply	smpt.io/3cipaw	Newborn Health
33	Most airlines won't let you fly after 36 weeks. If you do, 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	Public Health NS has info about your hospital stay, with a check list and video tour of some provincial birth units: smpt.io/0jvqdg DataRatesApply	smpt.io/0jvqdg	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/ws6lw3 DataRatesApply	smpt.io/ws6lw3	Labour and Birth

34	It's easy to confuse pre-labour (Braxton Hicks) from labour that is progressing. smpt.io/dooabe 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 smpt.io/u5tiu8 for what to have ready: smpt.io/u5tiu8 DataRatesApply	Labour and Birth
34	Planning a home birth? Ask your midwife what supplies you'll need. It's a good smpt.io/ch49gn idea to have a hospital bag packed just in case: smpt.io/ch49gn DataRatesApply	Labour and Birth
34	You'll be offered screening for group B streptococcal infection at 35 to 37 smpt.io/92smvi weeks. Why is this important? smpt.io/92smvi DataRatesApply	Prenatal Care and Screening
35	Breathing techniques help with pain in labour. Practice deep, slow breaths smpt.io/wl59mv with face and shoulders relaxed: smpt.io/wl59mv DataRatesApply	Labour and Birth
35	Acupressure is a safe way for partners to provide labour support and natural smpt.io/0h1llt 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 smpt.io/qo1klo early labour: smpt.io/qo1klo DataRatesApply	Labour and Birth
35	Breastfeeding supports wellness for you & your baby. Learn more: smpt.io/xmp92u smpt.io/xmp92u DataRatesApply	Breastfeeding
36	For the 1st hour of life after baby is born, it's best to stay skin-to-skin (baby smpt.io/xa56zv naked on your chest). Info: smpt.io/xa56zv DataRatesApply	Labour and Birth
36	Want to learn more about what to expect after your birth in Nova Scotia. smpt.io/3345rb Check out this website! smpt.io/3345rb DataRatesApply	Resources & Services

36	How do epidurals help with labour pain? Read about epidural use and pain management during labour here: smpt.io/0l9zfs DataRatesApply	smpt.io/0l9zfs	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 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/6hnvxv DataRatesApply	smpt.io/6hnvxv	Newborn Health
38	Thinking about cord blood banking? You can donate at select hospitals or 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/jfpgoj DataRatesApply	smpt.io/jfpgoj	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	La Leche League has local chapters to help support nursing parent. Check out this link to find the chapter nearest to you! smpt.io/3xtovu DataRatesApply	smpt.io/3xtovu	Breastfeeding
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/57lvdw DataRatesApply	smpt.io/57lvdw	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	Public health NS has lots of great links to help support you in parenting your baby after birth: smpt.io/vuzi24 DataRatesApply	smpt.io/vuzi24	Resources & Services
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/oi81jh DataRatesApply	smpt.io/oi81jh	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/9kfiab DataRatesApply	smpt.io/9kfiab	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; Breastfeeding

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| 41 | Family resource centers offer programming to support families across the province. Find a resource center near you: smpt.io/ksn4u9 DataRatesApply | Resources & Services |
| 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 | Administrative |

Messages for Baby's First Year

Baby's Age (in weeks)	Message content	Link	Topic
<1	Home from the hospital? Ask your midwife or doctor about phone calls or visits from a public health nurse. smpt.io/1nlue3 DataRatesApply	smpt.io/1nlue3	Resources & Services
<1	Check out Canada's guide for caring for you and your new baby. Download or order a copy at: smpt.io/4odsrn DataRatesApply	smpt.io/4odsrn	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	Breastfeeding; Baby Feeding & Nutrition
<1	Using formula or bottle feeding? Learn safety tips for cleaning bottles and preparing formula smpt.io/6uzbg8 & smpt.io/smtrdn DataRatesApply	smpt.io/6uzbg8 smpt.io/smtrdn	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 and manage it here: smpt.io/g6pgbk & smpt.io/1n4m6z DataRatesApply	smpt.io/g6pgbk smpt.io/1n4m6z	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

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/vguf44 DataRatesApply	smpt.io/vguf44	Maternal Health
2	Check your baby's stool colour. White stool may be a clue to a rare but serious liver disease - tell your doctor or midwife. smpt.io/i7ecx4 DataRatesApply	smpt.io/i7ecx4	Newborn Health
3	Difficulty with breastfeeding? Call 811, find a La Leche League group, or ask your birthing hospital about lactation consultants: smpt.io/4ay8x3 DataRatesApply	smpt.io/4ay8x3	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/a70tl5 DataRatesApply	smpt.io/a70tl5	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/krdi9o DataRatesApply	smpt.io/krdi9o	Baby Sleep

Messages for Baby's First Year

5	Have you booked your baby's two-month immunization appointment? Here's what to expect and how to prepare: smpt.io/b47ciw & smpt.io/ijcgn8 DataRatesApply	Vaccination & Preventing Infection
5	Has your baby gotten diaper rash? Read how to prevent diaper rashes here: smpt.io/uuevf8 DataRatesApply	Baby Health
6	Prevent your baby's nails from growing too long. Learn how to safely cut their nails: smpt.io/esxt0h DataRatesApply	Safety & Injury Prevention
6	Have you completed our new baby survey? Help us learn how best to support families in the first year. Go to:	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/wsz7da DataRatesApply	Mental Health & Self-Care
6	Take a walk with baby. Physical activity reduces stress, increases energy & helps strengthen your body: smpt.io/asigpl DataRatesApply	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	Pelvic Floor Health
7	Soother use or not? Read more about the pros and cons as well safety tips here: smpt.io/q66jsb DataRatesApply	Safety & Injury Prevention; Oral Health
7	Curious about cloth diapers? Learn more to see if they are right for your baby: smpt.io/us3jwu DataRatesApply	Baby Health
7	Have you registered your baby's birth? Look up how to register the birth in your province and get the documents you need: smpt.io/lk9om5 DataRatesApply	Resources & Services

