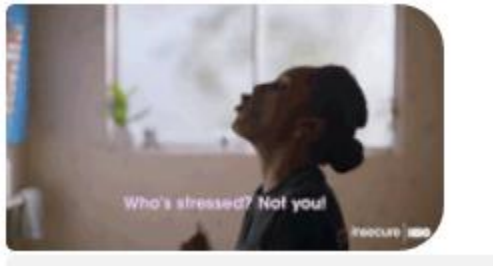


*Texts are not in delivery order.*

**2/22/2023 Round 3 Feedback:**

- Week 2: The font in this gif is almost impossible to read – on my phone and even on my computer.



- Week 3: could change “Thoughts like this are not abnormal.” to “Thoughts like this are okay” or “thoughts like this happen to a of us”
- Week 5: This are not a complete sentence “Whether you're worrying about what you did before you knew you were pregnant or cringing over another forgotten prenatal vitamin, we've been there” -- is that intentional?
- Week [the one with the awards gif]: The emoji should have something to do with hair (not nails)

thereof? Making mom friends doesn't have to feel like repeating middle school. Besides, your hair looks way better now! 🖐️

- In the last text, my name is abbreviated weirdly. Normally, it would be “Sher”

If fear and uncertainty are a part of your bumlife, we've got you covered, Sherr. 🙌

| # | ST Week | Text Copy | Notes and links for landing page |
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|---|---------|---|---|
| 1 | Week 1  | <p>Hi [NAME]...welcome to NurtureTexts, we're so glad you're here!</p> <p>We're all about helping you get the most important baby essential. Nope, it's not that \$900 stroller...it's confidence. YOUR confidence, and studies show it will greatly improve your child's life.</p> <p>Every week we'll text you practical, research-backed ways to build your confidence, and tips for getting your family, friends, and neighbors ready to help when you need them.</p> <p>For now, start by adding us to your contacts. You can call us Nurture or "Bump-life Bestie" or whatever ... it's your journey- you call the shots.</p> | <p>Gifs:</p> <ol style="list-style-type: none"><li>1. <a href="https://media.tenor.com/oC8CSq25wx4AAAC/baby-yoda-welcome.gif">https://media.tenor.com/oC8CSq25wx4AAAC/baby-yoda-welcome.gif</a></li><li>2. <a href="https://media0.giphy.com/media/xUPGcMzwkOY01nj6hi/giphy.gif?cid=790b7611078a3ea30a67f24cd271b183229570832db85c16&amp;rid=giphy.gif&amp;ct=g">https://media0.giphy.com/media/xUPGcMzwkOY01nj6hi/giphy.gif?cid=790b7611078a3ea30a67f24cd271b183229570832db85c16&amp;rid=giphy.gif&amp;ct=g</a></li><li>3. <a href="https://media3.giphy.com/media/azaMjwRFm0vjNSd51t/giphy.gif?cid=790b76114c33519d2196e029051f296fcd373facf7119ea8&amp;rid=giphy.gif&amp;ct=g">https://media3.giphy.com/media/azaMjwRFm0vjNSd51t/giphy.gif?cid=790b76114c33519d2196e029051f296fcd373facf7119ea8&amp;rid=giphy.gif&amp;ct=g</a></li><li>4.</li></ol>  |
| 2 | Week 15 | <p>We're not gonna lie, giving birth can be tough on the body and soul. Caring for the baby and yourself is a full time job. So, what about all your other jobs? This is where your support people--family, friends, neighbors--can make a huge difference.</p> <p>If the thought of asking a neighbor to walk your dog makes you break out in hives, we got you. Here are 7 tips for feeling confident while asking for help.</p> <p><b>Title: How to ask for help and not break out in hives. <span style="color: red;">Linked in SP</span></b></p>   | <p>Gifs:</p> <ol style="list-style-type: none"><li>1. <a href="https://media4.giphy.com/media/FSf5JtsK8dtQ4dnHG6/giphy.gif?cid=790b761115b0ee08ea90eff178f144b19fe0fc049bc8b367&amp;rid=giphy.gif&amp;ct=g">https://media4.giphy.com/media/FSf5JtsK8dtQ4dnHG6/giphy.gif?cid=790b761115b0ee08ea90eff178f144b19fe0fc049bc8b367&amp;rid=giphy.gif&amp;ct=g</a></li><li>2. <a href="https://media4.giphy.com/media/3ohs4CRK1vAI5Hz68/giphy.gif?cid=790b76115236902cf34ac64f7274eec02e0ec5915da1050a&amp;rid=giphy.gif&amp;ct=g">https://media4.giphy.com/media/3ohs4CRK1vAI5Hz68/giphy.gif?cid=790b76115236902cf34ac64f7274eec02e0ec5915da1050a&amp;rid=giphy.gif&amp;ct=g</a></li><li>3.</li></ol> <p>Funny tiktok about the quest for your village ("Is this you? We got you![continue to message]"): <a href="https://www.instagram.com/p/Cl1tN_agTaU/">https://www.instagram.com/p/Cl1tN_agTaU/</a></p> <p>7 tips on how to ask for help with your new baby <a href="https://www.todayparent.com/baby/how-to-ask-for-help-with-your-new-baby/">https://www.todayparent.com/baby/how-to-ask-for-help-with-your-new-baby/</a></p> |
| 3 | Week 5  | <p>"Don't be a martyr; get an epidural." "Don't spoil that baby. Put 'em in the crib and let 'em cry."</p>  | <p>Gifs:</p>  |

