



You and Your Baby

Pampers understands what matters most to you.

That's why this booklet contains top tips from our Pampers Village Parenting Panel on the subjects closest to your heart; your baby (or babies), you and your family.

**Pampers** village
parenting panel



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Because a happy parent = a happy baby, this booklet aims to help give you some valuable top tips from selected Pampers Village Parenting Panel experts. For more information on these topics visit the Pampers Village website www.pampers.co.uk

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Plus we have the Pampers Village Parenting Panel, a panel of experts specially selected from all areas of pregnancy and child development fields to help provide advice and information on, not just your baby's, but the whole family's wellbeing.

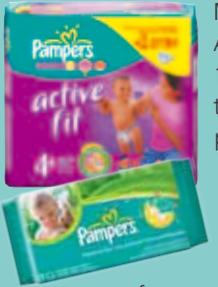
Because being a parent is challenging and rewarding in equal measures, Pampers is there for you every step of the way. We have specifically developed products to meet the needs of you and your baby as your little one grows.



Start with Pampers New Baby nappies (0 – 4 months): absorbs the soft, runny poo associated with your newborn's developing digestive system. Use with Pampers Sensitive Wipes.



When lying down changes are becoming a battle of wills, use Pampers Easy Up pants (18 – 24 months). With stretchy sides, these pants pull up and down like grown-ups do, but still have all the absorbency of a nappy. Use with Pampers Baby Fresh wipes.



Move on to Pampers Active Fit nappies (4 – 18 months): designed to fit in all the right places, as your little one starts to move around more exploring the world around her. Use with Pampers fragrance free wipes.



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- Fertility Expert**
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- Nutritionist**
Helena Bingham

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- Play Expert**
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- Yoga Expert**
Justina Perry
- Parent and Child Wellbeing Psychologist**
Maggie Redshaw



From nutritionist Helena Bingham

Getting body confident during and after pregnancy

Remember if you have a history of allergies in your family talk to your doctor or midwife about your diet.

Top Pregnancy Tips

- Eat more nutrients rather than more quantity!
- Value what you eat by making it as natural, nutritious and energising as you can.
- Include more uncooked fruit and vegetables in your meals. Eating some of these foods can be the answer to optimising vitamins and mineral and total goodness from your food, thus enhancing your energy, vitality and fitness and of course your baby's growth and development. Easy ones are salads (especially in the summer), all green leafy salad leaves, apples, bananas, tomatoes, cucumber, peppers, celery, oranges, grapes, pears, kiwi, beetroot and olives.
- Constipation can be a problem throughout pregnancy so soak all nuts and seeds if you can and especially dried fruits. Apricots, prunes and figs help movement. Soak them overnight and then eat them – notice the difference.
- Treat yourself if you fancy it and don't be miserable by not having what you like, but just know that the best way to avoid excessive weight gain and unnecessary stress to you and your baby is to eat more goodness rather than sugary fat laden foods!



- Eat balanced meals rather than fast takeaway foods and confectionary.
- Hydration is one of the most important factors during pregnancy. Water keeps constipation at bay and allows the body to detoxify (as does walking and fresh air!). Build up and aim for 8 glasses per day (4 pints/2 litres).

The First Trimester

- During the first trimester your baby develops all its major organs as well as finger nails, eyebrows and of course his or her little beating heart. All of that is made from what you have eaten or have already stored.
- Morning sickness and nausea are common during the first trimester. If you feel sick during this stage make sure you are taking enough vitamin B6, this can really help to relieve the sickness. Drinking enough water, taking regular exercise and eating small frequent meals will help too.
- Some people find eating a dry biscuit first thing can help to settle their nausea and some people find fresh ginger tea can help. Some people find a brisk walk works and others can't move. It is important

to do what feels right for you. Morning sickness will pass. If nausea is very bad and you can't keep any foods down PLEASE get the help of your doctor.

- If ever there was a time to eat your greens this is it!

The Second Trimester

- Hopefully by this time nausea has settled and you are more emotionally stable.
- Weight gain is normal at around 1lb per week. Progesterone causes you to lay down fat to ensure that there is enough fuel for milk production after the birth.
- Limbs are formed by 14 weeks and the baby begins to lay down fat stores too.

The Third Trimester

- If you eat a varied, sensible diet including fruits and vegetables, drink enough water and avoid too many fast foods and sweets you are doing the right thing. Cut out alcohol, avoid too much caffeine, salt and sugar. Exercise and rest well.
- Blood volume is still on the up so eat plenty of iron rich foods – this is the time when mums get iron deficient so keep the supplies high. Lots of vitamin C which

allows for good absorption of the iron is vital here.

- This is the trimester when you will gain weight faster than at any other time - and that is OK!
- The body is preparing for making milk so is getting lots of fat ready for that. We need to eat the right types of fat to obtain the essential fatty acids.