Messages for Baby's First Year

8	Soothing will help your crying baby sometimes, but not every time. Learn how to cope and keep your baby safe: smpt.io/paiyss & smpt.io/4zcxlf DataRatesApply	smpt.io/paiyss	smpt.io/4zcxlf	Baby Development, Crying
8	Do you have questions about sex after childbirth? Here is some information and tips: smpt.io/dtinvd & smpt.io/h6ftvp DataRatesApply	smpt.io/dtinvd	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/978rih DataRatesApply	smpt.io/978rih		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	Most provinces have a Health Line (dial 811) that you can call to talk to a nurse and other health professionals.			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/uouz2w DataRatesApply	smpt.io/uouz2w		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	Fathers/Partners
11	Learn about supportive Indigenous beliefs, values and ceremonies here: smpt.io/gvrwf4 DataRatesApply	Indigenous Health & Resources
11	Babies learn about emotions and self-regulation through social interaction: smpt.io/oy8jfn DataRatesApply	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/k4kzht DataRatesApply	Safety & Injury Prevention
12	Connect with other parents and families in your community. Look up parenting support online to find local groups and resources.	Resources & Services
12	Plan ahead: Think about getting on a wait list for day care and even preschool. Look up childcare for your province/community online.	Parenting
12	Non-birthing parents have many ways to bond with their baby. Find out more here: smpt.io/ffee2p DataRatesApply	Fathers/Partners
13	Parenting can be difficult, especially if you're single or your partner is away. Find support: smpt.io/h4t9fj DataRatesApply	Parenting; Resources & Services
13	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	Cannabis passes to babies through breast milk. More info on the effects of cannabis for you and your baby: smpt.io/cnsanp DataRatesApply	Medication & Substance Use

Messages for Baby's First Year

14	Find a complete list of vaccines that your child needs and see when they should receive them: smpt.io/dddtsv & smpt.io/ijcgn8 DataRatesApply	smpt.io/dddtsv	smpt.io/ijcgn8	Vaccination & Preventing Infection
14	What can your baby hear? Learn about your baby's hearing and speech and connect with your doctor if you have concerns. See: smpt.io/ajhkpx DataRatesApply	smpt.io/ajhkpx		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/gcrvsv DataRatesApply	smpt.io/gcrvsv		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/qq6xf DataRatesApply	smpt.io/vkdx3p	smpt.io/qq6xf	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; Physical Activity

Messages for Baby's First Year

17	Healthy, loving touch helps babies grow and thrive. Learn how to connect with your baby with massage: smp.t.io/skpg1i DataRatesApply		Baby Development, Physical
18	Your baby should be smiling at you and listening to your voice! Check out other general milestones here: smp.t.io/ur4stv DataRatesApply		Baby Development, Social & Emotional
18	If you have gestational diabetes, ask your care provider about blood sugar testing after your baby is born. smp.t.io/jemenf DataRatesApply		Maternal Health
18	Family Resource Programs provide support and info for parents of kids up to 6 years. Look online for one in your area.		Resources & Services
19	Many medicines are safe while breastfeeding. Ask a doctor or pharmacist about safe options: smp.t.io/mbogxm DataRatesApply		Medication & Substance Use
19	Check out ABCs for New Parents for parenting tips and strategies: smp.t.io/xzlgei DataRatesApply.		Parenting
19	Second-hand smoke and vapour increases baby's risk of asthma, pneumonia & ear infections. Keep your home and car smoke & vape free smp.t.io/f651ft DataRatesApply		Medication & Substance Use
20	Consider taking a child first aid/CPR course. Check with your local community centre or try: smp.t.io/h8dk80 & smp.t.io/79dswk DataRatesApply		Safety & Injury Prevention
20	You don't need to follow a special diet to breastfeed. Learn about eating well while breastfeeding: smp.t.io/23jgk2 & smp.t.io/o8lni4 DataRatesApply		Breastfeeding
20	Your early interactions with your baby act like air traffic control to promote healthy brain development: smp.t.io/dz0fx8 DataRatesApply		Baby Development, Hearing, Speech & Language

Messages for Baby's First Year

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/qgay9i & smpt.io/th2pty DataRatesApply	smpt.io/qgay9i	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. Find tips for helping older children adjust: smpt.io/os35dq & smpt.io/6nmau9 DataRatesApply	smpt.io/os35dq	smpt.io/6nmau9	Parenting
23	Almost time for baby's 6-month vaccinations! 6mo is old enough for flu and COVID-19 vaccines too: smpt.io/t4bezl & smpt.io/xtdxpo DataRatesApply	smpt.io/t4bezl	smpt.io/xtdxpo	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/i4jvdt DataRatesApply	smpt.io/i4jvdt		Baby Feeding & Nutrition
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

Messages for Baby's First Year

24	A consistent routine can help your baby settle to sleep. Learn about changes to baby's sleep at 6 months: smpt.io/k5ko75 & smpt.io/i3csor DataRatesApply	smpt.io/k5ko75	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	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: smpt.io/7jj5qm DataRatesApply	smpt.io/7jj5qm		Parenting; Resources & Services
25	Wondering what you can do to prevent food allergies in your baby? Find info here: smpt.io/lln4o6 & smpt.io/cw3xfp DataRatesApply	smpt.io/lln4o6	smpt.io/cw3xfp	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 at: smpt.io/qww4fj DataRatesApply	smpt.io/qww4fj		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 or smpt.io/sxhbvn DataRatesApply	smpt.io/bbmbas	smpt.io/sxhbvn	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/gx1tt4 & smpt.io/o7dmur DataRatesApply	smpt.io/gx1tt4	smpt.io/o7dmur	Mental Health & Self-Care
27	Have you noticed changes in your baby's bowel movements? These changes are likely normal. Info: smpt.io/04fonw DataRatesApply	smpt.io/04fonw		Baby Health

