



## Bonding Before Birth

#IMHAW2023

INFANT  
MENTAL  
HEALTH  
AWARENESS  
WEEK

12-18  
JUNE 23



**HSC** Public Health  
Agency

Project supported by the PHA

**HSC** Health and  
Social Care

# Relax With Your Baby Bump

## How to:

The power of touch. Gently  
massage your baby bump.

Talk & sing to your baby bump.

Respond to your baby's  
movements.

Keep a baby scan photo close by.

Listen to pregnancy relaxation  
meditation.

## Why:

Helps build a strong positive  
emotional connection before birth  
and promotes bonding with your  
baby after birth.

Relaxation is associated with  
positive effects both for you  
and baby.



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# Prepare to Breastfeed

## How to:

Read the PHA Pregnancy Book which you will receive at your antenatal appointments.

Attend your local trust antenatal breastfeeding workshop.

Speak to your Midwife or Health Visitor, visit a local support group.

Talk to your partner and family support network about breastfeeding.

Click the yellow link on the right to watch a short video 'From Bump to Breastfeeding'



## Why:

Breastfeeding has many health benefits for both you and your baby.

The Benefits of breastfeeding include; great nutrition to help your baby grow and develop, helps your baby be less likely to have certain illnesses and breastfeeding can help build a special bond.

Support from healthcare professionals, breastfeeding peer support volunteers, breastfeeding support groups and family members is key to supporting you and your baby to gain a positive breastfeeding experience.



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# Talking to Your Baby Bump

## How to:

Talk, read and sing to your baby bump.

Encourage dads, partners and children to bond with the baby bump.

Take time to think about your baby, be aware of the baby's movements.

## Why:

The earlier you talk to your baby bump the more in tune they will be with your voices and the sounds in the environment, which can be calming and soothing your baby.

Helps to Build your baby's brain.

Establish secure healthy relationships.



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# Attend an Antenatal Programme

## How to:

You can join antenatal education classes, getting ready for your baby classes, hypnobirthing classes etc.

Learn more about self-care in pregnancy, comforting and caring for your baby, labour, birthing, skin to skin, responsive feeding and postnatal stages.

## Why:

You'll be able to discuss your plans and any worries with professionals and other parents. Antenatal classes are very informative and a good way to connect with other parents who are expecting babies around the same time as you.



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# Keep Active During Pregnancy

## How to:

Not active - start gradually.

Already active - keep going.

Join low-impact classes for pregnant women, such as swimming and aqua natal classes or yoga.

Listen to your body and adapt.

## Why:

Encourages positive antenatal mental health.

Promotes good pregnancy self-care practices.

It's a helpful way to learn relaxation and breathing skills that can help you feel calm and peaceful.

It helps you stay fit and active which can help with recovery after birth.

Keeping active and fit will help you adapt to pregnancy changes such as shape and weight.

Exercise helps strengthen your core muscles during pregnancy, and can help you do better during labour.