

## About Flourish visits

A Flourish franchisee runs weekly Flourish visits that span 10 weeks with a group of 10 mom's to be. These visits are run in her community, in her home or a local venue e.g. a school, community hall, NGO office that is easily accessible for her guests, safe and comfortable. The Flourish franchisor provides each Flourish franchisee with the necessary materials to run her ten week Flourish journey. Only licensed Flourish franchisees are permitted to run Flourish visits and Flourish visits in no way replace a pregnant women's routine clinical antenatal care.

FOR MORE INFORMATION ON FLOURISH AND THE GROW GREAT CAMPAIGN PLEASE CONTACT:

**Nomahlubi Jakuja:**  
Flourish Programme Leader

Email: [Nomahlubi@dgmt.co.za](mailto:Nomahlubi@dgmt.co.za)

## About Flourish

Flourish, a pillar of the Grow Great Campaign, is a national network of antenatal and postnatal classes that support, celebrate and empower mothers through the critical first 1000 days of a child's life. Grow Great is a multi funder initiated campaign with the bold aim to mobilise South Africa towards a stunting free future. Stunting is a condition that arises from prolonged under-nutrition and it affects a child's physical and brain development

The first 1000 days of a child's life (i.e. from conception to age two) is an opportunity to establish a foundation for children's academic success, health and general well-being. However, it is also a period of vulnerability to stunting. In efforts to end the prevalence of stunting, Flourish was born. Using a social franchise model, and drawing from the latest literature, Flourish provides universal access to mom & baby classes (called Flourish visits) that support, celebrate and empower pregnant & new mothers through the critical first 1000 days of a child's life.

## About the Flourish Franchisee

A Flourish Franchisee is a woman who has been licensed by the Flourish franchisor to run Flourish visits in her community. She is not a healthcare worker, but rather a community activist, passionate about mothers and children and committed to supporting them through the critical first 1000 days.

## About the Flourish Journey

This is a journey of:

- Companionship, belonging and acceptance
- Nurturing our changing bodies and the little body (or bodies) growing inside
- Self-love and self-care
- Proud mothers, forging our children's future
- Bonding with our babies
- Love, play and growing greatness

A Flourishing mom:

- Knows what it feels like to belong to a community where she is accepted unconditionally
- Is supported to nurture her changing body and the little body (or bodies) growing inside of her
- Takes time to love and care for herself
- Has a clear vision of how her child can reach her/ his full potential
- Bonds with her baby
- Loves, plays and nourishes her baby to grow great

A Flourishing baby:

- Is born into a community of belonging and acceptance
- Grows great in and out of the womb
- Thrives
- Has a future full of potential
- Feels safe and secure
- Is loved, playful and curious





## Journey Overview



### VISIT 1 : WELCOME AND CONGRATULATIONS!

1

In this visit we aim to introduce moms to the Flourish journey. We welcome them to a community of support and, hopefully, lifelong friendship. We celebrate the exciting journey they are embarking on, while also touching lightly on potential stress factors and how to deal with them. Visit 1 activities include the 'In this house' group constitution activity, relaxation exercises and a baby-bump photo-shoot.

### VISIT 2: CONNECTING WITH YOUR BABY

2

In this visit we focus on the importance of maternal nutrition and pregnancy supplements, as well as the dangers of drinking and smoking to foetal development. Visit 2 activities include making a pregnancy chime necklace, which aims to encourage early mom/baby attachment, and plotting baby's growth and development in the womb on a fun, foetal development chart.

### VISIT 3 : THE FUTURE IS NOW

3

Moms can invite their partner or a trusted friend/family member to this open visit. The activity for this visit is making a wish-ribbon mobile with wishes for the baby's first year of life written on the ribbon. Discussion is around newborn development and stimulation and the importance of early and continued antenatal care visits at their clinic.

### VISIT 4 : YUMMY MUMMY

4

This visit is centred around a fun cook-off activity that sees moms making tasty family meals that can also be adapted as complementary feeding for babies (from 6 months onward), using eggs and other locally-sourced ingredients. Conversation around the benefits of the ingredients used, cost and preparation will be worked into the activity, as well as how to include play and stimulation with baby at feeding time.

In this visit the aim is to link the importance of maternal nutrition and health to foetal development, and the importance of delaying complementary feeding until baby is 6 months old.

### VISIT 5 : GROWING GREATNESS

5

In this visit moms will create a vision board of their child's future and play a game aimed at stimulating discussion around what will block or enable their child achieving the future envisioned. Aspects related to smoking, alcohol and substance use, adherence to chronic medication, maternal mental health, breastfeeding and more is included in this visit.

### VISIT 6: MONEY SAVVY MOMMY

6

This visit focuses on encouraging early uptake of the child support grant and discussing how to get the most out of your money. Conversation about other ways to boost existing income will be facilitated, followed by a self-reflective activity where moms will be guided to put together a unique personal statement for their CV.

### VISIT 7: BREASTFEEDING - THE SMART CHOICE

7

This visit is dedicated to positioning breast feeding as the smart choice for mom and baby. Activities include a breastfeeding quiz, as well as practising breastfeeding positions and learning how to express breastmilk. Conversation will focus on the multiple benefits of breastfeeding to both mom and baby, including the opportunity it presents to bond with baby.

### VISIT 8 : PREPARING FOR B-DAY

8

In this visit moms are encouraged to prepare for labour as they put together a birth preparation plan, thinking about what to pack for the hospital, transport options, etc. Discussion will focus on labour and a mother's right to a dignified birthing experience. The benefits of skin-to-skin and breastfeeding baby as soon as possible after birth will also be discussed, as will mom's family planning options.

### VISIT 9 : BECOMING A PARENT - THE FOURTH TRIMESTER

9

Mom's birthing companion or trusted friend/family member are invited to attend this visit as we share parenting aspirations. The Road to Health book and importance of baby's clinic appointments are discussed, as well as the vital role of love, talk and play in making sure children not only survive, but thrive. A fun, baby-bump photo shoot, as a follow-up to the shoot done on Visit 1, also forms part of this visit.

### VISIT 10 : BABY-SHOWER AND GRADUATION

10

This final visit takes the form of a baby-shower, where we celebrate our journey over the past 9 weeks and all that we have shared and gained as a group. There will be fun games that also reinforce the information shared, cake, certificates and farewells. Moms will also receive their printed baby-bump photos.