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.

COMMUNICATE EARLY AND OFTEN

Begin an open line of communication early with your baby. It can be 'tact' when a child and parent are skin-to-skin (NON-VERAL DUS) like "I'm hungry" and "I'm tired," can be understood with SKIN-TO-SKIN. 

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 90% physiological and 10% developmental.

KEEP CALM AND COMFORT ON

Skin-to-skin calms and soothes BOTH PARENTS AND CHILD. Anxiety is reduced and CORTEX increased with recurring embraces. While the baby's temperature, blood pressure, heart and respiratory rates maintain, skin-to-skin provides the most important stimulant for the baby's BRAIN DEVELOPMENT in the first eight weeks of life. 

Research and Live Well Omaha Kids.

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 unwrapped, 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.