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|   |        | <p>Sound familiar? Us too! And honestly, we heard a lot of these from our own families.</p> <p>So how can you survive this well-meaning but frustrating advice? Check out the Easy Gentle Parenting guide for stopping unsolicited advice in its tracks and getting the help you really need.</p> <p><b>Title: Your guide for stopping unsolicited advice in its tracks and getting the help you really need</b></p>   | <p>1. <a href="https://media1.giphy.com/media/d8Qut9SnY801QmD383/giphy.gif?cid=ecf05e475p0sygppyibeznbgp518m0ayak4zplxtaavcp4gy&amp;rid=giphy.gif&amp;ct=g">https://media1.giphy.com/media/d8Qut9SnY801QmD383/giphy.gif?cid=ecf05e475p0sygppyibeznbgp518m0ayak4zplxtaavcp4gy&amp;rid=giphy.gif&amp;ct=g</a></p> <p>2. <a href="https://media0.giphy.com/media/fVtcfEXWQJQUbsF1sH/giphy.gif?cid=ecf05e470mze5eoanf4yimd64yhnjvnld3b2ls6ybel96h59&amp;rid=giphy.gif&amp;ct=g">https://media0.giphy.com/media/fVtcfEXWQJQUbsF1sH/giphy.gif?cid=ecf05e470mze5eoanf4yimd64yhnjvnld3b2ls6ybel96h59&amp;rid=giphy.gif&amp;ct=g</a></p> <p><a href="https://www.easygentleparenting.com/unsolicited-parenting-advice/#:~:text=Directly%20tell%20them%20you%20don,you%20didn't%20ask%20for&amp;text=If%20it%20is%20appropriate%2C%20then,direct%20you%20want%20to%20be.">https://www.easygentleparenting.com/unsolicited-parenting-advice/#:~:text=Directly%20tell%20them%20you%20don,you%20didn't%20ask%20for&amp;text=If%20it%20is%20appropriate%2C%20then,direct%20you%20want%20to%20be.</a></p> |
| 4 | Week 7 | <p>Hi [NAME]! We interrupt your scrolling for a really important question that might sound scary but could be really useful.</p> <p>Have you asked the future grandma in your life what being a new mom was like for her?</p> <p>We know! She probably shares stories that leave you questioning her judgment and memory! But have you ever sat down for an open and intentional conversation? If you're able to connect with your mom or mom-in-law, here's a list of questions to help get the conversation going.</p> <p><b>Title: How to spark a powerful conversation with future grandma</b></p> | <p>Gifs:</p> <p>1. <a href="https://media1.giphy.com/media/m8WyGRkSBeLRTRz8oA/giphy.gif?cid=ecf05e47pn9I7zyekb47tsu0iqkx868hsuv9pj57nzffagv9&amp;rid=giphy.gif&amp;ct=g">https://media1.giphy.com/media/m8WyGRkSBeLRTRz8oA/giphy.gif?cid=ecf05e47pn9I7zyekb47tsu0iqkx868hsuv9pj57nzffagv9&amp;rid=giphy.gif&amp;ct=g</a></p> <p>2. <a href="https://giphy.com/gifs/cbc-schitts-creek-h81fYY4QWj4hIEuqiN">https://giphy.com/gifs/cbc-schitts-creek-h81fYY4QWj4hIEuqiN</a></p> <p>3.</p> <p>Some ideas:<br/><a href="https://greatergood.berkeley.edu/article/item/20_questions_to_ask_your_mother">https://greatergood.berkeley.edu/article/item/20_questions_to_ask_your_mother</a></p>  |

