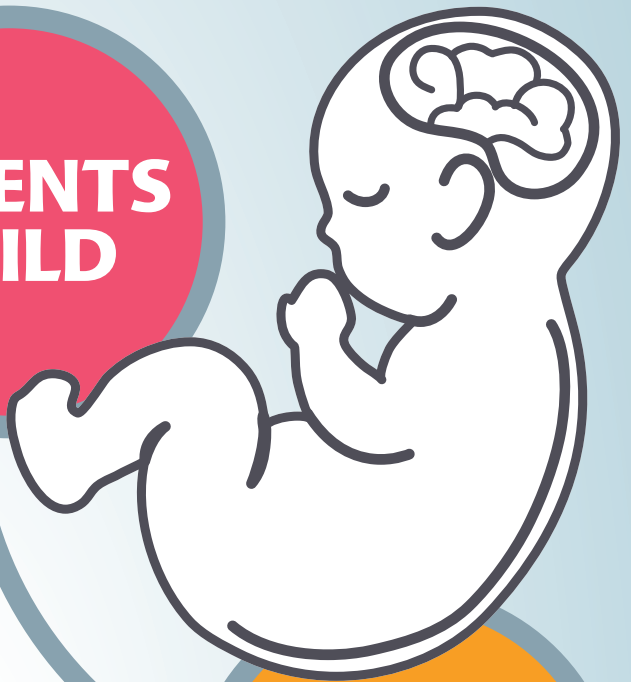




**PARENTS
BUILD**



**What you
do physically builds
your baby's brain.**

**This starts even
before your
baby is born.**

**BABIES'
BRAINS**

**The first years
lay the foundation
for all that
follows.**

**By the age
of three, 80% of
your child's brain
is formed.**



**North
Lincolnshire
Council**

www.northlincs.gov.uk

Rotherham Doncaster and South Humber Mental Health **NHS**
NHS Foundation Trust

Northern Lincolnshire and Goole Hospitals **NHS**
NHS Foundation Trust

www.nlg.nhs.uk

www.rdash.nhs.uk

www.northlincs.gov.uk/infantmentalhealth

**Contact your midwife, health visitor, children's centre
or childcare professional for more information**



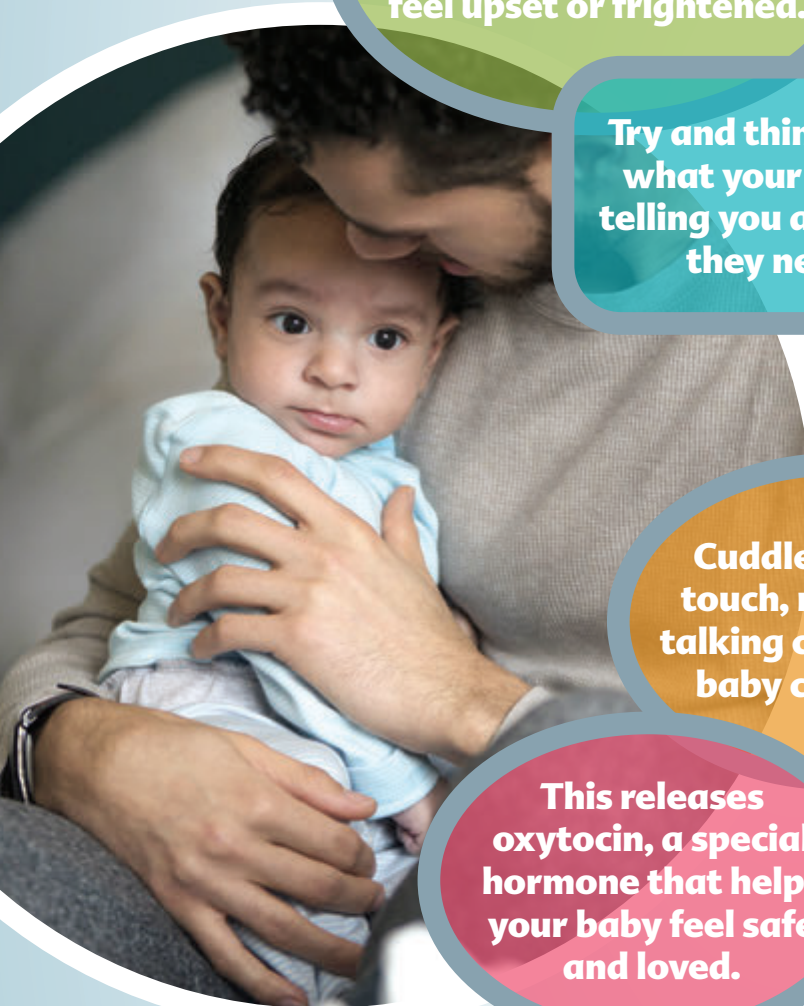
**BABIES
NEED
ADULTS**



Your baby has lots of strong feelings... just like adults. Sometimes they feel upset or frightened.

Try and think about what your baby is telling you and what they need.

**TO HELP
THEM FEEL
SAFE**



Cuddles, holding, touch, rocking and talking can help your baby calm down.

This releases **oxytocin**, a special hormone that helps your baby feel safe and loved.

