Being responsive to baby...

- Babies cannot be spoilt; lots of cuddles and being responsive to baby can help with their brain development.
- Babies have a strong need to be close to their parents. Being responsive to baby's needs, skin to skin and cuddling baby all help babies feel safe and secure. When babies feel secure they release a hormone called oxytocin, which enriches their growing brain.
- Having baby close to you can make your own oxytocin levels rise, helping you feel calm, relaxed and to bond with your baby.
- Smile and talk to your baby, even when you are feeding them. This helps them to be happy and more confident children and eventually adults.
- However you choose to feed your baby, keep your baby close and look out for the cues they are giving you and always respond to you baby’s needs.

(Based on UNICEF Baby Friendly Initiative information)