

BUILD A HAPPY BRAIN

Hold your baby, keep them close to you.

This builds trust and helps secure attachments to develop.

Your hard work will be worth it.

Close contact and loving connections help to positively shape a baby's brain.

Responsive parenting helps a baby feel that the world is a safe space and that their needs will be met.



Soft touch encourages oxytocin release in child and carer, bringing calm.

This builds their confidence and allows their brain to develop optimally.

Oxytocin encourages feelings of love and bonding and reduces stress and anxiety.

You cannot spoil your child by being responsive to their needs.

Don't be afraid to comfort your child when they cry. The close contact will reassure them they are safe and loved.

