



The **five to thrive** approach helps Local Authorities, health trusts, schools and children's centres to deliver a consistent, effective message in working with parents, carers and young children themselves.

Recent research proves that how a parent behaves around their baby in the first three years of life has a direct impact on how their baby's brain develops.

Respond • **Cuddle** • **Relax** • **Play** • **Talk**

These are the 'building blocks for a healthy brain'.

Respond - Babies feel very scared if they get no response from you. Your voice and touch helps them to feel safe

Cuddle - Cuddle your baby as often as you like - babies can't have too much contact.

Relax - When you relax your heartbeat slows down, your breathing slows down, your blood pressure drops, your muscles relax, then you feel calm and comfortable – so does your child's which helps routine, sleep and happiness.

Play - When you play counting or singing or action games, your child's brain builds connections that help them to make sense of the world around them and to have fun. As they get older, playing with them and helping them to play on their own or with other children builds connections in their brain that make it possible for them to think and plan, to make sense of the world around them and to develop social skills.

Talk - Your child loves the sound of your voice. They could hear well whilst in your womb and when your baby was first born they already recognised the voices of the people around them that love and look after them. They get frightened if there is too much shouting or arguing but they love your singing and the sound of your voice.

We at **Amber Family** encourage and support parents to carry out the five basic tools above to ensure their child is fully stimulated, aware and responsive at all times.