

## Bring out the best in your baby from birth

### Introducing More than Custard

More than Custard is pleased to announce that it is teaming up with Baby Premier to invite all parents-to-be to attend a fun and informative antenatal workshop with a difference. More than Custard is an exciting new parenting service that has been set up by three experienced Chartered Child Psychologists, all with young toddlers of their own.

### Parents' hopes for their babies & what the research tells us

We know from our personal and professional experience that all parents (including expectant mums and dads) hope that their babies will grow to be happy and confident, have lots of friends, know the difference between right and wrong, do well throughout school, and go on to be successful in their chosen path in adult life.

Encouragingly, the research shows that **from birth onwards**, parents are the strongest influence on how things will pan out for their little ones in all areas of their life. The experiences they provide for their babies and toddlers make by far the biggest difference, compared to any other factors, to their development. In particular, the way babies are cared for in their very **first year** has the most important effect on their academic skills, their social skills, and all aspects of their emotional development, at any time point in their life (Leach, 2010). This is due to the rapid brain growth that takes place over the first year.

### What parents wish they knew more about during pregnancy

In our work with families, we have found that many parents don't feel they are given enough information during pregnancy on the best ways to meet their newborn's social and emotional needs, or how they can help their babies learn and explore at each stage of their early development.

### Preparing to raise your amazing baby workshop

To help fill this gap, we have designed a one-day workshop for parents-to-be based on the latest research into successful parenting and child development. It will provide you with all the **knowledge and practical skills** you require to make the most of this special time with your baby. Using a series of exercises, short video clips and discussion, we will show you: -

- How your baby experiences the world from the moment she is born
- How your baby will develop over the first few months of life

- What signs and signals to watch out for that will help guide you in knowing when to feed your baby, put her down to sleep, or play and interact with her
- How to interpret your baby's cries and how best to respond and soothe her so that, in time, she develops this skill for herself
- What experiences your newborn needs over the first few months of life to ensure that she reaches her potential
- How to develop a strong and loving relationship with your baby

### Added extras

- **Delicious:** More than Custard believes that mums and dads-to-be deserve to put their feet up and be treated to an enjoyable day out. We will therefore provide you with a delicious (pregnancy-friendly) lunch and refreshments
- **Helpful:** So that you don't have to take notes on the day, a comprehensive summary of all the information we share with you will be provided in your More than Custard goody bag
- **Comfortable:** A range of cushions and pregnancy balls will be available at our workshops to ensure that you and your bump are comfortable all day long.
- **Sociable:** Recently becoming mums ourselves, we realise how important it is to make friends with other parents-to-be who are expecting babies around a similar time. We will therefore ensure that there is plenty of time to chat with your fellow workshop companions on the day, and will circulate contact information so that you can keep in touch with one another (with your consent of course)

**Next workshop: 9.30 am to 4.00 pm on Sunday 17<sup>th</sup> July at **Baby Premier** in Altrincham**

To find out more or to book a place on this or a future workshop ring **07585 668 324** or visit [www.morethancustard.com](http://www.morethancustard.com)

Quote **Baby Premier** to bring your partner along for free