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| 5 | Week 11 | <p>Who ever thought we'd still worry about making friends as adults? If making mom friends is on your mind, you're not alone. Friendships keep us healthy and lower isolation. Today we invite you to think about your connections with other new parents. How are you feeling about those connections or the lack thereof? Making mom friends doesn't have to feel like repeating middle school. Besides, your hair looks way better now! Check out our picks for making new mom friends like the glowing and amazing person that you are!</p> <p><b>Title: Our picks for making new mom friends like the glowing and amazing person that you are!</b></p> | <p>Gifs:</p> <ol style="list-style-type: none"><li>1. <a href="https://media.tenor.com/REoKYwzHzg4AAAd/ice-age-sid.gif">https://media.tenor.com/REoKYwzHzg4AAAd/ice-age-sid.gif</a></li><li>2. <a href="https://media2.giphy.com/media/7wEPneVtWPhVx1VM9o/giphy.gif?cid=790b76119e360a21092c66db917e89d64ad3ff0c27b33f5c&amp;rid=giphy.gif&amp;ct=g">https://media2.giphy.com/media/7wEPneVtWPhVx1VM9o/giphy.gif?cid=790b76119e360a21092c66db917e89d64ad3ff0c27b33f5c&amp;rid=giphy.gif&amp;ct=g</a></li><li>3.</li></ol> <p>What I Wish I Knew About Making Mom Friends as an Introvert<br/><a href="https://theeverymom.com/making-mom-friends-as-an-introvert/">https://theeverymom.com/making-mom-friends-as-an-introvert/</a></p> <p>Afraid of being rejected by mom friends? Dr. Franco can help you!<br/><a href="https://www.tiktok.com/@drmarisagfranco/video/7132431361914178859?is_copy_url=1&amp;is_from_webapp=v1">https://www.tiktok.com/@drmarisagfranco/video/7132431361914178859?is_copy_url=1&amp;is_from_webapp=v1</a></p> |
| 6 | Week 2  | <p>Hi [NAME]! How long is your list of pregnancy "don'ts" this week? Ours was frustratingly long, too!</p> <p>How are we supposed to stay healthy when we're always calculating the amount of caffeine in a chocolate chip granola bar? What's worse is these don'ts can make YOU feel like the infant in the room. We know you weren't born yesterday, so let's put these worries into perspective.</p> <p>Check out this guide for how we're thinking about NOT overthinking the do's and don'ts.</p> <p>Listen to Emily Oster put all the "don'ts and do's" into perspective.</p> <p><b>Title: How we think about NOT overthinking everything!</b></p>   | <p>Gifs:</p> <ol style="list-style-type: none"><li>1. <a href="https://giphy.com/gifs/cbc-cbc-gem-pretty-hard-cases-prettyhardcases-Uk8OLYkVk7R8fPfWnk">https://giphy.com/gifs/cbc-cbc-gem-pretty-hard-cases-prettyhardcases-Uk8OLYkVk7R8fPfWnk</a></li><li>2. <a href="https://media3.giphy.com/media/PjJ1pcLyYsbUSgdsxf/giphy.gif?cid=790b761144f811473923d7724f0db130f724870f5ca75252&amp;rid=giphy.gif&amp;ct=g">https://media3.giphy.com/media/PjJ1pcLyYsbUSgdsxf/giphy.gif?cid=790b761144f811473923d7724f0db130f724870f5ca75252&amp;rid=giphy.gif&amp;ct=g</a></li><li>3.</li></ol> <p>Newly Pregnant &amp; Overthinking Everything<br/><a href="https://kateharrislange.medium.com/newly-pregnant-overthinking-everything-6753166efc8d">https://kateharrislange.medium.com/newly-pregnant-overthinking-everything-6753166efc8d</a></p>   |

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|   |               |   | Emily Oster puts all the “don'ts and “do's” into perspective, takes no prisoners; makes no apologies:<br><a href="https://www.instagram.com/stories/highlights/17959104169812211/">https://www.instagram.com/stories/highlights/17959104169812211/</a>   |
| 7 | Week 16       | <p>Hey [NAME]!. How ya’ feeling about your birth plan? We've noticed there are a lot of strong opinions on birth plans, but not a lot of clarity on what they are and how to use them as a confidence boosting tool before and after birth.. As always- we've got your back! Click here for a great video on how to build a birth plan that helps you prepare for the unexpected and sets you up for success.</p> <p><b>Title: How to build a birth plan that withstands the unexpected</b></p> | <p>Gifs:</p> <ol style="list-style-type: none"><li>1. <a href="https://media1.giphy.com/media/q4SYpNEl5kvMrbwmmWt/giphy.gif?cid=790b7611ad733355b42b1a3c08be5a27e6c7feb084bfeb42&amp;rid=giphy.gif&amp;ct=g">https://media1.giphy.com/media/q4SYpNEl5kvMrbwmmWt/giphy.gif?cid=790b7611ad733355b42b1a3c08be5a27e6c7feb084bfeb42&amp;rid=giphy.gif&amp;ct=g</a></li><li>2. <a href="https://giphy.com/gifs/Friends-season-5-friends-tv-the-one-hundredth-kDezKJxqnQHYSqv0ld">https://giphy.com/gifs/Friends-season-5-friends-tv-the-one-hundredth-kDezKJxqnQHYSqv0ld</a></li><li>3.</li></ol> <p>Copy: "Things didn't go as planned." How many times have you heard someone talk about their birth experience? There's a lot of pressure to write detailed birth plans. While talking through your wishes for labor and delivery can be empowering, sometimes they can give a false sense of certainty and control. Click below to listen to [find someone talking about flexible birth plans that don't make you feel like a failure]. This week, ask yourself what do you expect your birth to be like? What questions come up for you? Take this list of expectations and questions and share them with whomever you're partnering with (an OB, midwife, your sister) for the big day.</p> <p>Or<br/>VLOG: OB-GYN's Birth Plan   What to discuss with your doctor<br/><a href="https://www.youtube.com/watch?v=eNhFs8yb7tc">https://www.youtube.com/watch?v=eNhFs8yb7tc</a></p> |
| 8 | <b>Week 8</b> | <p>Welcome to parenthood, your new life: stressing over stuff. For what it's worth, we know you're more than a 100-item baby registry. It's true, you need some new items to make life with baby safe, livable and yes, cute. Who doesn't love fuzzy bear ears on everything?</p> <p>Click here for ideas on managing the stress of the baby registry and sharing your real needs with friends and family.</p> <p><b>Title: Building your low-stress baby registry</b></p>                      | <p>Gifs:</p> <ol style="list-style-type: none"><li>1. <a href="https://media3.giphy.com/media/4xWGyVKoXqg2eVCiq9/200w.webp?cid=ecf05e4761ya6dd472djwfbxktfgs87wg53gwmjptxr yfv5&amp;rid=200w.webp&amp;ct=g">https://media3.giphy.com/media/4xWGyVKoXqg2eVCiq9/200w.webp?cid=ecf05e4761ya6dd472djwfbxktfgs87wg53gwmjptxr yfv5&amp;rid=200w.webp&amp;ct=g</a></li><li>2. <a href="https://media4.giphy.com/media/3ofT5EjHoux2lApYQ/giphy.gif?cid=790b76111132d23f4bd1eaf828c73d1d018ae1b380c1e9c3&amp;rid=giphy.gif&amp;ct=g">https://media4.giphy.com/media/3ofT5EjHoux2lApYQ/giphy.gif?cid=790b76111132d23f4bd1eaf828c73d1d018ae1b380c1e9c3&amp;rid=giphy.gif&amp;ct=g</a></li><li>3. <a href="https://giphy.com/gifs/baby-XweOsBI72PFcc">https://giphy.com/gifs/baby-XweOsBI72PFcc</a></li><li>4. <a href="https://giphy.com/gifs/snl-saturday-night-">https://giphy.com/gifs/snl-saturday-night-</a></li></ol>   |

