Keep your baby close

Infants can easily get over-stimulated by lights, noise and being separated from you. Your newborn may close his/her eyes, cry or look away when over-stimulated.

Capture these magical moments with your newborn. Remember to ask your visitors to delay their visit until you have shared this first hour together.

This first hour after birth is a special time for mother, father, and baby. Ask your care provider to help you be a “SOFT” mom.

A gift only you can give your baby
**Place your baby on your heart**

- Best for bonding
- Calms baby
- Keeps baby warm
- Regulates baby’s heartbeat and breathing
- Gets breastfeeding off to a good start

**Talk to your baby**

Your newborn can hear your voice and will lift his/her head to look at your face when you speak.

**Hold your baby**

Your baby will be content when held skin to skin, where he/she can hear your heartbeat and stay warm.

The more you cuddle, hold, rock and nurse your baby, the happier and more content your baby will be.