

Week of Pregnancy	Message content	Link
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
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
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
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
6	Review your immunization history and know what vaccines you need in pregnancy: smpt.io/b68ncu & smpt.io/zcrkmy DataRatesApply	smpt.io/b68ncu smpt.io/zcrkmy
6	Have you done the enrollment survey yet? Help SmartParent learn how to best support people thru pregnancy:	
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
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
7	Would you like more messages about reducing alcohol? Text us the word "ALCOHOL" to add messages to your SmartParent program.	

- 7 Curious about midwifery in Nova Scotia? Find out more about midwifery and if it is available in your area: smpt.io/ntxcu6 DataRatesApply
- 7 Considering vaginal birth after a prior cesarean (VBAC)? Learn about the benefits, risks, and how to choose: smpt.io/wh570k DataRatesApply
- 8 If you vape or smoke, cutting down or quitting will benefit you and your baby. Learn more: smpt.io/6fz1iu DataRatesApply
- 8 Would you like more messages about managing your vaping or smoking? Text us the word “SMOKING” to add messages to your SmartParent program.
- 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
- 8 Are you new to Canada? Text the word “NEW” to add messages with links to resources for 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
- 9 Want to learn more about what prenatal screening is available in NS? See: smpt.io/veqlrv DataRatesApply
- 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.
- 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

- 9 A dietitian can help with safe and healthy food choices in pregnancy. Learn more: smpt.io/lwmm7j & smpt.io/ewqa8l DataRatesApply
- 9 Would you like more messages about healthy eating and healthy weight in pregnancy? Text us the word “EATING” to add messages.
- 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
- 10 The most common pregnancy loss symptoms are cramping and bleeding. Connect with a doctor if you have symptoms: smpt.io/pulc3i DataRatesApply
- 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.
- 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
- 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.
- 11 Can you keep taking your over-the-counter or prescription medicine while pregnant? Check here: smpt.io/wktb30 & smpt.io/h1jti9 DataRatesApply
- 11 Get tested for sexually transmitted infections during your 1st trimester. Safe treatments are available: smpt.io/krbw7x DataRatesApply
- 11 Be cautious with some food & drinks, like deli meats. Learn about safe choices in pregnancy: smpt.io/7yrwdy & smpt.io/c4i4q4 DataRatesApply

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| 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 | |
| 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 | |
| 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 | |
| 12 | Mental health issues are common around pregnancy. Check out these local resources: smpt.io/hmri9 & smpt.io/b5663b DataRatesApply | smpt.io/hmri9 | smpt.io/b5663b |
| 12 | Exercising your pelvic floor muscles helps prevent urine leakage. Find out more: smpt.io/afkln0 DataRatesApply | smpt.io/afkln0 | |
| 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 | |
| 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 | |
| 13 | Are you drinking well water? If so, it's important to have it tested. Learn more: smpt.io/1yworv DataRatesApply | smpt.io/1yworv | |
| 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 | |
| 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. | | |

- 14 Call 811 in most provinces for free access to registered nurses, dietitians and pharmacists.
- 14 If you smoke and want to quit, check out these Nova Scotia resources: smpt.io/fgd1dm & smpt.io/94yrj3 DataRatesApply
- 14 Stay active with activities you enjoy such as hiking, walking, swimming, yoga and strength training: smpt.io/3iqyjd & smpt.io/warjq9 DataRatesApply
- 15 Safe & happy relationships are vital for you & your baby: smpt.io/74fpx0 DataRatesApply
- 15 Would you like more messages about safety in relationships in your SmartParent program? Text the word “SAFETY” to add messages.
- 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
- 15 Your baby can smile, squint, frown, and suck its thumb. They're growing eyebrows and eyelashes! What else? smpt.io/jn0wm8 DataRatesApply
- 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
- 16 Domestic violence is common in pregnancy. Here are some NS resources if this affects you: smpt.io/r0q9l3 & smpt.io/ow6q07 DataRatesApply
- 16 Every day take a prenatal multivitamin with iron, calcium and vitamin D. Learn more: smpt.io/24tx3b DataRatesApply