Messages for Baby's First Year

27	It's a legal right to breastfeed any time, anywhere. Info on breastfeeding in public spaces: smpt.io/kmiyo1 DataRatesApply	smpt.io/kmiyo1	Breastfeeding
27	At about six months, your baby can start to drink sips of water from an open, lidless cup: smpt.io/oh68d6 DataRatesApply	smpt.io/oh68d6	Baby Feeding & Nutrition
28	Fathers make a big difference in the life of a child. Many want to be more involved. See resources for fathers: smpt.io/nhy7dx & smpt.io/m7v4m0 DataRatesApply	smpt.io/nhy7dx 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/xxgz1p DataRatesApply	smpt.io/xxgz1p	Safety & Injury Prevention
29	Got lots of milk? Learn about milk banks and see if there is a bank near you: smpt.io/zomw4x DataRatesApply	smpt.io/zomw4x	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
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

Messages for Baby's First Year

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; Physical Activity
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/blnzqr DataRatesApply	smpt.io/blnzqr	Baby Development, Social & Emotional
32	Reading to your baby is a brain builder! Learn more: smpt.io/zelpy1 DataRatesApply	smpt.io/zelpy1	Baby Development, Physical
32	Many babies now have teeth! Brush 2x a day with a small soft toothbrush & rice grain size smear of fluoride paste smpt.io/fvoknc & smpt.io/ijd5lx DataRatesApply	smpt.io/fvoknc 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/xwui83 DataRatesApply	smpt.io/xwui83	Safety & Injury Prevention
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

Messages for Baby's First Year

34	Need to hire a babysitter? Follow this advice to ensure that you are putting your baby in good hands: smpt.io/mmkffy DataRatesApply	smpt.io/mmkffy	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 & smpt.io/j2h0m4 DataRatesApply	smpt.io/czkwi8 smpt.io/j2h0m4	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/ir07ty DataRatesApply	smpt.io/ir07ty	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
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

Messages for Baby's First Year

37	Your baby may want to talk to you with their own words & babble. Info on language development: smp.t.io/49vx5n & smp.t.io/l4rekv DataRatesApply	smp.t.io/49vx5n	smp.t.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: smp.t.io/ty473o DataRatesApply	smp.t.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: smp.t.io/rro9n3 & smp.t.io/crrj76 DataRatesApply	smp.t.io/rro9n3	smp.t.io/crrj76	Baby Health
38	Simply spending time with your baby helps you to connect and build a relationship! Learn more: smp.t.io/cbtcqu DataRatesApply	smp.t.io/cbtcqu		Baby Development, Social & Emotional
39	Your baby may be problem solving at this stage! Learn more about cognitive development from 7 to 9 months: smp.t.io/9b6cip DataRatesApply	smp.t.io/9b6cip		Baby Development, Physical
39	Jordan's Principle ensures that First Nations children don't experience delays in accessing health care: smp.t.io/cfw2lo & smp.t.io/tjayq9 DataRatesApply	smp.t.io/cfw2lo	smp.t.io/tjayq9	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: smp.t.io/6c7fx0 & smp.t.io/nulk3k DataRatesApply	smp.t.io/6c7fx0	smp.t.io/nulk3k	Baby Health
40	You may be traveling more with your baby. It is important to think about safe baby sleep on the go: smp.t.io/pccute DataRatesApply	smp.t.io/pccute		Baby Sleep
41	Infants can have fever with illness. Call 811 to learn about managing fever & doctor visits. smp.t.io/6bv0g5 DataRatesApply	smp.t.io/6bv0g5		Baby Health
41	Household items, such as some plants, can be poisonous to your baby. Poison-proof your home: smp.t.io/q2a16x & smp.t.io/97pqjx DataRatesApply	smp.t.io/q2a16x	smp.t.io/97pqjx	Safety & Injury Prevention

Messages for Baby's First Year

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/heq89j DataRatesApply	smpt.io/heq89j	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
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

Messages for Baby's First Year

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/2dwmsp DataRatesApply	smpt.io/2dwmsp	Parenting
49	You and your child have a special relationship when it comes to feeding & eating. Tips for positive mealtimes: smpt.io/g52wl7 DataRatesApply	smpt.io/g52wl7	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
51	In one year, your baby has developed socially and emotionally. Info on your child's developing personality: smpt.io/sy0k6e DataRatesApply	smpt.io/sy0k6e	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	smpt.io/tarp8k	Safety & Injury Prevention
51	Have you learned from SmartParent? Let us know and help us improve by taking our follow-up survey:		Administrative

Messages for Baby's First Year

- 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

Week of Pregnancy	Message content	Link	Topic
5	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
5	Up to 80% of people have morning sickness (nausea and vomiting) in pregnancy. Try these tips: smpt.io/s0iedd & smpt.io/i5wmxf DataRatesApply	smpt.io/s0iedd smpt.io/i5wmxf	Discomforts of Pregnancy; Oral Health
5	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
5	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
6	Review your immunization history and know what shots you need in pregnancy: smpt.io/b68ncu & smpt.io/zcrkmy DataRatesApply	smpt.io/b68ncu smpt.io/zcrkmy	Vaccination & Preventing Infection
6	Have you done the enrollment survey yet? Help SmartParent learn how to best support people thru pregnancy:		Administrative
7	Have a cat? Tell your care provider. Find tips to avoid toxoplasmosis, an infection spread by contact with cat feces: smpt.io/5t7t0s DataRatesApply	smpt.io/5t7t0s	Vaccination & Preventing Infection
7	Health experts say it's safest not to have any alcohol in pregnancy. Here are the facts on alcohol & pregnancy: smpt.io/88smlq & smpt.io/99evk8 DataRatesApply	smpt.io/88smlq smpt.io/99evk8	Medication & Substance Use
7	Would you like more messages about reducing alcohol? Text us the word "ALCOHOL" to add messages to your SmartParent program.		Medication & Substance Use