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|    |         |  | <p><a href="#">live-season-44-8PBakH1CGqKB9hNzd5</a></p> <p>5.</p> <p>Baby Registry Stress Tips (doesn't really get at communicating needs though) :<br/> <a href="https://www.mother.ly/life/baby-registry-stress/">https://www.mother.ly/life/baby-registry-stress/</a></p> <p><a href="https://www.parents.com/baby/gear/registries-buying-guides/9-baby-registry-mistakes-to-avoid-making/">https://www.parents.com/baby/gear/registries-buying-guides/9-baby-registry-mistakes-to-avoid-making/</a></p>  |
| 9  | Week 17 | <p>It's the hottest ticket in town! Your birth. So, who's coming?? Deciding who gets to share this moment and hear you cuss like you never have before is major! If you decide to have your partner, your mom, or your BFF join you, consider sharing the tips below with them and tell them which are most important to you. Chances are, they'll be honored to be included.</p> <p><b>Title: Getting the support you need in the delivery room</b></p>   | <p><a href="https://www.verywellfamily.com/ways-to-comfort-a-woman-giving-birth-2753063">https://www.verywellfamily.com/ways-to-comfort-a-woman-giving-birth-2753063</a></p> <p>Tiktok:<br/> <a href="https://www.tiktok.com/@laurelenmullerdoula/video/7175233107845582126?q=who%27s%20at%20your%20birth&amp;t=1674064331609">https://www.tiktok.com/@laurelenmullerdoula/video/7175233107845582126?q=who%27s%20at%20your%20birth&amp;t=1674064331609</a></p> <p><a href="https://www.baby-chick.com/how-to-decide-who-is-in-the-room-during-delivery/">https://www.baby-chick.com/how-to-decide-who-is-in-the-room-during-delivery/</a></p> |
| 10 | Week 18 | <p>When was the last time you did something that you'd NEVER done before? We all get nervous about new and unknown things. And having a baby is all of that. If fear and uncertainty are a part of your bumplife, we've got you covered, [NAME].</p> <p>Try this:<br/> Jot down your questions and worries.<br/> Share your list with someone you trust.<br/> Check out these suggestions for easy, shame-free ways to calm your new mom fears.</p> <p><b>Title: We're here to calm your new mom fears</b></p> | <p>Gifs:</p> <ol style="list-style-type: none"> <li><a href="https://giphy.com/gifs/gilmorigirls-netflix-gilmorigirls-3ofT5RxXymIX4na3p6">https://giphy.com/gifs/gilmorigirls-netflix-gilmorigirls-3ofT5RxXymIX4na3p6</a></li> <li><a href="https://giphy.com/gifs/cbc-funny-comedy-xUOWGhIvOzfsreC1xK">https://giphy.com/gifs/cbc-funny-comedy-xUOWGhIvOzfsreC1xK</a></li> <li></li> </ol> <p>Clear your fears with doula and birth coach, Bridget Teyler (12 min)<br/> <a href="https://www.youtube.com/watch?v=OK8DhpPDM_c">https://www.youtube.com/watch?v=OK8DhpPDM_c</a></p>  |

