

Message Schedule – (E019c) CHSunderland Breastfeeding Support Day 3

Message Schedule Frequency/Day/Time	Message Content	Character Number (inc. spaces)
Once, Day 0, Triggered by patient sign up	Hi, I'm Florence your NHS self care service. I need to confirm you want to join in. Get started by replying "YES". Don't reply if you didn't ask to join in.	Not Applicable Standard Message
Once, Day 0, Triggered by patient Opting in with "YES"	Hi, it's Florence. Thanks for joining. I'm here to help you manage your own health better. At times I'll send advice for you to act on. To help you I may also share information with your healthcare team.	Not Applicable Standard Message
Day 1 @ 10:00	Hi, is breastfeeding still painful text Pain1 for Yes or Pain2 for no, thanks Flo	81
Reminder 3 hours later if no reply	Please reply, is breastfeeding still painful text Pain1 for Yes or Pain2 for no, thanks Flo	91
Confirmation message	That's good. Any concern please call the team in Sunderland on 07766115648/07769282830. Take care, Flo (*call charges may apply)	128
Low (YES) reply - alert triggered	Please contact the team at Sunderland 07766115648/07769282830. Take care, Flo (*call charges may apply)	103

Plus these support and information messages at these times and days:

DAY 0 @ 16:00 It is normal for your baby to want to be close to you day & night, this helps your baby feel calm & contented. Is Breast feeding painful?

DAY 0 @ 16:01 Have a look at your Mothers Guide Booklet on Position & Attachment, try different techniques to see what works for you & your beautiful baby. Take care, Flo

DAY 1 @ 14:00 Your baby's dirty nappies should be changing to a runnier, lighter yellow poo.

DAY 1 @ 14:01 Have a look in the Mothers Guide and other booklets supplied if you have any questions - there are pictures that show you what to expect, Flo

DAY 2 @ 11:00 It is normal to feel tired and emotional at this time, so sleep when your baby sleeps and remember skin to skin is calming for you and your baby, Flo

DAY 2 @ 15:00 Breast feeding can reduce the risk of pain experienced by your baby during painful procedures such as the Heel Prick Test or Immunisations, Flo

DAY 3 @ 14:00 People may be asking how they can help - ask them to help with cooking and shopping so you can rest, Flo

DAY 4 @ 10:00 Well done, you've been breastfeeding for 1 week now, keep it going, you are giving to your baby the very best start in life. Flo

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DAY 4 @ 15:00 Breast feeding has helped your baby adapt to the outside world from the womb. Remember Skin to Skin is great, it calms your baby & helps them feel safe, Flo

DAY 5 @ 14:00 Breastfeeding should be feeling more comfortable now if not contact the breastfeeding team on 07766115648/07769282830, Flo *Call charges apply

DAY 6 @ 10:00 You've just given birth-life will be amazing but also overwhelming. Your first priority will be your baby, but don't forget yourself. Need time, ask for help, Flo

DAY 6 @ 15:00 Your baby will go through their first growth spurt around now. Feeding patterns may change & be more often. Try to relax & respond to your baby's needs, Flo

DAY 7 @ 14:00 Try to feed your baby before they cry, for as long as & whenever they want, this will help you make the milk they need...

DAY 7 @ 14:01 Worried about going out breastfeeding - ask the Bosom Buddies for tips on where to go and what to wear, Flo

DAY 8 @ 13:00 Frequent feeds means time to sit down & get to know each other. If you worry your baby is not getting enough milk - count their wees & poos in 24 hours, Flo

DAY 10 @ 14:00 Get helpful & friendly support from the experts - other breastfeeding mums. It's good to talk - join a group or follow us on Facebook @Sunderland Bosom Buddies, Flo

DAY 11 @ 11:00 Well done, you've been breastfeeding for 2 weeks, keep it going, Flo

DAY 11 @ 18:00 Breast feeding means you always have the best food ready at the right temperature, your hormones help you to get back to sleep after night feeds too, Flo

