

HAVING A BABY?

Sign up for free today!



SmartMom is an evidence-based text messaging program that sends you information & links to resources for each week of your pregnancy

**Text "Island" to 12323
or visit
www.smartmomcanada.ca**



@smartmomcanada



@smartmomcanada



@SmartMom_Canada

Standard message and data rates may apply. Enrolling in SmartMom is free, but depending on your mobile phone plan, your mobile phone service provider (carrier) may charge you to receive/send text messages or browse website links when not connected to WiFi.

SmartMom



fraserhealth
Better health. Best in health care

Interior Health
Every person matters

island health

northern health
the northern way of caring

Vancouver Coastal Health
Promoting wellness. Ensuring care.



SmartMom Prenatal Education Program

What is SmartMom?

- SmartMom is a prenatal education program that sends evidence-based educational text messages to guide women through each week of pregnancy.
- Messages are tailored to gestational age and include links to websites, videos on various topics, options for screening in pregnancy, and preparation for labour and delivery.
- It is free to sign up for SmartMom. Standard message and data rates apply when receiving SMS text messages.
- Learn more on the [SmartMom website](#) or watch this [short video](#).

Program Goal

- SmartMom can support women and their families to make evidence-informed choices for healthy pregnancy and childbirth.
- Messages are meant to complement prenatal advice and information provided by maternity care providers, not to replace it.

Partnership and Endorsement

- SmartMom was developed by [Optimal Birth BC](#) in partnership with the BC Ministry of Health, the Northern Health Authority, the First Nations Health Authority, and Perinatal Services BC. Consultation with pregnant women, new mothers, and practicing nurses, doctors, midwives and experts in environmental health and nutrition was fundamental to development.
- SmartMom has been endorsed by the Society of Obstetricians and Gynaecologists of Canada. Development of SmartMom was funded by The Peter Wall Institute for Advanced Studies and The Alva Foundation.

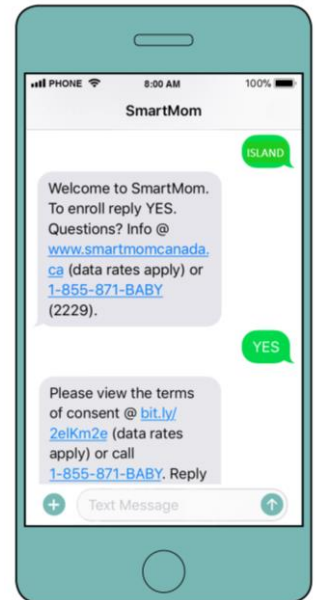


How Program Participants Can Enroll

PHONE - via SMS

- 1) Text the keyword **ISLAND** to the phone number **12323**
- 2) Text the word **Yes** to confirm enrollment
- 3) Read the *Terms of Consent* by clicking the link (data rates apply) or call 1-855-871-BABY (2229) to listen to the *Terms of Consent*
- 4) Text the word **Accept** to accept the terms
- 5) Text the **#** of weeks pregnant (e.g. **8** if eight weeks pregnant)

The enrollment process can be finished at a later time (a reminder text will be sent within 24 hours if enrollment is not completed). Standard message and data rates may apply when receiving text messages to your phone.

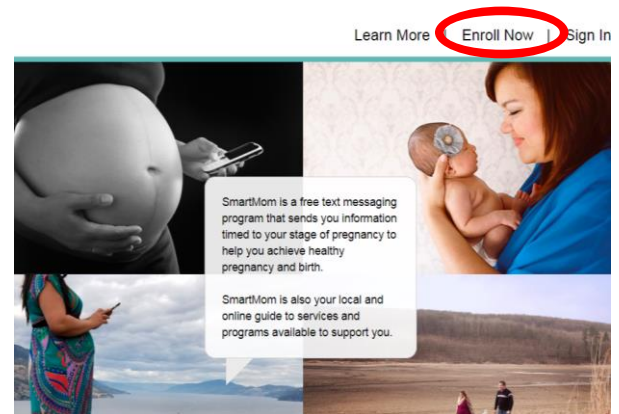


ONLINE - via the SmartMom website

- 1) Go to www.smartmomcanada.ca and click **Enroll Now***
- 2) Read and accept the *Terms of Consent*
- 3) Enter personal health number (optional)
- 4) Take the enrollment survey or enroll now and take the survey later
- 5) Complete profile, select any supplemental message streams, and **Save**
- 6) Customize the message schedule then click **Finish Enrollment**

*If you do not have a phone and/or cellular service but would like to see the messages online, click **Sign up with email address**.

Messages will not be sent by email. Once signed up, login to www.smartmomcanada.ca at any time to view messages.



Create Your Profile

In order to begin sending you messages, we need to know your cell phone number, when you prefer to receive messages, and a username. Your username does not have to be your real name, just a way for us to greet you. To sign up, please complete the registration form here.

(* indicates mandatory field)

Please create a username:*

Username confirmation:*

? Mobile Number:*

Sign up with email address

Questions?

Phone: 1-855-871-BABY (2229) & Email: contact@smartmomcanada.ca

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