
Sample Breastfeeding Peer Counselor Text Messages

Texting Tips:

Language in the following examples should be tailored and participant centered.

- Ask parents how they would like to be addressed
- Make it personal by using parent/baby name
- Sometimes send an informational text, like the ones below, but sometimes just text to ask how parent/mom/baby are doing, in hopes for a reply
- Modify texts to “sound” like you and feel like a conversation

During Pregnancy

Initial Introduction Text

Hello, I am *(insert your name)*, Breastfeeding Peer Counselor for the *(insert)* WIC office. How are you? I'll be your support while you are considering how you will feed your baby. If it's okay, I'll reach out monthly with breast or chest feeding tips and info. I'm a text or call away if you need me :)

After you 'meet' parent for first time

Hi *(insert parent's name)* – it's *(insert your name)* the breastfeeding peer counselor for the *(insert)* WIC office. It was nice meeting you yesterday and I look forward to getting to know you more.

PG-anytime

Have you heard about rooming-in? Keeping baby in your hospital room helps with parent-child bonding, encourages skin-to-skin contact which helps soothe babies, and offers a safe place for parents to practice caring for their new baby. It can help breast or chest feeding get off to a great start!

PG-anytime

Fast Fact - did you know that breast or chest feeding is not just about nutrition for the baby – human milk is a living substance and can reduce or delay the nursing parent's risk for certain cancers.

PG-anytime

Fast Fact- did you know human milk is a living substance and changes so your baby will always get exactly what your baby needs!

3 months PG (5-8 weeks)

It isn't too early to start thinking about how you plan to feed your baby. Your milk provides protection against some diseases (for baby AND you) and can help decrease ear infections and diarrhea. Your human milk contains everything your baby needs to develop and grow strong!

https://www.youtube.com/watch?v=Ih5_yMrKSOM Call or text me if you have any questions about breast or chest feeding your baby 😊

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4 months PG (14-17 weeks)

Right now, your body is making milk and preparing to feed your baby! Your milk contains nutrients and powerful antibodies made especially for your baby and will change as your baby grows. Call or text me if you have any questions about breast or chest feeding your baby 😊

5 months PG (18-21 weeks)

Holding your baby skin-to-skin right after delivery will help baby breast or chest feed better, cry less, stay warmer and calmer, and have better blood sugars. This early skin-to-skin contact also allows baby to find your breast on their own and sets the stage for a good breast or chest feeding experience! Check out this short video: <https://www.youtube.com/watch?v=qjrMHccFyK4> Call or text me if you'd like to learn more about skin-to-skin contact!

6 months PG (22-26 weeks)

Now is a good time to discuss how you will feed your baby with your doctor. Having support is key. I am here to support you! I would love to speak with you to help you make a plan for breast or chest feeding your newborn baby in the hospital. Call or text me to set up a time 😊

Now is a great time to attend a breast or chest feeding class with other pregnant parents like you! (include details for classes here)

7 months PG (27-30 weeks)

Worried that breast or chest feeding will hurt? A good latch is key to preventing nipple soreness and providing good milk transfer for the baby. Visit <https://wicbreastfeeding.fns.usda.gov/steps-and-signs-good-latch> for steps to a good latch. Call or text me if you have any questions about breast or chest feeding your baby 😊

8 months PG (30-36 weeks)

A newborn's tummy is the size of a cherry and it only holds about 1 to 1 1/2 teaspoons of milk. This is the same amount of newborn milk your body is making right now! It is normal and necessary for your baby's growth for them to eat frequently. Call or text me if you have any questions about breast or chest feeding your baby 😊

8 months PG (30-36 weeks)

Many insurance companies (including Medicaid) will provide a breast pump to you around 37 weeks of pregnancy. Ideally, you will not need to use a pump until after breast or chest feeding is well established. However, if you and your baby need to be separated for medical reasons, pumping your milk can protect your milk supply. It may also be useful if you plan to return to work or school. Call or text me if you have any questions about ordering pumps. (Also, WIC has pumps, too!)