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|    |         |   | <p>Article:</p> <p>1. Calming your New Mom Fears:<br/><a href="https://lactationnetwork.com/blog/how-to-deal-with-new-mom-fears/">https://lactationnetwork.com/blog/how-to-deal-with-new-mom-fears/</a></p>  |
| 11 | Week 9  | <p>Your parents: they fed you and wiped your bum and now they're ready for grandparent-mode!</p> <p>Maybe they have ideas about how you should birth, heal, or even do baby's hair. Baby traditions run deep, but what if you want to do something different?</p> <p>How are you feeling about choosing your own ways to celebrate and care for a new baby? Check out Dr. Veronica's tips for setting boundaries with your family.</p> <p><b>Title: Communicating your post-birth wishes and expectations with family</b></p> | <p>Gifs:</p> <ol style="list-style-type: none"><li>1. <a href="https://media3.giphy.com/media/IELNhOt3iGqc0/giphy.gif?cid=790b7611e0dd5bb4e4fdea33b55d97ccbff39adfb39e370d&amp;rid=giphy.gif&amp;ct=g">https://media3.giphy.com/media/IELNhOt3iGqc0/giphy.gif?cid=790b7611e0dd5bb4e4fdea33b55d97ccbff39adfb39e370d&amp;rid=giphy.gif&amp;ct=g</a></li><li>2. <a href="https://media0.giphy.com/media/yPoPb5M2K8BeE/giphy.webp?cid=ecf05e47ngzh5n4a2tqdv2j9w55kqgktnru36c884wpmsxas&amp;rid=giphy.webp&amp;ct=g">https://media0.giphy.com/media/yPoPb5M2K8BeE/giphy.webp?cid=ecf05e47ngzh5n4a2tqdv2j9w55kqgktnru36c884wpmsxas&amp;rid=giphy.webp&amp;ct=g</a></li><li>3.</li></ol> <p><a href="https://www.mother.ly/relationships/grandparents/6-common-in-law-conflicts-after-baby-arrives-how-to-handle-them/">https://www.mother.ly/relationships/grandparents/6-common-in-law-conflicts-after-baby-arrives-how-to-handle-them/</a></p> <p><a href="https://forge.medium.com/how-to-get-your-family-to-stop-questioning-your-parenting-decisions-5ad64c1ed34b">https://forge.medium.com/how-to-get-your-family-to-stop-questioning-your-parenting-decisions-5ad64c1ed34b</a></p> <p><a href="https://hellopostpartum.com/familyboundaries-new-baby/">https://hellopostpartum.com/familyboundaries-new-baby/</a></p> |
| 12 | Week 13 | <p>So, [NAME], what's your feeding plan? If your response is that it's none of our darn business, we hear ya! We're over this judgy question too. Formula? Breast? And what the heck is a flange?</p> <p>Try our 3 steps to calming that baby feeding panic:</p>  | <p>Gifs:</p> <ol style="list-style-type: none"><li>1. <a href="https://media1.giphy.com/media/0PISCKSQI32WQfiDch/giphy.gif?cid=ecf05e47evzzdvxxk59v5d192d7gbnc6a6e2t0cs5w64b6fy&amp;rid=giphy.gif&amp;ct=g">https://media1.giphy.com/media/0PISCKSQI32WQfiDch/giphy.gif?cid=ecf05e47evzzdvxxk59v5d192d7gbnc6a6e2t0cs5w64b6fy&amp;rid=giphy.gif&amp;ct=g</a></li><li>2. <a href="https://giphy.com/gifs/snl-saturday-night-live-season-43-26ghbVjwMqEwNAvHG">https://giphy.com/gifs/snl-saturday-night-live-season-43-26ghbVjwMqEwNAvHG</a></li></ol>   |

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|    |         | <ol style="list-style-type: none"><li>1) Jot down your dreams, questions and worries about baby feeding.</li><li>2) Connect with a friend to talk through your thoughts.</li><li>3) Check out this page for judgment-free baby feeding tips.</li></ol> <p>And if you're still feeling stressed, here are some feeding confessionals from new parents just like you: <a href="#">LINK</a></p> <p><b>Title: Your guide to building your feeding confidence</b></p> | <ol style="list-style-type: none"><li>3. <a href="https://giphy.com/gifs/bleeckerstfilms-film-comedy-sci-fi-kDGfIB0FFCsDS7XfAJ">https://giphy.com/gifs/bleeckerstfilms-film-comedy-sci-fi-kDGfIB0FFCsDS7XfAJ</a></li></ol> <p>Not specifically about reducing stress, but normalizing: Babyfeeding.coach on Instagram: <a href="https://www.instagram.com/babyfeeding.coach/?hl=en">https://www.instagram.com/babyfeeding.coach/?hl=en</a></p> <p>Another: Milk Drunk Feeding Confessionals: <a href="https://milk-drunk.com/category/feeding-confessionals/">https://milk-drunk.com/category/feeding-confessionals/</a></p>   |
| 13 | Week 10 | <p>How's your partner handling parenthood?</p> <p>We know the strain a baby can put on relationships all too well. More arguments and tension happen to most of us! How can you stay connected with your partner as you both become parents?</p> <p>We've found <a href="#">these tips</a> for building a strong parenting partnership really helpful!</p> <p><b>Title: Your guide for a strong partnership in parenthood</b></p>                                | <p>Gifs:</p> <ol style="list-style-type: none"><li>1. <a href="https://media0.giphy.com/media/ZmuUzqOIEojnd4tN8/giphy.gif?cid=790b761130beb0bc4be482be4ec3f4e4da180f897ae73cf0&amp;rid=giphy.gif&amp;ct=g">https://media0.giphy.com/media/ZmuUzqOIEojnd4tN8/giphy.gif?cid=790b761130beb0bc4be482be4ec3f4e4da180f897ae73cf0&amp;rid=giphy.gif&amp;ct=g</a></li><li>2. <a href="https://media1.giphy.com/media/1MayKbFuSKE1O/giphy.gif?cid=790b7611251ab481c3fd58529a9835b821aed683bf544a29&amp;rid=giphy.gif&amp;ct=g">https://media1.giphy.com/media/1MayKbFuSKE1O/giphy.gif?cid=790b7611251ab481c3fd58529a9835b821aed683bf544a29&amp;rid=giphy.gif&amp;ct=g</a></li><li>3. <a href="https://giphy.com/gifs/zayn-malik-out-47nNHdEE4LGp2">https://giphy.com/gifs/zayn-malik-out-47nNHdEE4LGp2</a></li></ol> <p><a href="https://www.gottman.com/blog/the-transition-to-parenthood-relationship-tips-for-new-parents/">https://www.gottman.com/blog/the-transition-to-parenthood-relationship-tips-for-new-parents/</a></p> |
| 14 | Week 12 | <p>TBH [NAME], preparing yourself for the reality of baby sleep is tricky. From the tall tales of sleeping through the night to the brutal colic war stories- it's enough to make anyone's head spin! Like always- we got you, boo! Here are the no-filter facts on baby sleep to help you catch some 😴 tonight.</p> <p><b>Title: Baby sleep: Just the facts please!</b></p>   | <p>Gifs:</p> <ol style="list-style-type: none"><li>1. <a href="https://media2.giphy.com/media/5i0RdWktDx0xW/giphy.gif?cid=ecf05e47kwn4zrkyidbqapadb3g63ixd41n8spd1bmzfxi9i&amp;rid=giphy.gif&amp;ct=g">https://media2.giphy.com/media/5i0RdWktDx0xW/giphy.gif?cid=ecf05e47kwn4zrkyidbqapadb3g63ixd41n8spd1bmzfxi9i&amp;rid=giphy.gif&amp;ct=g</a></li><li>2. <a href="https://media0.giphy.com/media/xTk9ZKVGEPtejVquSk/giphy.gif?cid=790b761134eb21ab8d8e4652df01f5ab385add2eabfaf60b&amp;rid=giphy.gif&amp;ct=g">https://media0.giphy.com/media/xTk9ZKVGEPtejVquSk/giphy.gif?cid=790b761134eb21ab8d8e4652df01f5ab385add2eabfaf60b&amp;rid=giphy.gif&amp;ct=g</a></li><li>3. <a href="https://huckleberrycare.com/blog/foundationa-l-newborn-sleep-habits">https://huckleberrycare.com/blog/foundationa-l-newborn-sleep-habits</a></li></ol>  |



