care

CARE FOR YOURSELF. A HAPPY, HEALTHIER YOU IS WHAT YOUR BABY NEEDS MOST.

share

SHARE YOUR EXPERIENCES. WE CAN ALL LEARN FROM EACH OTHER.

bond

BOND WITH YOUR BABY. ENJOY A HEALTHY LIFETIME CONNECTION.

WHAT IS PARENTING?

care share bond

NEW PARENT STRATEGIES

Massachusetts New Parent Initiative

WHAT IS PARENTING?

Having a baby has changed your life forever... and you might be feeling overwhelmed.

You're not alone. With the support of the New Parent Initiative's "**Care**, **Share**, **Bond** Campaign," we are here to help you reduce some of the stress you may be experiencing. In this brochure you'll find some suggestions to help you achieve balance in your life while caring for your newborn.

We hope you take what you learn here and share your experiences with your care provider. On our website you'll discover more tips and helpful advice from other new parents and important links to resources you might need in the weeks and months ahead.

Massachusetts New Parent Initiative

Now that it's all about baby… we're here to help. Find us at:
mass.gov/dph/newparents
617 / 555 / 5555

Care

"My baby and I go for a walk every day."

"When my baby sleeps, I make sure I take a nap, too."

Share

Make time for yourself.
"My provider told me to take time for myself, like reading a book or going to the salon. She said taking time for me is just as important as taking care of my baby."

Leave the house.
"I often take my baby out for a walk, the fresh air and change of scenery does wonders."

Pamper yourself.
"I took a hot shower and it washed away my stress and helped ease my aches and pains after giving birth."

Take a nap.
"Sleep is hard to come by, so when my baby takes a nap I take one, too. I feel healthier and more like me."

"My wife and I make date-night a priority."

"When friends offer, I always accept their help."

Bond

Accept help when offered.
"When my sister offers to baby-sit I say yes. I'm always happy to have her help out."

Survive the long days.
"I ask my friends to come over for a 'night in' instead of going out. Laughing with them helps me let go of some of the stress."

Talk to your provider.
"When I was pregnant I was afraid I might get depressed after my baby was born, so I asked my provider for help and was connected to a great therapist."

Join a parents group.
"Joining a mom-baby support group connects me with other mothers in the same situation. They help me realize I'm not alone and that it's OK to make mistakes."

"I like singing to my baby. She smiles when she hears my voice."

"I found that massaging my baby's feet soothed her crying."

Some helpful suggestions for new parents:

Be patient.
"I had a hard time bonding with my baby at first. My provider reassured me it would happen in time. He was right."

Talk to your baby.
"You may think your baby doesn't understand you, but by talking or reading aloud to him, you build a stronger connection."

Try infant massage.
"My provider showed me how to do infant massage. This helped calm my baby and we felt closer."

Cuddle your baby.
"I learned how to wrap my baby in a blanket, which helped her to feel safe and secure."