9 months PG (36-40 weeks)

Hand expression is a useful skill for parents to know. You can even hand express your newborn milk onto a spoon and feed your baby if he/she is not latching well or if you need to be separated for medical reasons. Call or text me if you have any questions Here is a video that shows how to hand express your milk: <https://www.youtube.com/watch?v=MG2INGGzcE4>

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Baby is Here!

NICU Baby:

Congratulations!! Thinking of you both during this time. Your human milk has tons of antibodies, white blood cells and immune boosting properties to help baby fight infection. Breast or chest feeding or pumping every 2-3 hours is needed to begin building your milk supply and growing the baby's needs. Waiting longer than 5 hours to feed or pump can interfere with your milk supply. All babies, but especially those in the NICU, benefit from human milk. You are amazing!

NICU Baby:

Hi, hoping (*insert baby's name*) is doing well! Here's a tip to express the maximum amount of milk: Use breast massage and hand expression for two minutes prior to pumping and continue using breast massage while you pump. How is pumping going for you? Here is a video with information to help: <https://kellymom.com/bf/pumpingmoms/pumping/hand-expression/>

Day 1 or 2:

Congrats on your baby's arrival (*use baby's name if already in system*)! Human milk is a precious gift to baby, whether you're fully breast or chest feeding or partially breast or chest feeding. Babies are awake and cry more often on the 2nd night. It's normal! Skin to skin and breast or chest feeding can help calm and encourage sleep. Here's a link w/ helpful hunger cues <https://kellymom.com/bf/normal/hunger-cues/>. I am ready to answer any questions you have. Please call or text me anytime.

Around Day 4 (when the baby is home)

Are you wondering how much milk your baby is getting? You can tell by how many wet and dirty diapers the baby is having. Some families count out 10 diapers and only use diapers from that stack, that way you can easily remember when asked how often the baby is peeing or pooping. You are also always welcome to bring the baby in for a free weight check anytime with WIC!

Week 1 BF:

Your mature milk is in and you might notice your breasts are fuller. If you're feeling sore try a warm compress and hand expressing to relieve pressure, or breast or chest feeding baby. If you have concerns, contact me. You're doing great!

How is breast or chest feeding going? If your nipples are sore, your baby might not be getting a good latch. Call or text me and I can help offer some suggestions to improve baby's latch. Breast or chest feeding is a learning experience for both you and baby. Good latch video: <https://youtu.be/wjt-Ashodw8>

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Week 2 BF:

Hello how's it going?! *(Insert baby's name)* should be nursing 10-12 times within 24 hours. Baby will often eat at night, sometimes feeding every 30 minutes. This is called cluster feeding. It helps build your milk supply and it's necessary for growth, calories, and safety. Learn more <https://vimeo.com/685923401/cbfb4c900b>

Hello *(insert parent's name)* Some parents feel that if they pump and don't get much milk that means they are drying up. That is simply not true! Human milk is made on supply and demand so the more you feed the baby or pump the more you will make. Remember if baby is pooping, peeing, and gaining weight baby is getting all that they need.

Week 3 BF:

Your breasts are a bit softer and less full feeling by now. They are adjusting to babies eating patterns. If possible, nursing on demand is ideal. Baby should have four yellow, seedy diapers every 24 hrs. If you have any concerns, please let me know!

Going back to work in a few weeks? Around week 3 when breastfeeding is going well, offer your baby a bottle of pumped human milk once a week, so that if your little one needs to take a bottle later, she/he will know what to do. (If you wait until 6 weeks, the baby may have a harder time taking the bottle.) If there is another adult available, babies will usually take a bottle better for someone else. Use the time while someone else is feeding the baby to do something to take care of yourself 😊

You might notice your baby's going through a growth spurt and seems to be eating more. This is normal! Your baby is helping your body keep up by making more milk. Your body will make up enough to keep up with the demand! This does NOT mean you don't have enough milk!