7	Curious about midwifery in Nova Scotia? Find out more about midwifery and if it is available in your area: smpt.io/ntxcu6 DataRatesApply	Prenatal Care and Screening
7	Considering vaginal birth after a prior cesarean (VBAC)? Learn about the benefits, risks, and how to choose: smpt.io/wh570k DataRatesApply	VBAC
8	If you vape or smoke, cutting down or quitting will benefit you and your baby. Learn more: smpt.io/6fz1iu DataRatesApply	Medication & Substance Use
8	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
8	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/fzostx DataRatesApply	Prenatal Care and Screening
8	Are you new to Canada? Text the word “NEW” to add messages with links to resources for new immigrants.	New Immigrants
8	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
9	Want to learn more about what prenatal screening is available in NS? See: smpt.io/veqlrv DataRatesApply	Prenatal Care and Screening
9	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
9	Physical activity is important for healthy pregnancy. Aim for 150 min per week of moderate intensity to help energy, mood & sleep: smpt.io/zz0ap1 DataRatesApply	Physical Activity

9	A dietitian can help with safe and healthy food choices in pregnancy. Learn more: smpt.io/lwmm7j & smpt.io/ewqa8l DataRatesApply	smpt.io/lwmm7j smpt.io/ewqa8l	Healthy Eating and Nutrition
9	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	smpt.io/b5ipuv	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/pulc3i DataRatesApply	smpt.io/pulc3i	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/9d74jw DataRatesApply	smpt.io/9d74jw	Rh-Negative
10	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	Can you keep taking your over-the-counter or prescription medicine while pregnant? Check here: smpt.io/wktb30 & smpt.io/h1jti9 DataRatesApply	smpt.io/wktb30 smpt.io/h1jti9	Medication & Substance Use
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/7yrwdy & smpt.io/c4i4q4 DataRatesApply	smpt.io/7yrwdy 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/mbowhx DataRatesApply	smpt.io/mbowhx	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/7yfozo DataRatesApply	smpt.io/7yfozo	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/j2doi9 DataRatesApply	smpt.io/j2doi9	Safety
12	Mental health issues are common around pregnancy. Check out these local resources: smpt.io/hmril9 & smpt.io/b5663b DataRatesApply	smpt.io/hmril9 smpt.io/b5663b	Mental Health & Self-Care
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/rycoki DataRatesApply	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 in most provinces for free access to registered nurses, dietitians and pharmacists.		Resources & Services
14	If you smoke and want to quit, check out these Nova Scotia resources: smpt.io/fgd1dm & smpt.io/94yrj3 DataRatesApply	smpt.io/fgd1dm smpt.io/94yrj3	Medication & Substance Use
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	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 program? Text the word “SAFETY” to add messages.		Violence and Abuse
15	You’ll be offered many tests in the 2nd trimester. Don’t worry, there’s help figuring it all out: smpt.io/6hopw8 DataRatesApply	smpt.io/6hopw8	Prenatal Care and Screening
15	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/a4b3wp DataRatesApply	smpt.io/a4b3wp	Safety
16	Domestic violence is common in pregnancy. Here are some NS resources if this affects you: smpt.io/r0q9l3 & smpt.io/ow6q07 DataRatesApply	smpt.io/r0q9l3 smpt.io/ow6q07	Violence and Abuse
16	Every day take a prenatal multivitamin with iron, calcium and vitamin D. Learn more: smpt.io/24tx3b DataRatesApply	smpt.io/24tx3b	Healthy Eating and Nutrition

16	Most feel baby's first kicks at 18-22 wks. This is called 'quickening' - your provider will ask about it soon! smpt.io/jg7nxx DataRatesApply	smpt.io/jg7nxx	Fetal Development
17	You are your baby's DJ! The sound of your voice soothes your baby so talk & sing to them often. Watch this video: smpt.io/dyvt42 DataRatesApply	smpt.io/dyvt42	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	smpt.io/mz73in smpt.io/y29ozo	Environmental Health
17	Constant cold/stuffy nose feeling? Raise your head with pillows; this can help with heartburn too! More info: smpt.io/v4oy58 & smpt.io/rbsjh8 DataRatesApply	smpt.io/v4oy58 smpt.io/rbsjh8	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/8yfsq3 & smpt.io/ul29n1 DataRatesApply	smpt.io/8yfsq3 smpt.io/ul29n1	Vaccination & Preventing Infection
18	For nurse moderated pregnancy, birthing and postpartum content from IWK Health follow: smpt.io/t02b8x & smpt.io/arjzfg DataRatesApply	smpt.io/t02b8x smpt.io/arjzfg	Resources and Services
18	Reducing chemical exposures and other great tips for creating a healthy environment to grow your baby: smpt.io/zey5hl & smpt.io/ojavsi DataRatesApply	smpt.io/zey5hl smpt.io/ojavsi	Environmental Health
18	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	smpt.io/3a8pbu smpt.io/kks526	Environmental Health
19	Healthy pregnancy weight gain is different for every body. Support your body & baby with healthy food & drinks: smpt.io/gjey0k DataRatesApply	smpt.io/gjey0k	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	smpt.io/55x69l	Safety

