

Birth Environment

Remember, we want to increase levels of oxytocin during birth. This will help you meet your baby quicker, and we want to keep adrenaline away!

mama

You can promote your body's production of oxytocin during labour and birth by:

- Staying calm, comfortable and confident
- Avoiding disturbances, such as unwelcome people, noise and uncomfortable procedures
- Staying upright and using gravity, so your baby is pressed against your cervix and then, as the baby is born, against the tissues of your pelvic floor
- Stimulating your nipples before birth, and giving your baby a chance to suckle (breastfeed) shortly after birth

co-pilot

Co-pilots, you should focus on ways you can increase oxytocin. You can ensure:

- Her environment feels welcoming and safe. Dim the lights and use hushed voices
- She has snacks and stays hydrated
- You can provide a supportive touch, like massage or holding her hand
- Provide words of encouragement, remind her that she is working hard to meet her baby and use the affirmation cards in the pack

you've got this dream team!