Top Breastfeeding Diet Tips

- You need extra calories when you are breastfeeding so make them good ones. Eat lots of healthy and nutritious snacks such as nuts and seeds, dried fruits and humus.
- Try and eat lots of greens and salads to keep your iron and magnesium levels high and drink lots of water.



- Small meals can be easier to handle than cooking large meals so mackerel on toast and salmon salads are a great option. If you don't eat and drink then the milk won't come... eat, enjoy it and be happy with it!

Weight loss after pregnancy

There are some gentle ways to start feeling your old self again when you are ready.

- Drink lots of water to keep hydration levels and energy high - this will also keep things moving to allow you to gently detox and move weight.
- Cut down on calories slowly as you don't want to be left feeling even more tired from not eating enough because you are desperate to lose weight. If you have eaten well during pregnancy then it is more than likely that you will naturally just fall back into shape through continuing to eat well and to exercise more again.
- Don't rush - losing weight fast and too rapidly could encourage mood swings and you don't need those with a baby around. Eat well and rest to keep your energy and vitality for your baby.



From midwife Dr Mary Steen-Greaves

Focus on dads - how men can best support their partners during pregnancy, birth and beyond

There is evidence that shows that the majority of expectant fathers attend at least one of their partner's antenatal checkups and an ultrasound scan during pregnancy and also about half of these attend antenatal educational classes. Most expectant fathers are present at the birth and also want to get involved in baby care. Interestingly, most women want their partners to be involved in their pregnancy, labour and birth and after the birth. There are many benefits when fathers are involved and here are some useful top tips to help fathers to become involved and support their partners.

During pregnancy

- Find out about pregnancy and the physical and hormonal changes your partner's body will go through so you will be aware of these changes and this will help you to support her.
- Accompany your partner to as many antenatal checkups as you possibly can. There is some flexibility around appointment times so see if something that fits in with work and personal commitments can be negotiated.

- Try to attend both the dating scan at 12-14 weeks and the main anatomy scan at 18-20 weeks. Ultrasound scans can help you to visualise your baby, start the bonding process and make you realise that you are going to be a father in a few month's time.
- Feel your partner's abdomen and as your partner's pregnancy progresses you will find your baby responds and moves under your hand.
- Pregnancy can be a very emotional time for many women and some can feel insecure and fed up, especially when tired and uncomfortable. Touch is very powerful sense and conveys a message of care, so remember to give plenty of kisses and cuddles.
- Make an effort to attend antenatal education classes, ask questions about how you can become more involved and ways you can practically support your partner during labour and afterwards.
- Surf the net and find useful websites about pregnancy, labour and birth and baby care. There are also some useful sites and resources available for you.



During Labour and Birth

- Support your partner in her decision as to where she wants to give birth. This could be in a maternity unit, a birth centre or in your home.
- **Be prepared!** Most babies are born anytime between 37 weeks and 42 weeks. Know what to do when your partner goes into labour and have the contact numbers written down or in your mobile phone.
- Make sure your partner has a bag ready with everything she needs. Remember to include a face cloth that you can dampen for your partner when she is in established labour to use on her face and around her neck to cool her down.
- Make sure she has plenty of fluids to drink, some sweets to suck and some fruit to keep her going.
- Stay at home as long as possible and support your partner to remain as active as she possible can. Encourage her to use different positions and props such as a birth ball as this helps labour progress.
- Help your partner to remain calm and focussed. Reassure her and use positive language to motivate her. Use massage and relaxation techniques you have been taught when attending antenatal classes. Run her a bath and add some lavender oil as she will find this helpful and soothing.
- Remind her to breathe slowly and steadily when she has a contraction. Play her favourite tunes and give her a cuddle. Help her apply a TENS machine if she has decided to use one.

Following the Birth

- Yippee! You're a Dad and you will need to fully participate in baby care activities. Your partner will really appreciate you changing nappies and remember practice makes perfect.
- Give your partner the opportunity to rest and catch up on some sleep during the day. Nurture her and spend time together, just the three of you. Keep visitors at bay for the first few days and leave a message on your phone that you'll get back to them in the next few days.
- Give your partner and baby lots of kisses and cuddles to show you care. Skin-to-skin contact has been shown to calm babies and they are more likely to stop crying, so nestle your baby on your chest and let the rhythms of your heart beat soothe your baby.
- Treat yourselves to a take-away every now and then, it will cheer you both up and reduce the amount of washing up you are accumulating.
- Support your partner with the housework, washing and ironing. You can both then enjoy a stroll out with your baby to get some fresh air.
- Encourage and support your partner whilst she is breastfeeding. Change your baby's nappy and make sure your partner has a drink near her to replace some of the fluid she needs. When breastfeeding is established you can give your baby some expressed milk.
- If your partner is bottle feeding, know how to make a feed correctly and help with the feeding.
- Give your partner the opportunity to rest and catch up on some sleep during the day.