19	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
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	211 Nova Scotia is a great place to find programs and services available in your community. Check it out! smpt.io/brkt4x DataRatesApply	smpt.io/brkt4x	Resources and Services
21	Depression is very common during or after pregnancy. There are lots of options & people who can help you: smpt.io/lcha2l & smpt.io/6bgw6y DataRatesApply	smpt.io/lcha2l smpt.io/6bgw6y	Mental Health & Self-Care
21	Would you like more messages about mental health during pregnancy? Text 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	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	Vaccination & Preventing Infection
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	Need a family doctor? Make sure you are on the NS registry! smpt.io/z1g67m smpt.io/z1g67m	Resources & Services
23	Screening is recommended for gestational diabetes (high blood sugar during pregnancy). Learn more: smpt.io/w1bs0b DataRatesApply	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	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	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/aeYGjo DataRatesApply	Oral Health
24	Sex during pregnancy: what's changed and what is safe: smpt.io/9rpafv DataRatesApply	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	Environmental Health
25	Are you experiencing itchy skin, colour changes or stretch marks? It's normal! Learn more: smpt.io/5iyp6x DataRatesApply	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	Fetal Development
25	Excited? Scared? Unsure about adding parenting to the challenges in your life? 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 to know your baby's movements: smpt.io/05tu10 DataRatesApply		Fetal Development
26	Hungry all the time? Add 1-2 healthy snacks per day for your energy and your baby's growing needs. More info: smpt.io/or9vtl 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/w30d1t 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/x5kxv3 DataRatesApply		Physical Activity
27	Sleeping well during pregnancy can be tricky. Tips for healthy sleep and managing discomforts here: smpt.io/qnvk1s & 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/l4udsu 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/k4kzht DataRatesApply		Safety
28	Third trimester - On the home stretch! Learn about what's next: smpt.io/kr39pt & smpt.io/jfd736 DataRatesApply		Fetal Development
28	Ask about options for place of birth. Midwives & doctors may offer the choice of hospital or home birth: smpt.io/xrh6ky DataRatesApply		Labour and Birth
28	Doulas provide physical, emotional, & informational support during pregnancy & birth. See smpt.io/vfy37k & smpt.io/p1rjmn DataRatesApply		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/4pd636 DataRatesApply	smpt.io/4pd636	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/xqmucg DataRatesApply	smpt.io/xqmucg	Labour and Birth
29	Are you planning a cesarean birth? Find out what to expect: smpt.io/emu68b DataRatesApply	smpt.io/emu68b	Labour and Birth
30	Your baby is now rapidly gaining weight in preparation for birth. See how your baby is growing: smpt.io/3sxtrj DataRatesApply	smpt.io/3sxtrj	Fetal Development
30	The signs and symptoms of preterm labour can be similar to normal changes in pregnancy. Learn more: smpt.io/yq3ot6 DataRatesApply	smpt.io/yq3ot6	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: smp.t.io/y6ef6q DataRatesApply	smp.t.io/y6ef6q	Labour and Birth
31	Learn how you and your support people can manage each stage of labour: smp.t.io/aicter & smp.t.io/rk5ykv DataRatesApply	smp.t.io/aicter smp.t.io/rk5ykv	Labour and Birth
32	Baby in breech position (bottom first)? An external cephalic version might turn baby's head down before labour: smp.t.io/z2dx8o DataRatesApply	smp.t.io/z2dx8o	Labour and Birth
32	Pain or discomfort in labour is different for everyone. Learn about your options for managing it: smp.t.io/mbakbu DataRatesApply	smp.t.io/mbakbu	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: smp.t.io/5kclex DataRatesApply	smp.t.io/5kclex	Vaccination & Preventing Infection
32	All babies born in Nova Scotia are offered Screening for congenital diseases. Find out more information: smp.t.io/3cipaw DataRatesApply	smp.t.io/3cipaw	Newborn Health
33	Most airlines won't let you fly after 36 weeks. If you do, get an aisle seat, walk lots & hydrate with water! smp.t.io/65law0 DataRatesApply	smp.t.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: smp.t.io/0e2kts DataRatesApply	smp.t.io/0e2kts	Labour and Birth
33	Public Health NS has info about your hospital stay, with a check list and video tour of some provincial birth units: smp.t.io/0jvqdg DataRatesApply	smp.t.io/0jvqdg	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: smp.t.io/ws6lw3 DataRatesApply	smp.t.io/ws6lw3	Labour and Birth

34	It's easy to confuse pre-labour (Braxton Hicks) from labour that is progressing. smpt.io/dooabe 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 smpt.io/u5tiu8 for what to have ready: smpt.io/u5tiu8 DataRatesApply	Labour and Birth
34	Planning a home birth? Ask your midwife what supplies you'll need. It's a good smpt.io/ch49gn idea to have a hospital bag packed just in case: smpt.io/ch49gn DataRatesApply	Labour and Birth
34	You'll be offered screening for group B streptococcal infection at 35 to 37 smpt.io/92smvi weeks. Why is this important? smpt.io/92smvi DataRatesApply	Prenatal Care and Screening
35	Breathing techniques help with pain in labour. Practice deep, slow breaths smpt.io/wl59mv with face and shoulders relaxed: smpt.io/wl59mv DataRatesApply	Labour and Birth
35	Acupressure is a safe way for partners to provide labour support and natural smpt.io/0h1llt 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 smpt.io/qo1klo early labour: smpt.io/qo1klo DataRatesApply	Labour and Birth
35	Breastfeeding supports wellness for you & your baby. Learn more: smpt.io/xmp92u smpt.io/xmp92u DataRatesApply	Breastfeeding
36	For the 1st hour of life after baby is born, it's best to stay skin-to-skin (baby smpt.io/xa56zv naked on your chest). Info: smpt.io/xa56zv DataRatesApply	Labour and Birth
36	Want to learn more about what to expect after your birth in Nova Scotia. smpt.io/3345rb Check out this website! smpt.io/3345rb DataRatesApply	Resources & Services