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|----|--------|--|---|
|    |        |  | <div data-bbox="1444 207 2020 1060"> <h2>Realistic Sleep Expectations</h2> <p>from birth to five</p> <p>www.facebook.com/SleepCalm by 'The Gentle Sleep Book'</p> <p><b>Newborn</b><br/>Usually sleep best 'in arms' or in a sling. No concept of night or day. Sleep cycles very short. Needs frequent feeding day &amp; night.<br/>Av. sleep in 24 hrs 17-19 hrs<br/>No definition between day/night</p> <p><b>3-4 Months</b><br/>Circadian rhythm (body clock) just developing. may begin to sleep more at night. Frequent night waking &amp; feeding is the norm.<br/>Av. night sleep 11-13 hrs<br/>Av. naps 3-4 hrs, 3-4 naps</p> <p><b>4-5 Months</b><br/>Sleep regresses due to developmental changes, doesn't indicate ready for solids/weaning. Night waking more frequent. Night feeds still necessary.<br/>Av. night sleep 9-12 hrs<br/>Av. naps 2.5-3 hrs, 3-4 naps</p> <p><b>12-18 Months</b><br/>May be able to transition between sleep cycles without parental input, night weaning may be considered.<br/>Av. night sleep 9-12 hrs<br/>Av. naps 2 hrs, 2 naps</p> <p><b>9-12 Months</b><br/>Common age for sleep regression, more night waking, more night feeds and more need for parental contact at night due to separation anxiety.<br/>Av. night sleep 9-12 hrs<br/>Av. naps 2.5 hrs, 2-3 naps</p> <p><b>6-9 Months</b><br/>May sleep in stretches of 4-5 hours, but waking still common. Night feeds still common. Earliest age babies should be in their own room for SIDS reasons.<br/>Av. night sleep 9-12 hrs<br/>Av. naps 2.5 hrs, 3 naps</p> <p><b>18-24 Months</b><br/>Often still need parental input at night, may begin to develop night terrors and nightmares. Common age for sleep regression.<br/>Av. night sleep 9-12 hrs<br/>Av. naps 2 hrs, 1-2 naps</p> <p><b>2-3 Years</b><br/>Sleep closely linked to behaviour. Changes, e.g. starting nursery, potty training or a new baby, can cause sleep regressions.<br/>Av. night sleep 9-12 hrs<br/>Av. naps 1 hr, 1 nap</p> <p><b>3-5 Years</b><br/>Night dryness usually occurs at some point, though bedwetting common until 7. Common age for night terrors and nightmares.<br/>Av. night sleep 9-12 hrs<br/>naps stop at some point</p> </div> |
| 15 | Week 3 | <p>Mind on your money or money on your mind? However 💰(or our weak attempt at using Snoop Dogg lyrics 🙄) makes you feel, we've felt the monetary heat of a new baby too!</p> <p>Whether you're pinching pennies to save for child care or praying that an unexpected complication doesn't flip your budget, \$ can add a lot of stress. We've scoured the internet for the best ways to cope with the financial stress of parenthood, and we like baby chick's 7 top tips: .</p> | <p>Gif ideas:</p> <ol style="list-style-type: none"> <li><a href="https://media3.giphy.com/media/H7ZrA9V2pd3Tehdds/giphy.gif?cid=ecf05e47dr40szyo88w3ev19bm22hefal8waOgd3eksvoldu&amp;rid=giphy.gif&amp;ct=g">https://media3.giphy.com/media/H7ZrA9V2pd3Tehdds/giphy.gif?cid=ecf05e47dr40szyo88w3ev19bm22hefal8waOgd3eksvoldu&amp;rid=giphy.gif&amp;ct=g</a></li> <li><a href="https://media4.giphy.com/media/PtfccZBHY2VBm/giphy.gif?cid=790b76114">https://media4.giphy.com/media/PtfccZBHY2VBm/giphy.gif?cid=790b76114</a></li> </ol>  |