Week 4 BF:

Good morning/afternoon! How are you and *(insert baby's name)* doing? You've been providing the very best to your baby for one month now! Great job! If you are experiencing any pain or discomfort, give me a shout. Take care 😊

It is normal for baby to wake up several times at night to be breast or chest fed. This keeps baby safe and healthy. Learn more about babies and sleep: https://www.youtube.com/watch?v=VZva_-3ec4I

Week 5 BF:

Hi there, quick breast or chest feeding tip for you: Growth spurts and cluster feeding are necessary occurrences. Your baby is telling your body to make more milk by nursing more. This does NOT mean you don't have enough milk!

2 Months BF:

Happy two months of breast or chest feeding! That's awesome! How is it going? Will you have to return to work? Here are some helpful tips <https://www.youtube.com/watch?v=yL9tnl80ZM> or <https://wicbreastfeeding.fns.usda.gov/talking-your-employer-about-pumping-work>

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3 Months BF:

How are you and baby doing? How is the human milk feedings going? Do you know it is normal for your baby to want to be held all the time? You can try a sling or carrier to keep baby close and still get things done.

4 Months BF:

Hi *(insert parent's name)*, how is breast or chest feeding going? Your milk supply is going to start regulating. Breast or chest feeding on demand will help. You got this! Remember to hold off on solids until around 6 months or when baby is developmentally ready. There is a lot going on as your baby is developing new skills: <https://www.youtube.com/watch?v=Jj0BnolYBtw>

5 Months BF:

Five months of bonding! If biting/teething while breast or chest feeding is a concern, let me know. If the latch is deep enough, the baby shouldn't be able to bite while feeding. If biting happens, firmly say "no", unlatch and try again in a few minutes

6 Months BF:

By breast or chest feeding this long, you've helped protect your baby's immune system and lowered your baby's risk of developing eczema and asthma. The longer you provide human milk the more protected your baby will be. Keep up the good work, Happy 6 months!

Just because baby may be starting to eat solids now doesn't mean baby needs less milk! At this age, baby is still dependent on your milk to meet most nutrient needs. Learn more:

<https://www.youtube.com/watch?v=TWZdbPbrrHo>

7 Months BF:

Hello, I wanted to check in. By now you might have noticed *(insert baby's name)* gets distracted by everything! Quiet rooms and whatever soothes your baby before feedings are very helpful. I'm here if you need anything :)

8 Months BF:

(Insert parent's name), you have been breast or chest-feeding for 240 days! That is impressive! Did you know - babies nurse to eat, sleep, relax, bond, and suckle, when they're overstimulated, hurt, sick, teething, or bored. Hang in there!

9 Months BF:

Hi *(insert parent's name)*, how is your breast or chest feeding journey coming along? Your milk is providing the most essential nutrients and immune factors. Baby's brain and body development is complements to your milk! You're doing a beautiful job. Here's a little video about 9 month old's:

<https://www.youtube.com/watch?v=qQQ53R-D9T0>

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10 Months BF:

Is *(insert baby's name)* on the move and into everything? Human milk continues to provide important protection currently when there's more exposure to germs. Keep offering human milk throughout the day even if your baby seems too "busy" to nurse!

11 Months BF:

Happy 11 months of breast or chest feeding!! You and your sweet baby have both learned patience and discipline with distractive nursing, teething and growth spurts – "you're a rock star!"

<https://www.youtube.com/watch?v=qQQ53R-D9T0>

12 Months BF:

Congratulations on your huge accomplishment of breast or chest feeding your baby for one year! One year of providing, growing, bonding, trusting, protecting, loving, and sustaining life. It's incredible. Best of luck with continuing to nurse or wean. Continue to nurse as long as long as you both want to!

Whenever you are ready to wean, dropping one breast or chest feeding time per week is a great way to wean with less pain and stress. If you need more comfort measures, just let me know!

<https://www.youtube.com/watch?v=OyACX79q4Pk>