36	How do epidurals help with labour pain? Read about epidural use and pain management during labour here: smpt.io/0l9zfs DataRatesApply	smpt.io/0l9zfs	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 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/6hnvxv DataRatesApply	smpt.io/6hnvxv	Newborn Health
38	Thinking about cord blood banking? You can donate at select hospitals or 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/jfpgoj DataRatesApply	smpt.io/jfpgoj	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	La Leche League has local chapters to help support nursing parent. Check out this link to find the chapter nearest to you! smpt.io/3xtovu DataRatesApply	smpt.io/3xtovu	Breastfeeding
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/57lvdw DataRatesApply	smpt.io/57lvdw	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	Public health NS has lots of great links to help support you in parenting your baby after birth: smpt.io/vuzi24 DataRatesApply	smpt.io/vuzi24	Resources & Services
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/oi81jh DataRatesApply	smpt.io/oi81jh	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/9kfiab DataRatesApply	smpt.io/9kfiab	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; Breastfeeding

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| 41 | Family resource centers offer programming to support families across the province. Find a resource center near you: smpt.io/ksn4u9 DataRatesApply | Resources & Services |
| 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 | Administrative |

Messages for Baby's First Year

Baby's Age (in weeks)	Message content	Link	Topic
<1	Home from the hospital? Ask your midwife or doctor about phone calls or visits from a public health nurse. smpt.io/1nlue3 DataRatesApply	smpt.io/1nlue3	Resources & Services
<1	Check out Canada's guide for caring for you and your new baby. Download or order a copy at: smpt.io/4odsrn DataRatesApply	smpt.io/4odsrn	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	Breastfeeding; Baby Feeding & Nutrition
<1	Using formula or bottle feeding? Learn safety tips for cleaning bottles and preparing formula smpt.io/6uzbg8 & smpt.io/smtrdn DataRatesApply	smpt.io/6uzbg8 smpt.io/smtrdn	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 and manage it here: smpt.io/g6pgbk & smpt.io/1n4m6z DataRatesApply	smpt.io/g6pgbk smpt.io/1n4m6z	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

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/vguf44 DataRatesApply	smpt.io/vguf44	Maternal Health
2	Check your baby's stool colour. White stool may be a clue to a rare but serious liver disease - tell your doctor or midwife. smpt.io/i7ecx4 DataRatesApply	smpt.io/i7ecx4	Newborn Health
3	Difficulty with breastfeeding? Call 811, find a La Leche League group, or ask your birthing hospital about lactation consultants: smpt.io/4ay8x3 DataRatesApply	smpt.io/4ay8x3	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/a70tl5 DataRatesApply	smpt.io/a70tl5	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/krdi9o DataRatesApply	smpt.io/krdi9o	Baby Sleep

Messages for Baby's First Year

5	Have you booked your baby's two-month immunization appointment? Here's what to expect and how to prepare: smpt.io/b47ciw & smpt.io/ijcgn8 DataRatesApply	Vaccination & Preventing Infection
5	Has your baby gotten diaper rash? Read how to prevent diaper rashes here: smpt.io/uuevf8 DataRatesApply	Baby Health
6	Prevent your baby's nails from growing too long. Learn how to safely cut their nails: smpt.io/esxt0h DataRatesApply	Safety & Injury Prevention
6	Have you completed our new baby survey? Help us learn how best to support families in the first year. Go to:	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/wsz7da DataRatesApply	Mental Health & Self-Care
6	Take a walk with baby. Physical activity reduces stress, increases energy & helps strengthen your body: smpt.io/asigpl DataRatesApply	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	Pelvic Floor Health
7	Soother use or not? Read more about the pros and cons as well safety tips here: smpt.io/q66jsb DataRatesApply	Safety & Injury Prevention; Oral Health
7	Curious about cloth diapers? Learn more to see if they are right for your baby: smpt.io/us3jwu DataRatesApply	Baby Health
7	Have you registered your baby's birth? Look up how to register the birth in your province and get the documents you need: smpt.io/lk9om5 DataRatesApply	Resources & Services

Messages for Baby's First Year

8	Soothing will help your crying baby sometimes, but not every time. Learn how to cope and keep your baby safe: smpt.io/paiyss & smpt.io/4zcxlf DataRatesApply	smpt.io/paiyss	smpt.io/4zcxlf	Baby Development, Crying
8	Do you have questions about sex after childbirth? Here is some information and tips: smpt.io/dtinvd & smpt.io/h6ftvp DataRatesApply	smpt.io/dtinvd	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/978rih DataRatesApply	smpt.io/978rih		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	Most provinces have a Health Line (dial 811) that you can call to talk to a nurse and other health professionals.			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/uouz2w DataRatesApply	smpt.io/uouz2w		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	Fathers/Partners
11	Learn about supportive Indigenous beliefs, values and ceremonies here: smpt.io/gvrwf4 DataRatesApply	Indigenous Health & Resources
11	Babies learn about emotions and self-regulation through social interaction: smpt.io/oy8jfn DataRatesApply	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/k4kzht DataRatesApply	Safety & Injury Prevention
12	Connect with other parents and families in your community. Look up parenting support online to find local groups and resources.	Resources & Services
12	Plan ahead: Think about getting on a wait list for day care and even preschool. Look up childcare for your province/community online.	Parenting
12	Non-birthing parents have many ways to bond with their baby. Find out more here: smpt.io/ffee2p DataRatesApply	Fathers/Partners
13	Parenting can be difficult, especially if you're single or your partner is away. Find support: smpt.io/h4t9fj DataRatesApply	Parenting; Resources & Services
13	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	Cannabis passes to babies through breast milk. More info on the effects of cannabis for you and your baby: smpt.io/cnsanp DataRatesApply	Medication & Substance Use