DAY 12 @ 15:00 When someone visits you and the baby and asks "Do you need anything?" say "yes!" Less time walking the dog or cleaning mean more time with your baby, Flo

DAY 13 @ 13:00 Breast milk contains special ingredients and antibodies that help to protect your baby from infection and diseases, Flo

DAY 15 @ 13:00 Breastfeeding naturally uses about 5 extra calories a day, so mums who breastfeed often find it easier to lose their pregnancy weight, Flo

DAY 18 @ 10:00 Well done, you've been breastfeeding your baby for 3 weeks now, keep it going! Flo

DAY 18 @ 14:00 Your baby will go through their next growth spurt around now, this can last a few days...

DAY 18 @ 14:01 Their feeding pattern may change and they will feed frequently. It is important to relax and respond to your baby's needs, Flo

DAY 19 @ 15:00 If you breastfeed your baby for 4 weeks, you will have eased them through the most critical part of their life. Well done! Flo

DAY 20 @ 14:00 Mums who breastfeed have a lower risk of developing breast cancer, Flo

DAY 21 @ 10:00 Are you wondering why your baby needs you more at night? You could meet other breastfeeding mums at Bosom Buddies and ask them...

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DAY 21 @ 10:01 To find your nearest group Like our facebook page Sunderland Bosom Buddies, Flo

DAY 22 @ 15:00 Breastfed babies are less likely to be hospitalised with vomiting and diarrhoea. They're less likely to suffer chest infections too, Flo

DAY 25 @ 14:00 Well done, you have been breastfeeding your baby for 1 month now, keep it going! Flo

DAY 27 @ 12:00 Breast Feeding saves time sterilising and making up bottles, plus it saves you money! Flo

DAY 28 @ 15:00 Breastfed babies feed according to their needs and hunger. Breast milk changes and adapts to the growing needs of your baby, Flo

DAY 29 @ 10:00 Have you thought about going along to Bosom Buddies, to find your local group Like us on facebook - Sunderland Bosom Buddies, Flo

DAY 30 @ 14:00 Mums who are breastfeeding are more aware of their baby's needs & give you an overwhelming sense of achievement. Well done, Flo

DAY 32 @ 11:00 Well done, you have been breastfeeding your baby for 5 weeks now, keep it going! Flo

DAY 33 @ 14:00 Breast milk makes your baby's digestive system more acidic, this prevents harmful bacteria thriving, Flo

DAY 33 @ 14:01 Breastfeeding mums are less likely to suffer from postnatal depression too! Flo

DAY 35 @ 10:00 Is your baby grumpy sometimes - be patient - they are learning how to smile, Flo

DAY 36 @ 13:00 Breastfeeding helps you and your baby to get closer physically and emotionally. So while you are feeding your baby, the bond between you grows stronger, Flo

DAY 39 @ 14:00 Well done, you have been breastfeeding your baby for 6 weeks now, keep it going! Flo

DAY 40 @ 15:00 Make breast feeding a special time, that first real smile is one of the sweetest early milestones you and your baby will experience.

DAY 40 @ 15:01 You can encourage Baby to smile with your own smiles, silly faces and fun songs, Flo

DAY 41 @ 14:00 Your baby will be going through their next growth spurt around now - feeding patterns may change & be more frequent. Just relax & respond to their needs, Flo

DAY 42 @ 10:00 If you are still nervous about feeding out and about - why not pop along to Bosom Buddies - and see how other mams manage, Flo

DAY 43 @ 12:00 Breast milk contains special ingredients and antibodies that help to protect your baby from infection and diseases.

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DAY 43 @ 12:01 The size of your breast is unrelated to the amount of milk they produce, Flo

DAY 44 @ 14:00 Breastfeeding naturally uses about 5 extra calories a day, so mums who breastfeed often find it easier to lose their pregnancy weight, Flo

DAY 46 @ 13:00 Well done, you have been breastfeeding your baby for 7 weeks now, keep it going! This is your last message, hope you found them helpful, Flo