

Bonding with your baby through play



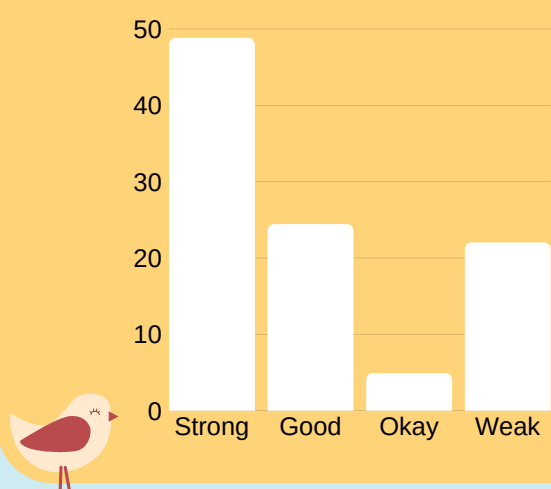
Does sensory play help you bond with your little one?

We surveyed a group of mums to see what they feel influenced their bond with their baby and just what the impact of playing with their baby had for them.

Our survey uncovered that **78%** of mums believe they suffered from anxiety after their birth of their child, with **64%** believing they suffered from post-natal depression and a similar amount suffered from stress. Some **35%** said they suffered with 'an insecure bond with their child'.

Overall, mums believed that sensory play helped strengthen their bond with their babies after just 6 months! Take a look at the results below...

How did mums feel about their bond initially?



After 6 months, did this change?

In short, yes.

After 6 months, less than **10%** of respondents felt that their bond was 'okay' or 'weak'. The majority felt that their bonds were 'strong', which jumped from **48%** to **60%**

Why do mums think this changed?

A lot of mums told us that they participated in sensory play with their babies with

70%

believing that sensory play had a positive affect on their bond with their baby!

What did our mums say?

"Play time was for just me and her. Watching her react and become excited was just so sweet and melted my heart!!"

"Babies learn through sensory play and we bonded together by having that time 1:1. Listening to my voice and having the eye contact was valuable."