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|    |         |  | <p><a href="https://www.baby-chick.com/combat-financial-stress-while-expecting/">ecf8a1003524afad8b84f817deedb911dc9d0ee&amp;rid=giphy.gif&amp;ct=g</a></p> <p>3. <a href="https://media1.giphy.com/media/tX0d2WvF58tIQ/giphy.gif?cid=ecf05e47aw6nnr44c9miim8s5w5bg1wayg7iymjkf668kwp4&amp;rid=giphy.gif&amp;ct=g">https://media1.giphy.com/media/tX0d2WvF58tIQ/giphy.gif?cid=ecf05e47aw6nnr44c9miim8s5w5bg1wayg7iymjkf668kwp4&amp;rid=giphy.gif&amp;ct=g</a></p> <p><a href="https://www.baby-chick.com/combat-financial-stress-while-expecting/">https://www.baby-chick.com/combat-financial-stress-while-expecting/</a></p>   |
| 16 | Week 14 | <p>What's the most awkward question your doc can ask after baby arrives? It's probably "Are you having sex yet?" Wait. What?</p> <p>To be fair, having sex again can be a big milestone for some, and connecting with a partner or your own body is a big part of being a whole person. Here's how real moms are approaching this topic.</p>   | <p>Gif ideas:</p> <p>3. <a href="https://media0.giphy.com/media/5YtiX35nQYUqTnUEoH/giphy.gif?cid=790b7611d425b2ec0c8419c03efbcde89ecaa2cbff7e482c&amp;rid=giphy.gif&amp;ct=g">https://media0.giphy.com/media/5YtiX35nQYUqTnUEoH/giphy.gif?cid=790b7611d425b2ec0c8419c03efbcde89ecaa2cbff7e482c&amp;rid=giphy.gif&amp;ct=g</a></p> <p>Articles:</p> <p>2. Postpartum sex tips from real moms: <a href="https://www.peanut-app.io/blog/postpartum-sex-tips">https://www.peanut-app.io/blog/postpartum-sex-tips</a></p>   |
| 17 | Week 6  | <p>We're totally over guilt and shame during pregnancy. Whether you're worrying about what you did before you knew you were pregnant or cringing over another forgotten prenatal vitamin, we've been there. That inner critic saying "you're blowing this" - she's toxic and it's time for her to go. Click here for 11 things you can do to shut the door on shame and find your new parent mojo.</p> <p><b>Title: How to shut the door on shame and find your new parent mojo.</b></p> | <p>Gifs:</p> <p>1. <a href="https://media0.giphy.com/media/3ornk5gPGCNMyDREQE/giphy.gif?cid=790b76113dc5362e3280e2eb729c1ae8615db438ff0c243f&amp;rid=giphy.gif&amp;ct=g">https://media0.giphy.com/media/3ornk5gPGCNMyDREQE/giphy.gif?cid=790b76113dc5362e3280e2eb729c1ae8615db438ff0c243f&amp;rid=giphy.gif&amp;ct=g</a></p> <p>2. <a href="https://media2.giphy.com/media/xT9DPQAVtOaGTeyfq8/200w.webp?cid=ecf05e47bu5kamay9v5su4i4acdubghvrhjmzgza9pmugrzc&amp;rid=200w.webp&amp;ct=g">https://media2.giphy.com/media/xT9DPQAVtOaGTeyfq8/200w.webp?cid=ecf05e47bu5kamay9v5su4i4acdubghvrhjmzgza9pmugrzc&amp;rid=200w.webp&amp;ct=g</a></p> <p>3. <a href="https://www.parents.com/pregnancy/my-life/emotions/11-things-pregnant-women-should-stop-feeling-guilty-about/">https://www.parents.com/pregnancy/my-life/emotions/11-things-pregnant-women-should-stop-feeling-guilty-about/</a></p> <p>"11 things you deserve to stop feeling guilty about"</p> |