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| 16 | Most feel baby's first kicks at 18-22 wks. This is called 'quickening' - your provider will ask about it soon! smpt.io/jg7nxxm DataRatesApply | smpt.io/jg7nxxm | |
| 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 | |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 | |
| 19 | Working through your pregnancy? Talk to your employer about adjustments like rest breaks & no heavy lifting: smpt.io/55x69l DataRatesApply | smpt.io/55x69l | |

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| 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 |
| 20 | Halfway through your pregnancy! If your due date has changed, Login to update your profile: smpt.io/Login DataRatesApply | smpt.io/Login |
| 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 |
| 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 |
| 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 |
| 21 | Would you like more messages about mental health during pregnancy? Text the word “MENTALHEALTH” to add messages. | |
| 21 | Looking for some enjoyable & healthy meal/snack ideas? Check out Cookspiration, a resource made by dietitians: smpt.io/l1h1nr DataRatesApply | smpt.io/l1h1nr |
| 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 |
| 22 | Antibodies protect against infection. Baby can get them from YOU through your placenta and breastmilk: smpt.io/2hj77w DataRatesApply | smpt.io/2hj77w |
| 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 |

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| 22 | Need a family doctor? Make sure you are on the NS registry! smpt.io/z1g67m DataRatesApply | smpt.io/z1g67m | |
| 23 | Screening is recommended for gestational diabetes (high blood sugar during pregnancy). Learn more: smpt.io/w1bs0b DataRatesApply | smpt.io/w1bs0b | |
| 23 | If stress & anxiety is making it hard for you to enjoy your pregnancy, help is available: smpt.io/6mp32q DataRatesApply | smpt.io/6mp32q | |
| 23 | Learn about maternity/parental leave, legal rights at work and eligibility for EI benefits: smpt.io/z1jxbz & smpt.io/rsdul3 DataRatesApply | smpt.io/z1jxbz | smpt.io/rsdul3 |
| 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/aevgjo DataRatesApply | smpt.io/aevgjo | |
| 24 | Sex during pregnancy: what's changed and what is safe: smpt.io/9rpafv DataRatesApply | smpt.io/9rpafv | |
| 24 | Exposure to air pollution and wildfire smoke can cause health problems for you and your baby. Learn more: smpt.io/c6gc14 & smpt.io/nd3acv DataRatesApply | smpt.io/c6gc14 | smpt.io/nd3acv |
| 25 | Are you experiencing itchy skin, colour changes or stretch marks? It's normal! Learn more: smpt.io/5iyp6x DataRatesApply | smpt.io/5iyp6x | |
| 25 | Bonding with your baby begins during pregnancy. Talk and sing to your baby and look forward to meeting them: smpt.io/uilm54 DataRatesApply | smpt.io/uilm54 | |
| 25 | Excited? Scared? Unsure about adding parenting to the challenges in your life? Find self-help resources: smpt.io/tzab46 DataRatesApply | smpt.io/tzab46 | |

- 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
- 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
- 26 Heartburn is super common. Try to stay upright after you eat and eat smaller meals more often. Read more: smpt.io/w30d1t DataRatesApply
- 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
- 27 Sleeping well during pregnancy can be tricky. Tips for healthy sleep and managing discomforts here: smpt.io/qnvk1s & smpt.io/0n7w10 DataRatesApply
- 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
- 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
- 28 Third trimester - On the home stretch! Learn about what's next: smpt.io/kr39pt & smpt.io/jfd736 DataRatesApply
- 28 Ask about options for place of birth. Midwives & doctors may offer the choice of hospital or home birth: smpt.io/xrh6ky DataRatesApply
- 28 Doulas provide physical, emotional, & informational support during pregnancy & birth. See smpt.io/vfy37k & smpt.io/p1rjmn DataRatesApply

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| 28 | Try to practice relaxing your pelvic floor in preparation for childbirth. Learn how: smpt.io/mktpbu DataRatesApply | smpt.io/mktpbu |
| 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 |
| 29 | Some tips to increase your chances of a healthy and positive vaginal birth experience: smpt.io/f9uwwb DataRatesApply | smpt.io/f9uwwb |
| 29 | Will your labour be induced? Find out what to expect: smpt.io/xqmucg DataRatesApply | smpt.io/xqmucg |
| 29 | Are you planning a cesarean birth? Find out what to expect: smpt.io/emu68b DataRatesApply | smpt.io/emu68b |
| 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 |
| 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 |
| 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. | |
| 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 |
| 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 |