**North
Lincolnshire
Council**

www.northlincs.gov.uk

Rotherham Doncaster and **NHS**
South Humber Mental Health
NHS Foundation Trust

Northern Lincolnshire and Goole Hospitals **NHS**
NHS Foundation Trust

www.nlg.nhs.uk

www.rdash.nhs.uk

www.northlincs.gov.uk/infantmentalhealth

**Contact your midwife, health visitor, children's centre
or childcare professional for more information**



**YOUR
BABY'S
CRY**



**IS
THEIR
ALARM**

**When your baby
cries they need
your help.**

**Don't worry...
you won't spoil your
baby by comforting
them!**

**By responding
you are helping them
learn how to calm down
and feel safe.**

**This helps their
brain to develop
well.**



**North
Lincolnshire
Council**

www.northlincs.gov.uk

Rotherham Doncaster and **NHS**
South Humber Mental Health
NHS Foundation Trust

Northern Lincolnshire and Goole Hospitals **NHS**
NHS Foundation Trust

www.nlg.nhs.uk

www.rdash.nhs.uk

www.northlincs.gov.uk/infantmentalhealth

**Contact your midwife, health visitor, children's centre
or childcare professional for more information**



BE AN ANCHOR

When you help your baby to calm down this makes them feel safe and protected.

Your baby will learn to trust you. It's a bit like being their anchor in a stormy sea.

This helps them feel good about themselves as they grow up, talk, play and make friends.

FOR YOUR BABY



**North
Lincolnshire
Council**

www.northlincs.gov.uk

Rotherham Doncaster and South Humber Mental Health **NHS**
NHS Foundation Trust

Northern Lincolnshire and Goole Hospitals **NHS**
NHS Foundation Trust

www.nlg.nhs.uk

www.rdash.nhs.uk

www.northlincs.gov.uk/infantmentalhealth

Contact your midwife, health visitor, children's centre or childcare professional for more information



**TOUCH,
TALKING
AND
PLAYING**



**Babies love
looking at your
face and into
your eyes.**

**Cuddling,
talking, playing, singing
and sharing books with
your baby helps them to
release oxytocin and build
a strong relationship
with you.**

**BUILD MY
BRAIN**

**This helps brain
development,
communication and
learning.**



**North
Lincolnshire
Council**

www.northlincs.gov.uk

Rotherham Doncaster and **NHS**
South Humber Mental Health
NHS Foundation Trust

Northern Lincolnshire and Goole Hospitals **NHS**
NHS Foundation Trust

www.nlg.nhs.uk

www.rdash.nhs.uk

www.northlincs.gov.uk/infantmentalhealth

**Contact your midwife, health visitor, children's centre
or childcare professional for more information**



**TAKING
TURNS
WHEN
TALKING**



**BUILDS
MY
BRAIN**

**When you
talk to your baby,
give them time to
respond back
to you.**

**They may smile,
babble or move
their arms or legs.**

**When they have
had enough they
may turn away.**

**This turn-taking
is a bit like a game of
table tennis! It is very
important for brain
development.**

**North
Lincolnshire
Council**

www.northlincs.gov.uk

Rotherham Doncaster and **NHS**
South Humber Mental Health
NHS Foundation Trust

Northern Lincolnshire and Goole Hospitals **NHS**
NHS Foundation Trust

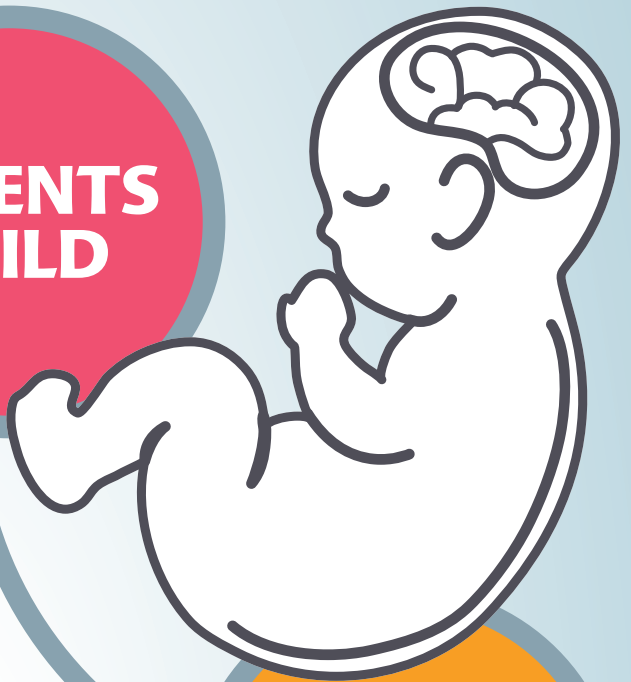
www.nlg.nhs.uk
www.rdash.nhs.uk

www.northlincs.gov.uk/infantmentalhealth

**Contact your midwife, health visitor, children's centre
or childcare professional for more information**



**PARENTS
BUILD**



What you do builds your baby's brain and their future...



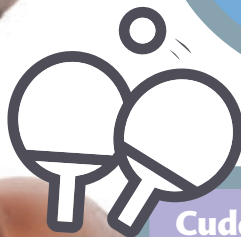
When you meet your baby's needs they feel safe and learn to trust you. It's a bit like you are their anchor.

Your baby's cry is like their alarm. It tells you that they need you. Don't worry... you won't spoil your baby!

**BABIES'
BRAINS**



Cuddles, touch and talking can help your baby to calm down. When you talk to your baby, give them time to respond back, a bit like a game of tennis.



This will help your baby grow up feeling good about themselves. Their brain will develop well and they will be ready to talk, play and make friends.



**North
Lincolnshire
Council**

www.northlincs.gov.uk

Rotherham Doncaster and South Humber Mental Health **NHS**
NHS Foundation Trust

Northern Lincolnshire and Goole Hospitals **NHS**
NHS Foundation Trust

www.nlg.nhs.uk
www.rdash.nhs.uk

www.northlincs.gov.uk/infantmentalhealth

Contact your midwife, health visitor, children's centre or childcare professional for more information