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|    |        |  | <p>How to stop a shame spiral<br/> <a href="https://www.youtube.com/watch?v=TdtabNt4S7E">https://www.youtube.com/watch?v=TdtabNt4S7E</a> 2min15s</p> <p>Maybe on the landing page, a prompt after the embedded article, "what would you add?"</p>  |
| 18 | Week 4 | <p>Raise your hand if you've asked yourself "did I just make a huge mistake?" That's called regret. It's definitely one of our icks. Thoughts like this are not abnormal. We mean it. You're. Not. Weird. Still, regret can take over and get in the way of feeling confident as you figure out this parenthood thing. Click here for Romper's tips for coping with the not-so-glowy feelings of parenthood.</p> <p>Potential tags: Emotions, Well-Being</p> | <p>Gifs:</p> <ol style="list-style-type: none"> <li>1. <a href="https://media3.giphy.com/media/3oKlP7fu06AYHuhcVa/giphy.gif?cid=790b7611c36c9f801226be763c9b35a1dbd522e6099b0bd8&amp;rid=giphy.gif&amp;ct=g">https://media3.giphy.com/media/3oKlP7fu06AYHuhcVa/giphy.gif?cid=790b7611c36c9f801226be763c9b35a1dbd522e6099b0bd8&amp;rid=giphy.gif&amp;ct=g</a></li> <li>2. <a href="https://media1.giphy.com/media/3ohs4koowy7YJVYX28/giphy.gif?cid=790b76117bd505a507c205383c1e9f7294fd86dfe02e9fa1&amp;rid=giphy.gif&amp;ct=g">https://media1.giphy.com/media/3ohs4koowy7YJVYX28/giphy.gif?cid=790b76117bd505a507c205383c1e9f7294fd86dfe02e9fa1&amp;rid=giphy.gif&amp;ct=g</a></li> <li>3. <a href="https://giphy.com/gifs/al7hG5GiD4hzO">https://giphy.com/gifs/al7hG5GiD4hzO</a></li> <li>4. <a href="https://giphy.com/gifs/hulu-fresh-off-the-boat-l0MYE0pAvRSSTyRzi">https://giphy.com/gifs/hulu-fresh-off-the-boat-l0MYE0pAvRSSTyRzi</a></li> </ol> <p><a href="https://www.romper.com/p/heres-why-its-normal-to-feel-regret-over-becoming-a-mom-7747011">https://www.romper.com/p/heres-why-its-normal-to-feel-regret-over-becoming-a-mom-7747011</a></p> |

Archived content:

Blog Post: [https://mandylencatron.substack.com/p/tramping-down-the-brush-and-the-brambles?r=12c7kc&utm\\_campaign=post&utm\\_medium=web](https://mandylencatron.substack.com/p/tramping-down-the-brush-and-the-brambles?r=12c7kc&utm_campaign=post&utm_medium=web)

Podcast episode about finding baby mom friends, interview with creator of Peanut:  
<https://open.spotify.com/episode/2ZPMxti87JbwwhsvREU36g?si=pZLQihgcTQuP6Xloae3oVw>

Dr. Marisa Franco’s trick for making friends:  
[https://www.tiktok.com/@drmarisagfranco/video/7090304706769145134?is\\_copy\\_url=1&is\\_from\\_webapp=v1](https://www.tiktok.com/@drmarisagfranco/video/7090304706769145134?is_copy_url=1&is_from_webapp=v1)

Funny tiktok:  
<https://www.tiktok.com/@angelicathelife/video/7062924361250032942>

This tweet: <https://twitter.com/upchoose/status/1425627016506793993>

Thinking of working with a doula? Easy tips for how to find your best-fit doula:

[https://www.tiktok.com/@popthatmumma/video/7175116488120995078?is\\_copy\\_url=1&is\\_from\\_webapp=v1](https://www.tiktok.com/@popthatmumma/video/7175116488120995078?is_copy_url=1&is_from_webapp=v1)

How to start a new tradition (LifeKit episode) <https://www.npr.org/2022/12/07/1141464706/how-to-start-new-traditions-that-feel-right-to-you>

<https://www.youtube.com/watch?v=psN1DORYYV0> (maybe a little brene?) 20 min

1. From What to Expect: <https://www.whattoexpect.com/first-year/postpartum-health-and-care/sex-after-birth/>

Gifs:

1. <https://i.giphy.com/media/8AmnW7hNtL5O0i4bMp/giphy.webp>

2. “Awkward”

<https://media4.giphy.com/media/RlbAIU2ffJTUDrkC6s/giphy.gif?cid=790b7611d47f65f0c0176faf61683ef79262585f4ca50e8a&rid=giphy.gif&ct=g>

<https://media4.giphy.com/media/gEZK63RtfvO9Boma7b/giphy.gif?cid=ecf05e473p36bosp9chsrhfqa0hq5ziwz6hy8fsyrpr5p&rid=giphy.gif&ct=g>

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**By providing your mobile number, you agree that** Committee for Children may send you periodic SMS or MMS messages containing but not limited to important information, updates, and tips for your parenting journey.

- You will receive up to 8 messages per month.
- You may unsubscribe at any time by texting the word STOP to the (202) 951-5196. You may receive a subsequent message confirming your opt-out request.
- For help, send the word HELP to (202) 951-5196.
- Message and data rates may apply.
- United States Participating Carriers Include AT&T, T-Mobile®, Verizon Wireless, Sprint, Boost, U.S. Cellular®, MetroPCS®, InterOp, Cellcom, C Spire Wireless, Cricket, Virgin Mobile and others.
- T-Mobile is not liable for delayed or undelivered messages.
- You agree to notify us of any changes to your mobile number and update your account with us to reflect this change.

- Data obtained from you in connection with this SMS service may include your cell phone number, your carrier's name, and the date, time and content of your messages, as well as other information that you provide. We may use this information to contact you and to provide the services you request from us.
- By subscribing or otherwise using the service, you acknowledge and agree that we will have the right to change and/or terminate the service at any time, with or without cause and/or advance notice.

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