- 31 Once contractions are regular, 1st labours last ~10-14 hours. There are 4 stages. Find smp.t.io/y6ef6q
info about each stage: smp.t.io/y6ef6q DataRatesApply
- 31 Learn how you and your support people can manage each stage of labour: smp.t.io/aicter smp.t.io/rk5ykv
smp.t.io/aicter & smp.t.io/rk5ykv DataRatesApply
- 32 Baby in breech position (bottom first)? An external cephalic version might turn smp.t.io/z2dx8o
baby's head down before labour: smp.t.io/z2dx8o DataRatesApply
- 32 Pain or discomfort in labour is different for everyone. Learn about your options for smp.t.io/mbakbu
managing it: smp.t.io/mbakbu DataRatesApply
- 32 RSV vaccine is recommended at 32-36 weeks to protect your newborn from smp.t.io/5kclex
respiratory illness. It can be purchased from pharmacies: smp.t.io/5kclex
DataRatesApply
- 32 All babies born in Nova Scotia are offered Screening for congenital diseases. Find out smp.t.io/3cipaw
more information: smp.t.io/3cipaw DataRatesApply
- 33 Most airlines won't let you fly after 36 weeks. If you do, get an aisle seat, walk lots & smp.t.io/65law0
hydrate with water! smp.t.io/65law0 DataRatesApply
- 33 Water birth is when your baby is born under water and guided to the surface. Learn smp.t.io/0e2kts
more and see if this is an option for you: smp.t.io/0e2kts DataRatesApply
- 33 Public Health NS has info about your hospital stay, with a check list and video tour smp.t.io/0jvqdq
of some provincial birth units: smp.t.io/0jvqdq DataRatesApply
- 33 Writing a birth plan shows your choices to your care provider team so they can help smp.t.io/ws6lw3
you the way you want: smp.t.io/ws6lw3 DataRatesApply

- 34 It's easy to confuse pre-labour (Braxton Hicks) from labour that is progressing. How to tell them apart? See: smpt.io/dooabe DataRatesApply
- 34 If you're planning a hospital birth, are your bags packed? Here are some ideas for what to have ready: smpt.io/u5tiu8 DataRatesApply
- 34 Planning a home birth? Ask your midwife what supplies you'll need. It's a good idea to have a hospital bag packed just in case: smpt.io/ch49gn DataRatesApply
- 34 You'll be offered screening for group B streptococcal infection at 35 to 37 weeks. Why is this important? smpt.io/92smvi DataRatesApply
- 35 Breathing techniques help with pain in labour. Practice deep, slow breaths with face and shoulders relaxed: smpt.io/wl59mv DataRatesApply
- 35 Acupressure is a safe way for partners to provide labour support and natural pain management. Learn more: smpt.io/0h1llt DataRatesApply
- 35 Contractions starting? No need to rush to the hospital! Find ways to cope in early labour: smpt.io/qo1klo DataRatesApply
- 35 Breastfeeding supports wellness for you & your baby. Learn more: smpt.io/xmp92u DataRatesApply
- 36 For the 1st hour of life after baby is born, it's best to stay skin-to-skin (baby naked on your chest). Info: smpt.io/xa56zv DataRatesApply
- 36 Want to learn more about what to expect after your birth in Nova Scotia. Check out this website! smpt.io/3345rb DataRatesApply

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| 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 | |
| 36 | Wondering about whether you may need an episiotomy? Find out when they are recommended in this video: smpt.io/4i013t DataRatesApply | smpt.io/4i013t | |
| 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 | |
| 37 | Latching your baby correctly is key for successful breastfeeding. Some babies need gentle help. Learn how: smpt.io/l2ra2z DataRatesApply | smpt.io/l2ra2z | |
| 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. | | |
| 37 | Have you learned from the SmartParent pregnancy program? Let us know by taking our 15-min follow-up survey: | | |
| 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 | |
| 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 |
| 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 | |
| 38 | Watch these videos where Elders share traditional teachings and words of encouragement for new parents: smpt.io/bk1ngy DataRatesApply | smpt.io/bk1ngy | |