Messages for Baby's First Year

14	Find a complete list of vaccines that your child needs and see when they should receive them: smpt.io/dddtsv & smpt.io/ijcgn8 DataRatesApply	smpt.io/dddtsv	smpt.io/ijcgn8	Vaccination & Preventing Infection
14	What can your baby hear? Learn about your baby's hearing and speech and connect with your doctor if you have concerns. See: smpt.io/ajhkpx DataRatesApply	smpt.io/ajhkpx		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/gcrvsv DataRatesApply	smpt.io/gcrvsv		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/qq6xf DataRatesApply	smpt.io/vkdx3p	smpt.io/qq6xf	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; Physical Activity

Messages for Baby's First Year

17	Healthy, loving touch helps babies grow and thrive. Learn how to connect with your baby with massage: smp.t.io/skpg1i DataRatesApply		Baby Development, Physical
18	Your baby should be smiling at you and listening to your voice! Check out other general milestones here: smp.t.io/ur4stv DataRatesApply		Baby Development, Social & Emotional
18	If you have gestational diabetes, ask your care provider about blood sugar testing after your baby is born. smp.t.io/jemenf DataRatesApply		Maternal Health
18	Family Resource Programs provide support and info for parents of kids up to 6 years. Look online for one in your area.		Resources & Services
19	Many medicines are safe while breastfeeding. Ask a doctor or pharmacist about safe options: smp.t.io/mbogxm DataRatesApply		Medication & Substance Use
19	Check out ABCs for New Parents for parenting tips and strategies: smp.t.io/xzlgei DataRatesApply.		Parenting
19	Second-hand smoke and vapour increases baby's risk of asthma, pneumonia & ear infections. Keep your home and car smoke & vape free smp.t.io/f651ft DataRatesApply		Medication & Substance Use
20	Consider taking a child first aid/CPR course. Check with your local community centre or try: smp.t.io/h8dk80 & smp.t.io/79dswk DataRatesApply		Safety & Injury Prevention
20	You don't need to follow a special diet to breastfeed. Learn about eating well while breastfeeding: smp.t.io/23jgk2 & smp.t.io/o8lni4 DataRatesApply		Breastfeeding
20	Your early interactions with your baby act like air traffic control to promote healthy brain development: smp.t.io/dz0fx8 DataRatesApply		Baby Development, Hearing, Speech & Language

Messages for Baby's First Year

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/qgay9i & smpt.io/th2pty DataRatesApply	smpt.io/qgay9i	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. Find tips for helping older children adjust: smpt.io/os35dq & smpt.io/6nmau9 DataRatesApply	smpt.io/os35dq	smpt.io/6nmau9	Parenting
23	Almost time for baby's 6-month vaccinations! 6mo is old enough for flu and COVID-19 vaccines too: smpt.io/t4bezl & smpt.io/xtdxpo DataRatesApply	smpt.io/t4bezl	smpt.io/xtdxpo	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/i4jvdt DataRatesApply	smpt.io/i4jvdt		Baby Feeding & Nutrition
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

Messages for Baby's First Year

24	A consistent routine can help your baby settle to sleep. Learn about changes to baby's sleep at 6 months: smpt.io/k5ko75 & smpt.io/i3csor DataRatesApply	smpt.io/k5ko75	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	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: smpt.io/7jj5qm DataRatesApply	smpt.io/7jj5qm		Parenting; Resources & Services
25	Wondering what you can do to prevent food allergies in your baby? Find info here: smpt.io/lln4o6 & smpt.io/cw3xfp DataRatesApply	smpt.io/lln4o6	smpt.io/cw3xfp	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 at: smpt.io/qww4fj DataRatesApply	smpt.io/qww4fj		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 or smpt.io/sxhbvn DataRatesApply	smpt.io/bbmbas	smpt.io/sxhbvn	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/gx1tt4 & smpt.io/o7dmur DataRatesApply	smpt.io/gx1tt4	smpt.io/o7dmur	Mental Health & Self-Care
27	Have you noticed changes in your baby's bowel movements? These changes are likely normal. Info: smpt.io/04fonw DataRatesApply	smpt.io/04fonw		Baby Health

Messages for Baby's First Year

27	It's a legal right to breastfeed any time, anywhere. Info on breastfeeding in public spaces: smpt.io/kmiyo1 DataRatesApply	smpt.io/kmiyo1	Breastfeeding
27	At about six months, your baby can start to drink sips of water from an open, lidless cup: smpt.io/oh68d6 DataRatesApply	smpt.io/oh68d6	Baby Feeding & Nutrition
28	Fathers make a big difference in the life of a child. Many want to be more involved. See resources for fathers: smpt.io/nhy7dx & smpt.io/m7v4m0 DataRatesApply	smpt.io/nhy7dx 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/xxgz1p DataRatesApply	smpt.io/xxgz1p	Safety & Injury Prevention
29	Got lots of milk? Learn about milk banks and see if there is a bank near you: smpt.io/zomw4x DataRatesApply	smpt.io/zomw4x	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
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

Messages for Baby's First Year

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; Physical Activity
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/blnzqr DataRatesApply	smpt.io/blnzqr	Baby Development, Social & Emotional
32	Reading to your baby is a brain builder! Learn more: smpt.io/zelpy1 DataRatesApply	smpt.io/zelpy1	Baby Development, Physical
32	Many babies now have teeth! Brush 2x a day with a small soft toothbrush & rice grain size smear of fluoride paste smpt.io/fvoknc & smpt.io/ijd5lx DataRatesApply	smpt.io/fvoknc 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/xwiu83 DataRatesApply	smpt.io/xwiu83	Safety & Injury Prevention
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

Messages for Baby's First Year

34	Need to hire a babysitter? Follow this advice to ensure that you are putting your baby in good hands: smpt.io/mmkffy DataRatesApply	smpt.io/mmkffy	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 & smpt.io/j2h0m4 DataRatesApply	smpt.io/czkwi8 smpt.io/j2h0m4	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/ir07ty DataRatesApply	smpt.io/ir07ty	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
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

