



Embrace Skin-to-skin and Kangaroo Care!

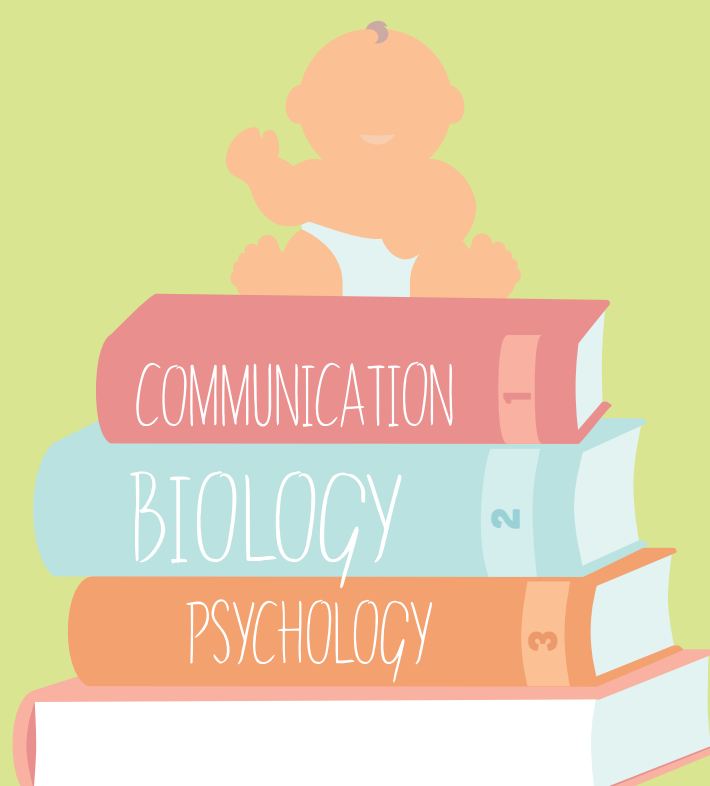
KANGAROO CARE
is a common name for skin-to-skin.



"What do you mean, I need
AUSTRALIAN DAYCARE?"

LEARNING THE VALUE OF SKIN-TO-SKIN

The best start for mom and baby is SKIN-TO-SKIN – not just for breastfeeding, but also to support the baby's important brain development. Skin-to-skin provides a safe, warm place where the baby's brain begins to make POSITIVE CONNECTIONS with mom and the world.



1 COMMUNICATION

COMMUNICATE EARLY AND OFTEN

Begin an open line of communication early with your baby. A lot can be "said" when a child and parent are skin-to-skin. NON-VERBAL CUES like "I'm hungry" and "I'm tired" can be understood well BEFORE CRYING monopolizes the conversation.

#NIGHTY! NITE!

#UHOH! FULL LOAD!

#Easier Breastfeeding



#CHOW TIME!

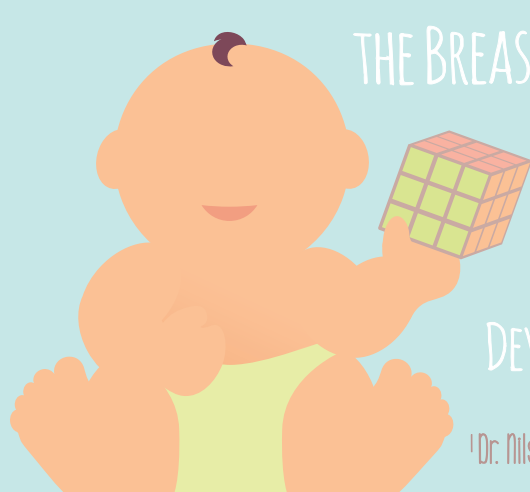
#INCOMING!



2 BIOLOGY AND PHYSIOLOGY

ADVANCE YOUR BABY'S DEVELOPMENT AND GROWTH

Skin-to-skin is important for a baby's BRAIN DEVELOPMENT – particularly in the first eight weeks of life. IN FACT, breastfeeding benefits are only 10% nutritional and 90% DEVELOPMENTAL.¹



THE BREASTFEEDING
EFFECT:

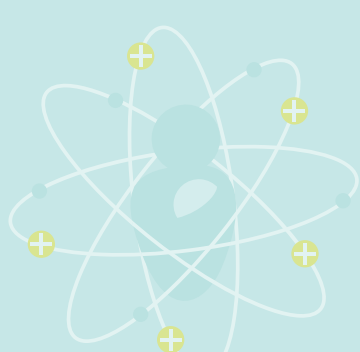
90%
DEVELOPMENTAL

10%
NUTRITIONAL

Advanced Chemistry too!

The close time spent with your baby skin-to-skin creates a lasting and POSITIVE BOND. And releases OXYTOCIN in the mother – a calming hormone that reduces depression.²

¹Dr. Miks Bergman. ²Martianne Velencia. "Parent-Infant Skin-to-Skin contact studies." Department of Women's and Children's Health, Karolinska Institute, Stockholm, Sweden 2012.



3 PSYCHOLOGY

KEEP CALM AND COMFORT ON

Skin-to-skin calms and soothes BOTH PARENT AND CHILD. Parents anxiety is reduced and CONFIDENCE increased with recurring embraces - while the child's temperature, blood pressure, heart and respiratory rates maintain HEALTHY BALANCES.³

Create Balance & Serenity
with Skin-to-skin!

A Affection

B Better bonding

C Confidence

D Decreases anxiety
& depression

E ... Emotional healing
CAN OCCUR SOONER

³Myron A. Hofer. "Psychobiological Roots of Early Attachment." Current Directions in Psychological Science, Vol. 15, Number 2, p.84-88.

Finally guys, there's a REASON TO GO SHIRTLESS!

Babies like
Dad's Skin too!

It's father-baby bonding time – with additional BENEFITS! Skin-to-skin provides the most important stimulant for the baby's BRAIN DEVELOPMENT in the first eight weeks of life. Anyone's skin will do.



Give your Child
ONE HOUR
or More.

The baby's first hour is TRULY SACRED, but babies should continue to spend as many hours as possible every day, skin-to-skin with either parent.



Strengthen
your Bond
STICK TOGETHER

CLOSENESS is one of the best ways to learn about your baby and develop a critical BOND with your child to last a lifetime.

UNSWADDLE

Breaking through Common Customs

EXCESSIVE CLOTHING SLOWS DOWN YOUR BABY'S ABILITY TO INITIATE BREASTFEEDING. Swaddling has long been the custom for comforting and keeping babies warm. HOWEVER, when babies are swaddled, many hunger and feeding cues can be MISSED.

Skin-to-skin delivers a more direct result. Be sure to wrap a BLANKET over and around you both for added warmth and do not expose the child to cold temperatures and breezes.

Going Somewhere?

Simply wrap your baby against your chest under LOOSE-FITTING CLOTHING or special skin-to-skin apparel. Don't let heavy baby carriers and extra baggage weigh you down.



Really? REALLY.

BREASTFEEDING. KNOW THE FACTS.

Really? REALLY.™ was created in partnership by the Nebraska Breastfeeding Coalition and Live Well Omaha Kids.

Brought to you by:

For more information, visit ReallyREALLY.org