- 38 After baby arrives, there might be changes in the bedroom. Connect with your partner. Tips: smpt.io/vkwcnm DataRatesApply
- 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
- 39 Pain is a natural part of labour. Many women use movement & comfort positions to avoid medication. More: smpt.io/8ca3tz DataRatesApply
- 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
- 40 Baby not yet born? 40 weeks is an estimate, not a deadline. Labour can start 1-2 weeks after your due date.
- 40 Soon after birth, you'll be asked about Vitamin K for your baby. Find out more: smpt.io/f6osm2 & smpt.io/ady0zs DataRatesApply
- 40 Public health NS has lots of great links to help support you in parenting your baby after birth: smpt.io/vuzi24 DataRatesApply
- 40 In labour, moving around helps you feel more control, lessens need for pain meds & shortens length of labour smpt.io/7ppqzy DataRatesApply
- 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
- 41 Feel overwhelmed? Ask for help when you need it. Caring for yourself allows you to care for your baby: smpt.io/9kfiab DataRatesApply

- 41 How can a partner, family or friends support you after birth? Find tips here: smpt.io/nkdow3 smpt.io/tsbm4w
smpt.io/nkdow3 & smpt.io/tsbm4w DataRatesApply
- 41 Family resource centers offer programming to support families across the province. smpt.io/ksn4u9
Find a resource center near you: smpt.io/ksn4u9 DataRatesApply
- 42 Have you taken our follow-up survey? Help us learn how to support families through pregnancy:
- 42 Enjoy your baby! SmartParent will now send you messages for your baby's first year. smpt.io/Login
Login to confirm your baby's birth date: smpt.io/Login

Messages for Baby's First Year

Baby's Age (in weeks)	Message content	Link
<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
<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
<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
<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
<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
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
1	Canadian Paediatric Society doesn't recommend routine circumcision. It's a personal decision smpt.io/7ymuq1 DataRatesApply	smpt.io/7ymuq1
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
1	Are you feeling upset about your birth experience? Get help here: smpt.io/oha8w7 DataRatesApply	smpt.io/oha8w7

Messages for Baby's First Year

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| 2 | Do you know the signs of dehydration in your baby? Learn about dehydration and other common health concerns: smpt.io/db4k0i & smpt.io/9mzqcn
DataRatesApply | smpt.io/db4k0i | smpt.io/9mzqcn |
| 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 | |
| 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 | |
| 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 | |
| 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 |
| 3 | Vaginal or abdominal pain can continue after giving birth. Here are some tips to ease discomfort: smpt.io/a70tl5 DataRatesApply | smpt.io/a70tl5 | |
| 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 | |
| 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 | |
| 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 | |
| 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 | |

Messages for Baby's First Year

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| 5 | Have you booked your baby's two-month immunization appointment? Here's what to expect and how to prepare: smpt.io/b47ciw & smpt.io/ijcgn8 | DataRatesApply |
| 5 | Has your baby gotten diaper rash? Read how to prevent diaper rashes here: smpt.io/uuevf8 | DataRatesApply |
| 6 | Prevent your baby's nails from growing too long. Learn how to safely cut their nails: smpt.io/esxt0h | DataRatesApply |
| 6 | Have you completed our new baby survey? Help us learn how best to support families in the first year. Go to: | |
| 6 | Have you been feeling sad, down or disinterested in things you usually enjoy? You may need help for postpartum depression. See: smpt.io/ws7da | DataRatesApply |
| 6 | Take a walk with baby. Physical activity reduces stress, increases energy & helps strengthen your body: smpt.io/asigpl | DataRatesApply |
| 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 |
| 7 | Soother use or not? Read more about the pros and cons as well safety tips here: smpt.io/q66jsb | DataRatesApply |
| 7 | Curious about cloth diapers? Learn more to see if they are right for your baby: smpt.io/us3jwu | DataRatesApply |
| 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 |