Messages for Baby's First Year

37	Your baby may want to talk to you with their own words & babble. Info on language development: smp.t.io/49vx5n & smp.t.io/l4rekv DataRatesApply	smp.t.io/49vx5n	smp.t.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: smp.t.io/ty473o DataRatesApply	smp.t.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: smp.t.io/rro9n3 & smp.t.io/crrj76 DataRatesApply	smp.t.io/rro9n3	smp.t.io/crrj76	Baby Health
38	Simply spending time with your baby helps you to connect and build a relationship! Learn more: smp.t.io/cbtcqu DataRatesApply	smp.t.io/cbtcqu		Baby Development, Social & Emotional
39	Your baby may be problem solving at this stage! Learn more about cognitive development from 7 to 9 months: smp.t.io/9b6cip DataRatesApply	smp.t.io/9b6cip		Baby Development, Physical
39	Jordan's Principle ensures that First Nations children don't experience delays in accessing health care: smp.t.io/cfw2lo & smp.t.io/tjayq9 DataRatesApply	smp.t.io/cfw2lo	smp.t.io/tjayq9	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: smp.t.io/6c7fx0 & smp.t.io/nulk3k DataRatesApply	smp.t.io/6c7fx0	smp.t.io/nulk3k	Baby Health
40	You may be traveling more with your baby. It is important to think about safe baby sleep on the go: smp.t.io/pccute DataRatesApply	smp.t.io/pccute		Baby Sleep
41	Infants can have fever with illness. Call 811 to learn about managing fever & doctor visits. smp.t.io/6bv0g5 DataRatesApply	smp.t.io/6bv0g5		Baby Health
41	Household items, such as some plants, can be poisonous to your baby. Poison-proof your home: smp.t.io/q2a16x & smp.t.io/97pqjx DataRatesApply	smp.t.io/q2a16x	smp.t.io/97pqjx	Safety & Injury Prevention

Messages for Baby's First Year

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/heq89j DataRatesApply	smpt.io/heq89j	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
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

Messages for Baby's First Year

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/2dwmsp DataRatesApply	smpt.io/2dwmsp	Parenting
49	You and your child have a special relationship when it comes to feeding & eating. Tips for positive mealtimes: smpt.io/g52wl7 DataRatesApply	smpt.io/g52wl7	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
51	In one year, your baby has developed socially and emotionally. Info on your child's developing personality: smpt.io/sy0k6e DataRatesApply	smpt.io/sy0k6e	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	smpt.io/tarp8k	Safety & Injury Prevention
51	Have you learned from SmartParent? Let us know and help us improve by taking our follow-up survey:		Administrative

Messages for Baby's First Year

- 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

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	Nuchal ultrasound is done between 10-14 weeks to check for genetic problems. Speak with you care provider about booking. More: smpt.io/eau3um DataRatesApply	smpt.io/eau3um
3	You may be offered CVS-Chorionic Villus Sampling—it can provide information about your baby’s health. Info: smpt.io/pxs5ic -DataRatesApply	smpt.io/pxs5ic
4	Genetic screening tests your blood for baby’s chance of Down syndrome, trisomy18 or a neural tube defect. smpt.io/lu8ya1 DataRatesApply	smpt.io/lu8ya1

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	Connecting with an alcohol counsellor can help. Find free local services: smpt.io/lpk0me DataRatesApply	smpt.io/lpk0me
3	If your partner drinks, you’re more likely to drink too. Your partner can support your choice to curb alcohol: smpt.io/bb2bqf DataRatesApply	smpt.io/bb2bqf
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

Optional Message Streams

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

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. Find support and resources: smpt.io/bjeymo DataRatesApply	smpt.io/bjeymo
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/gxwh3s & smpt.io/pgl1ou DataRatesApply	smpt.io/gxwh3s 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. Learn more: smpt.io/nv0uzp DataRatesApply	smpt.io/nv0uzp

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

Optional Message Streams

- 2 Postpartum depression can start during pregnancy or after birth - find out more here: smpt.io/by49rs [smpt.io/by49rs](#)
DataRatesApply
- 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 Postpartum Support Intl: smpt.io/qzdba5 [smpt.io/qzdba5](#)
DataRatesApply
- 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 [smpt.io/fsjcgq](#)
DataRatesApply

NEW - Immigrants new to Canada

Msg	Message content	Link
1	What is health care like in Canada? Find info and a video: smpt.io/wqbkgez DataRatesApply	smpt.io/wqbkgez
2	You might have questions about what it's like to have a baby in Canada. Information is available: smpt.io/hpdc8a DataRatesApply	smpt.io/hpdc8a
3	How does health insurance work, how do you find services, and what is covered? Find out at: smpt.io/c37p4t DataRatesApply	smpt.io/c37p4t
4	Find health services and resources in your community with this online directory: smpt.io/o5yebr DataRatesApply	smpt.io/o5yebr
5	Protect your baby by starting vaccinations at 2 months. Learn more about vaccinations in Canada: smpt.io/nl52pf DataRatesApply	smpt.io/nl52pf

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/k1il7w DataRatesApply	smpt.io/k1il7w
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, you can get help. Find a local helpline and support: smpt.io/sa0r3j DataRatesApply	smpt.io/sa0r3j
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/eeohob & smpt.io/ony73l DataRatesApply	smpt.io/eeohob 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/1y2ag9 DataRatesApply	smpt.io/1jxvec smpt.io/1y2ag9
6	You always deserve to feel safe. Learn more about family violence: smpt.io/wy1lyr DataRatesApply	smpt.io/wy1lyr

SMOKING - Managing tobacco and vape use

Msg	Message content	Link
1	Quitting is a process. There's help! Check here for support with quitting & staying tobacco & vape-free: smpt.io/wli9w5 DataRatesApply	smpt.io/wli9w5
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