

FAB (Food After Baby)

FAB!

(Food after Baby)



- ✓ Energize yourself with food & activity!
- ✓ De-mystify nutrition labels
- ✓ Unleash your creative menu planner

FREE 3-week
weight loss program
for NEW moms!

Join us when
you are ready - babies
are welcome!

Call 443-0577
or email Felicia.Kimball@sobey.com to register



Sobey
Dietitians

FAB!
100% Web Care

Powered by
Sobey
Pharmacy



Goal of FAB! Program

Healthy mom and baby

Adopt positive lifestyle changes
around nutrition

Women's Challenges with Postpartum Weight Loss

- Weight loss concern for many women today
- Pregnancy is joyous event
- Weight gain with pregnancy and accumulated weight between pregnancies
- Obesity and its complications may result

Challenges

- Women tend to put their health second when caring for new baby
- Key challenges: time, motivation, support
- **Time** : food choice and preparation, school, career, exercise, multiple children and infant care responsibilities

Challenges

- **Motivation:** priorities, seeing results, pressures, health over weight
- **Support:** lack of, outside of the family, self-support, family other than partner, health providers
- **Other:** post partum depression, isolation, recovery from C/S, self-esteem, changes in body, cultural needs, sleep and weight retention

FAB! at first...

- Initially formed in 1999 by IWK dietitian Judy Mahar with grant support from Diabetes Care Program of NS
- Community partnership with Sobeys began 2011
- FAB! is offered in Sobeys stores across HRM in comfortable breastfeeding and child friendly community rooms

Facts on FAB

- FREE 3-week program for moms
- Tips, ideas and support to help lose pregnancy weight
- Meal planning, label reading, portions, balancing the plate, recipes, exploring new foods
- Empowers moms with confidence, knowledge and skills for healthy family habits for life



Really enjoyed the label reading.

Dietitian's demos with food from each department.

Loved the snacks & ideas.

Since the first session I've stayed on track and lost six pounds. You've been a very positive influence on my journey. I've been strong and have made healthy food choices ever since. I've also used the recipes you gave us. The Brazilian stew was amazing and even my husband and baby enjoyed it!



Promotion

- Poster and launch
- Tear pads
- Media (print, TV, blogs, ads in physician publications)
- IWK webpage
- Healthy Beginnings
- You 😊