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
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
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	
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	
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	
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	
9	Most provinces have a Health Line (dial 811) that you can call to talk to a nurse and other health professionals.		
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	
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
10	Want to learn about expressing, storing and preparing breast milk? Find info here: smpt.io/uouz2w DataRatesApply	smpt.io/uouz2w	

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

- 11 Learn about supportive Indigenous beliefs, values and ceremonies here: smpt.io/gvrwf4 DataRatesApply

- 11 Babies learn about emotions and self-regulation through social interaction: smpt.io/oy8jfn DataRatesApply

- 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

- 12 Connect with other parents and families in your community. Look up parenting support online to find local groups and resources.

- 12 Plan ahead: Think about getting on a wait list for day care and even preschool. Look up childcare for your province/community online.

- 12 Non-birthing parents have many ways to bond with their baby. Find out more here: smpt.io/ffee2p DataRatesApply

- 13 Parenting can be difficult, especially if you're single or your partner is away. Find support: smpt.io/h4t9fj DataRatesApply

- 13 Have you ordered a birth certificate for your baby yet? If not, order one online through your province's vital statistics office.

- 13 Cannabis passes to babies through breast milk. More info on the effects of cannabis for you and your baby: smpt.io/cnsanp DataRatesApply

Messages for Baby's First Year

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| 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 |
| 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 | |
| 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 |
| 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 | |
| 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 |
| 15 | Clean your baby's mouth even before teeth start to appear. Learn more about your baby's oral health: smpt.io/awmjtj DataRatesApply | smpt.io/awmjtj | |
| 16 | Help protect your baby by staying up-to-date with your own vaccinations, including getting a yearly flu vaccine: smpt.io/gcrvsv DataRatesApply | smpt.io/gcrvsv | |
| 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 | |
| 16 | Babies are ready to start eating food at around 6 months. Learn about introducing solid foods smpt.io/vkdx3p & smpt.io/qq16xf DataRatesApply | smpt.io/vkdx3p | smpt.io/qq16xf |
| 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 | |

Messages for Baby's First Year

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

Messages for Baby's First Year

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| 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 | |
| 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 | |
| 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 | |
| 22 | Create a healthy environment for your baby at home. Keep air free of smoke & chemicals and cleaners out of reach. smpt.io/qqay9i & smpt.io/th2pty DataRatesApply | smpt.io/qqay9i | smpt.io/th2pty |
| 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 |
| 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 |
| 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 |
| 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 | |
| 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 | |
| 23 | Starting solid foods is an opportunity to connect your baby to culture, family, land, and water: smpt.io/ils7y5 DataRatesApply | smpt.io/ils7y5 | |

Messages for Baby's First Year

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| 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 |
| 24 | Babies should have well-child visits with family doctors or paediatricians. Recommended appointment schedule: smpt.io/66n0fe DataRatesApply | smpt.io/66n0fe | |
| 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 | |
| 25 | Wondering what you can do to prevent food allergies in your baby? Find info here: smpt.io/lln4o6 & smpt.io/cw3xfg DataRatesApply | smpt.io/lln4o6 | smpt.io/cw3xfg |
| 25 | Parenting takes lots of energy. Taking care of yourself is good baby care. Recharge your batteries! smpt.io/ol9ge7 DataRatesApply | smpt.io/ol9ge7 | |
| 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 | |
| 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 |
| 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 | |
| 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/o7dmut DataRatesApply | smpt.io/gx1tt4 | smpt.io/o7dmut |
| 27 | Have you noticed changes in your baby's bowel movements? These changes are likely normal. Info: smpt.io/04fonw DataRatesApply | smpt.io/04fonw | |

Messages for Baby's First Year

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| 27 | It's a legal right to breastfeed any time, anywhere. Info on breastfeeding in public spaces: smpt.io/kmiyo1 DataRatesApply | smpt.io/kmiyo1 | |
| 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 | |
| 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 |
| 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 |
| 28 | Keep your baby out of the direct sunlight. Learn more sun safety tips here: smpt.io/xxgz1p DataRatesApply | smpt.io/xxgz1p | |
| 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 | |
| 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 | |
| 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 | |
| 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 | |
| 30 | Take care of yourself. Safe, low-stress environments are best for baby's healthy brain development. smpt.io/0vh6b7 DataRatesApply | smpt.io/0vh6b7 | |

