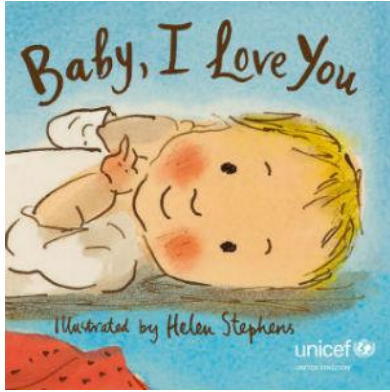


Baby, I Love You

A gift for new mums, dads and babies across Scotland, from UNICEF, with love

What is *Baby, I Love You*?



Baby, I Love You is a very special baby book for new babies and their families in Scotland. It is a gift from UNICEF to every baby born in Scotland between the Glasgow 2014 Commonwealth Games and the 2018 Games in Australia's Gold Coast.

The words of the book work to the tune of *Twinkle, Twinkle Little Star* and a recording of the song by Scottish singer Mairi Campbell is available. UNICEF Ambassador Ewan McGregor has also recorded a reading of the book.

It comes wrapped, like a gift and will be given to new families by you – their health visitor or family nurse. The book builds on UNICEF's existing long-term Baby Friendly Initiative in Scotland.

What is UNICEF?

UNICEF is the world's leading organisation for children, working in more than 190 countries, including Scotland.

UNICEF UK raises funds for UNICEF's development and emergency work to improve the lives of children everywhere. Our programmes and advocacy work in the UK seeks lasting change for children. The UNICEF UK Baby Friendly Initiative works in health settings across the UK to protect, promote and support breastfeeding and to strengthen mother-baby and family relationships.

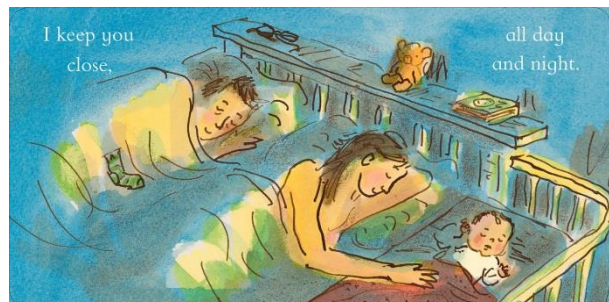
We are a UK registered charity, supported entirely by voluntary donations. We do not receive any money from the UN. For more information, please visit www.unicef.org.uk

Why is UNICEF giving out this book to newborn babies?

Baby, I Love You helps build loving and nurturing relationships between new parents and their baby. These relationships are crucially important in the future well-being of children.

It is being given to new mums, dads and babies as part of UNICEF's ground-breaking partnership with the Glasgow 2014 Commonwealth Games. Through our partnership we want to reach every child in Scotland between the 2014 games and the 2018 Games in Australia. This lovely little book is one of the ways we will do that.

As a health visitor or family nurse, you play a vital role in helping new mums and dads to understand the importance of building loving and nurturing relationships with their new babies, and how to go about building those relationships. Your role in giving out the book is so important to its success in helping to give babies the best possible start in life.



Baby, I Love You contains words and pictures designed to encourage parents to follow their nurturing instincts, including having lots of skin contact, stroking, looking into baby's eyes, keeping baby close day and night and responding to baby's cues.

You'll know evidence indicates that when babies are held, smiled at and talked to by their parents, oxytocin is triggered, which

helps a baby's brain to develop. Plenty of skin contact between the mother and baby is also known to calm baby, regulate his or her heartbeat, encourage bonding and support breastfeeding. We want new parents to understand that a baby cannot be spoiled by love.

How will it work?

From the Glasgow 2014 Games every child born in Scotland will get a copy of the book from their health visitor or family nurse at the first home visit. The distribution will start in Greater Glasgow and Clyde, before rolling out across Scotland. The books are completely free of charge and are for every single family regardless of their circumstances.

What is my role?

Health visitors and family nurses are so important in getting the books to new families. We can't do it without you. Your role is to give it to every new mum, dad or carer at the first home visit after a baby is born. Copies of the book can be accessed through the standard route for all universal materials within your board.

What should I say to families about the book?

You could say something like: *"Today, as well as the information I've given you, I'm delighted to give you this little gift of a baby book, from UNICEF. We hope you enjoy it. Reading it to your baby will help you to get to know him/her and form a really special bond."*

You can quote or adapt the information given here when you give out the book. If you are able to, talk to new mums and dads about the importance of building loving relationships in the first few days and weeks of their baby's life. Tell them that a baby communicates from birth and cannot be spoiled by love. Explain that responding to baby's cues, talking, singing and reading to him or her, cuddling and keeping baby close can all help to form those crucial relationships.

Tell them that they can listen to and download the song and Ewan McGregor's reading by visiting www.unicef.org.uk/BabyLoveYou or scanning the QR code in the front of the book with their smartphone or tablet.

What should I do if families ask me questions about the book that I can't answer?

Tell them to visit the website, or contact us directly at programmes@unicef.org.uk / 020 7375 6039.

Who has paid for the book?

It has been funded by money raised through the partnership between UNICEF and Glasgow 2014, which will culminate in a single world-wide fundraising moment at the Opening Ceremony. Over the four year period there will be opportunities for donors to support the printing and distribution of the book.

What happens after the book is given out?

The book encourages mums and dads to visit www.unicef.org.uk/BabyLoveYou to listen to and download the song and reading of the book, so that they can sing along with their baby and spend that special time together forming a close bond.

What should I do if a family doesn't want the book?

If a family really doesn't want the book they don't have to take it. Encourage each family to at least unwrap the book and take a look at it. If they don't like it they can always pass it on to a friend or family member with small children.

What is a QR code?

A QR code is like a barcode that can be scanned by a smartphone or tablet to take you to a specific website. Download a QR code reader (they're free) to your smart phone, iPod touch or tablet by searching on your device's app store.

More information

For more information, or to give feedback on the book and its distribution please contact: Katie Rosenthal, Project Support Officer, UNICEF UK, programmes@unicef.org.uk / 020 7375 6039

www.unicef.org.uk/BabyLoveYou