From life coach Dr Sally Ann Law

Top tips for adjusting to motherhood

The first few months after having a baby can be happily chaotic, with mums busier than they ever thought they would be. Pampers understands that it is important for new mums to get at least a little bit of time to themselves after having a baby to maintain a sense of their own identity while learning to adjust to motherhood. Here is helpful advice on how to prepare before having a baby and learning to improve your situation once you're a mum.

On becoming a mum for the first time:

- Expect some ups and downs. Even though you love your baby there will be times when you feel exhausted and overwhelmed. Try to take a break.
- Realise that some of your old relationships with people will change. Try not to feel guilty that you can't be there in the same way for your friends and family as you could before your baby was born.

Deciding whether to return to work:

- Realise that there's probably no perfect solution. Once you've worked out what you most want to do, or what you have to do (because of finances), take the first step towards that. Don't wait until you feel 100% certain because you probably never will.

- Remember you're only making your next decision; not your last decision. Your decision about whether or not to return to work will not be the last one you ever make about your career.

Work/life balance:

- Line up your support. You can't expect to be able to do it all. Now that you're working and have to look after a child, of course you will need help.
- Don't pack all your time with obligations. Leave some time in the calendar to relax and just chill out.
- Plan your week around the 'rocks' not the 'pebbles'. Try to plan your week in advance and first put in all the 'biggies' – the things you absolutely have to do. Then you can see how much time you have left for other less critical activities.





From relationship expert Denise Knowles

Falling in love again after having a baby

The couple's relationship is going to change with the birth of a baby, and don't make the mistake of thinking it won't!

Believing that you are going to continue with lovely romantic evenings, whilst your rosy-cheeked new arrival sleeps peacefully is not only unrealistic but also puts pressure on you both.

Both of you are likely to be tired, if not exhausted, and time-poor, but it is vital that you find time to be a 'couple' even if it is just for a few minutes.

Dads can often feel excluded in the early months of a baby's life and this can lead to distance between new parents. However, in some cases dad bonds more with baby and mum can feel pushed out or not involved

(this happens when post natal depression occurs) and sometimes guilty. So:

- Acknowledge that becoming parents is a big change for both of you.
- Work out who is going to do what with baby and share the bathing, nappy changing and feeding, as well as the cuddling and playing. Don't exclude one another.
- Remember you're both parents and it is important to you and your child(ren) that your relationship is strong.

Maintaining the couple relationship isn't selfish, it's essential

The health of a couple's relationship is necessary for family life to run smoothly.

Remember that these sleep deprived nights won't last forever. If you find yourself not being your usual chirpy selves, don't be too hard on each other. Do not let resentments grow, don't keep quiet and bottle up how you're feeling.

- Agree on a time when you're not tired, stressed out or tense so that you can sit and listen to one another's concerns.
- Listen without interrupting, taking it in turns to listen and talk – daft as it sounds you could use a timer so you both get equal time.
- Be aware of the language you're using, make sure it's not blaming or critical.
- Starting a sentence with 'I feel...' is a good way of taking responsibility for the situation.
- You may hear things that shock, surprise, anger or please you, and your feelings may be all over the place, so it's important to think about what you've heard and then go back to the conversation and work towards finding a solution to the problems.

Individual change

Not only does the couple dynamic change but the individual changes too and sometimes this can be a bit disconcerting. Becoming a parent means that you are giving up/losing some of the things you've always done but there are huge gains to be had as well. Watching your baby thrive, grow

and develop their own personality is very rewarding, humorous and exciting.

You may like to do your own 'Losses and Gains' chart so that you can see that for every loss you have gained something. For example, a new mum may have given up her job, but now has the freedom to develop her own routine. New dads may feel that they've lost their partner temporarily, but have gained the pleasure of caring for their baby and partner differently.

Time and the desire to be sexual together may not exist at this time but you can maintain intimacy with one another in other ways:

- Don't make assumptions about how the other is feeling, check it out, and don't let resentments grow between you.
- Sharing the care of your baby helps develop stronger bonds between all of you and a wish to get close.
- You may both enjoy massaging your baby, transfer the delights of giving this to one another, developing your sensual relationship will bring you closer.
- Looking forward to going home, and having a partner come home, can be helped by keeping in touch during time apart – texts letting you know you're thinking of each other are reassuring.
- A hug and a kiss hello and good-bye goes a long way to maintaining the feelings of being special.



Pampers[®] village

A community website that includes expert advice from the all the Pampers Village Parenting Panel experts, covering baby and parent wellbeing. Plus there is a forum to share your experiences and when you register you'll receive email updates and vouchers relevant to the stage of your pregnancy or age of your baby.

For more information on Pampers products and the Pampers Village Parenting Panel visit the Pampers Village website

www.pampers.co.uk