Messages for Baby's First Year

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| 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 | |
| 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 | |
| 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 |
| 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 | |
| 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 | |
| 32 | Reading to your baby is a brain builder! Learn more: smpt.io/zelpy1 DataRatesApply | smpt.io/zelpy1 | |
| 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 |
| 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 | |
| 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 | |
| 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 | |

Messages for Baby's First Year

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| 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 |
| 34 | Babies can learn more than one language. Find out more here: smpt.io/yqkf44 DataRatesApply | smpt.io/yqkf44 |
| 34 | A lifetime of attachment begins during your baby's first year. Learn more here: smpt.io/6hsgu0 DataRatesApply | smpt.io/6hsgu0 |
| 35 | There can be cultural differences in approaches to parenting. Find some thoughts here: smpt.io/lkik71 DataRatesApply | smpt.io/lkik71 |
| 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 |
| 35 | Life as a parent can be hectic! Find ways to make life easier for yourself. Tips: smpt.io/o9igpp DataRatesApply | smpt.io/o9igpp |
| 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 |
| 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 |
| 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 |
| 37 | Parents shape their children's food choices, attitudes and acceptance of new foods. Find out more: smpt.io/nw3jce DataRatesApply | smpt.io/nw3jce |

Messages for Baby's First Year

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| 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 |
| 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 | |
| 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 |
| 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 | |
| 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 | |
| 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 |
| 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 |
| 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 | |
| 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 | |
| 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 |

Messages for Baby's First Year

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| 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 |
| 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 |
| 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 |
| 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 |
| 44 | Are you having difficulty sleeping even if your baby is sleeping better? Get help here: smpt.io/vvn5c2 DataRatesApply | smpt.io/vvn5c2 |
| 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 |
| 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 |
| 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 |
| 46 | Your baby should visit a dentist by their first birthday. Book now! | |
| 47 | Babies come in different sizes and shapes. Learn more about your child's growth: smpt.io/lggf1q DataRatesApply | smpt.io/lggf1q |

Messages for Baby's First Year

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| 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 | |
| 48 | Looking for healthy meal ideas? Check out Cookspiration: smpt.io/wxi0vk DataRatesApply | smpt.io/wxi0vk | |
| 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 |
| 49 | Discover some helpful parenting tips to use as your child continues to grow: smpt.io/2dwmsp DataRatesApply | smpt.io/2dwmsp | |
| 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 | |
| 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 | |
| 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 | |
| 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 | |
| 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 | |
| 51 | Have you learned from SmartParent? Let us know and help us improve by taking our follow-up survey: | | |

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!

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
2	“Eating for two” means choices are even more important. Choose a variety of fruit & vegetables, whole grains, and protein foods: smpt.io/tf23xo DataRatesApply	smpt.io/tf23xo

Optional Message Streams

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

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

Msg	Message content	Link
1	Losing a baby or having memories of a past loss can be extremely stressful. 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
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
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
2	Postpartum depression can start during pregnancy or after birth - find out more here: smpt.io/by49rs DataRatesApply	smpt.io/by49rs

Optional Message Streams

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|---|---|---|
| 3 | How are you feeling today? Check-in with yourself and take CMHA's mental health meter: smpt.io/jvsmrf | smpt.io/jvsmrf |
| 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 |
| 5 | Feeling stressed during pregnancy is normal, but too much can cause problems. Tips for handling stress here: smpt.io/z0cig4 | smpt.io/z0cig4 |
| 6 | Curious about treatment options for depression during pregnancy? Talk w/ your care provider & find info here: smpt.io/1cl1v7 | smpt.io/1cl1v7 |
| 7 | You can learn skills to help you prevent and manage depression. See this workbook: smpt.io/mh27fv | smpt.io/mh27fv |
| 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 |

NEW - Immigrants new to Canada

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

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

Week of Pregnancy	Msg	Message content	Link
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Optional Message Streams

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
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
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

Optional Message Streams

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|---|---|---|
| 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