

WHY CARRYING MATTERS

SEVEN REASONS

Carry your baby, keep them close to you.

It is biologically normal for babies to experience close contact with their primary caregivers.

Connection...

...and responsiveness are the key to building a happy brain and secure attachment relationships. Soft touch and closeness builds bonds and deepens trust through oxytocin release. It helps to develop the sense of personhood.

Confidence

Children who feel secure and loved by their primary caregivers become more confident later in life; they feel more able to explore the world around them as they have a solid foundation to rely on. It does not make them clingy.

Coping

Knowing baby is safe and content in the sling can be very helpful for coping with anxiety, and the oxytocin from the cuddle can lift low mood. Being able to meet baby's needs effectively can boost parental self-confidence.

Community

Many caregivers find a "village" among other parents who use slings, making friendships which can be vital for optimal health and wellbeing.

Convenience

It can be hard for a caregiver to meet their child's biological needs for closeness and connection with the pressures of life. A comfy carrier can be incredibly useful for making life work, eg caring for multiples or feeding on the go.

Crying

Children who are carried cry less; the closeness helps carers pick up on cues early and enable them to respond quicker. The pain of reflux is reduced when children are held upright, closeness and rocking is reassuring. Cuddles are very calming for both child and carer!

Communication

Children and caregivers who are in close contact are able to provide emotional regulation for each other and remain in constant communication. Carried children are frequently exposed to conversations and interactions, encouraging social skills.

