

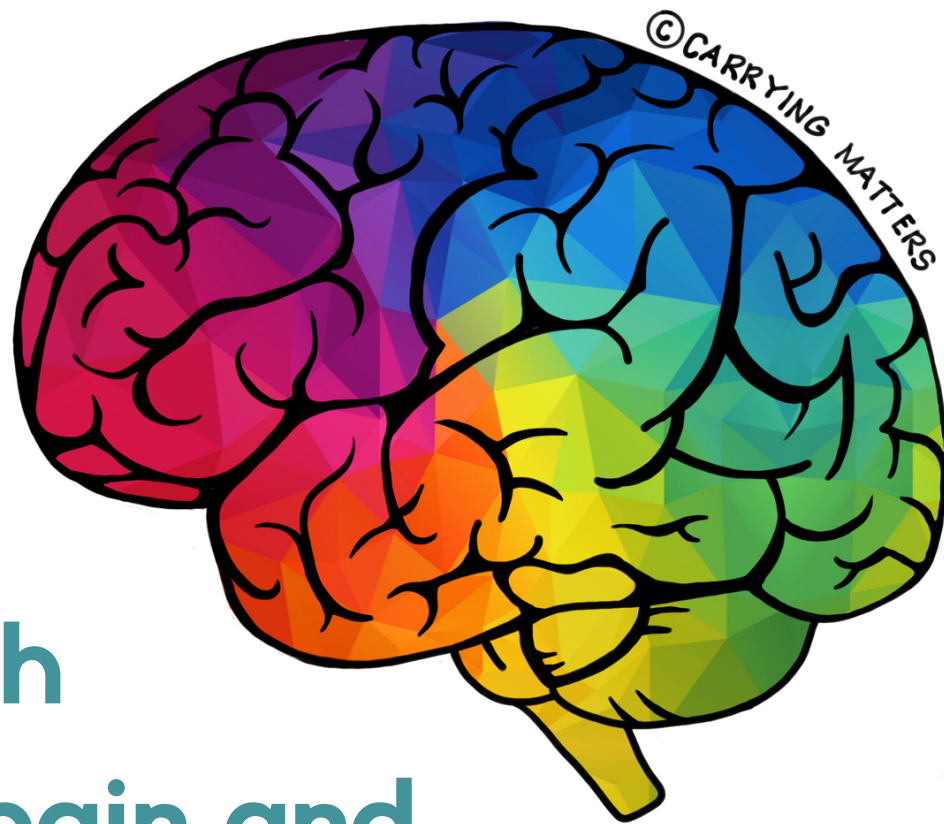
# BUILD A HAPPY BRAIN

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.



Soft touch reduces pain and encourages oxytocin release in child and carer.

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

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

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

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

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



[www.carryingmatters.co.uk](http://www.carryingmatters.co.uk)

A safe and comfy sling can help you hold your child close.