Many mothers are affected by perinatal depression and anxiety that often begins during pregnancy. Many fathers struggle with their mental health too, especially if they have a partner who is unwell.

Soft touch, holding, stroking, sight and scent release oxytocin in caregivers.

Oxytocin reduces cortisol release and can help reduce stress and anxiety in both baby and caregiver.

Holding and gentle movements reduce agitation, bringing calm and reducing stress for both.

Close contact promotes secure attachment and bonding, a feeling of safety and connection for both.

Babies cry less when held and carried safely and comfortably.

Carrying aids communication, helping caregivers recognise cues early and respond.

Slings give caregivers their hands back to get on with their lives.

Many babies sleep better when safely held in a sling.

Feeling able to calm babies with a sling can build parental confidence.

Knowing baby is safe and close can reduce anxiety.

Comfy carriers can bring freedom to get out of the house for walks and social activities.

Slings can make caregivers feel good too!

carryingmatters.co.uk/maternal-mental-health