

A photograph of a man with short dark hair and a beard, wearing a dark blue t-shirt, holding a newborn baby. The man is looking down at the baby with a gentle expression. The baby is wearing a white long-sleeved shirt and is sleeping peacefully. The background is a softly lit room with a window on the left and a framed picture on the wall.

You've Got This, **DAD**

As a new Father, you have a responsibility to help your baby feel safe, secure and protected in your care. Your baby senses how you respond when they are upset, sick, or in pain. It's your actions at these times that matter most.

When you respond with love and care, this improves the feeling of attachment you have and teaches them you are there no matter what.

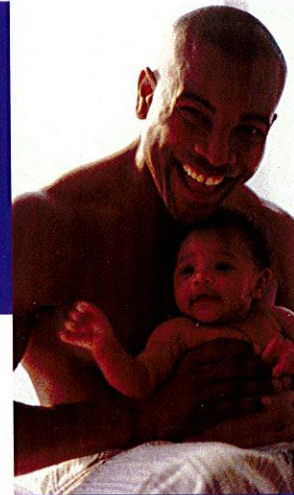
As a Father, an important part of the relationship is to enjoy playful and fun times with your baby too.

Here are a few simple ways to develop a loving attachment between you and your baby:

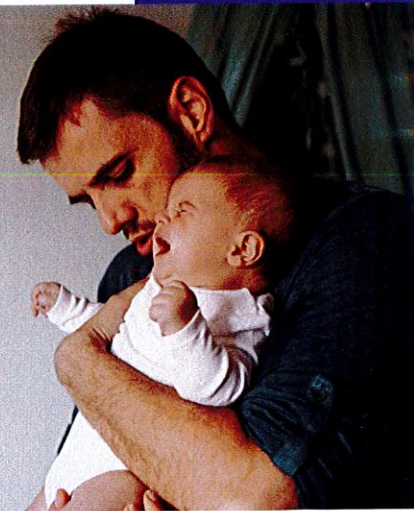


1. Promptly pick up your baby when they start crying.
2. Comfort your baby when they are hurt, upset, sick or afraid.
3. Sing, talk, and play with your baby.

Your baby will cry, and sometimes no matter what you do, you may not be able to soothe your baby. That's OK. Crying is not a problem that you can fix.



The attachment you have with your baby is not impacted by HOW MUCH your baby cries, but what YOU DO when they cry. It's okay to feel frustrated. If the crying becomes too much, recognize your frustration and lovingly put the crying baby in a safe place until you have calmed down.



Check out your
**Period of
PURPLE
Crying®**

App for more information.

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Shaken Baby Syndrome.

"Becoming Attached to Your New Baby" talks about the importance of building an attachment with your baby.

"Coping with Frustration When Soothing Doesn't Work" addresses how to cope with frustration when your baby won't stop crying.

Check out the Coping Section in the *Period of PURPLE Crying* App for articles like these and many others.

Scan the QR Code to
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This program is provided to you by healthcare providers following the birth of your new baby. Contact your healthcare provider if you didn't receive your complimentary app activation code.