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Are we there yet? When baby's big emotions come along for the ride

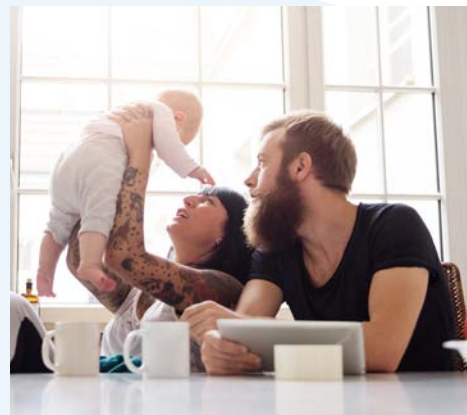
One of the hardest jobs for new parents is figuring out what cries mean. If a family feels like the cries are overwhelming, speak to a pediatrician for help.

Newborn Stage: Responding to your baby's cry is important, however, waiting 30 seconds to 1 minute before responding can lower your heart rate, allow yourself to take a breath, and help you properly respond with confidence rather than react. Pausing also helps the caregiver understand what baby's various cries mean – ultimately supporting baby's emotional development.

By 9 months: Baby may begin to throw tantrums when they are frustrated or don't get what they want. Creating a whole new emotional stage for parents to navigate. It's important to:

- begin narrating to baby what you're seeing
- verbalize what you're doing
- calmly continue with your routine to ensure them of safety and consistency

Rest assured, it's normal for babies to cry and experience their emotions through infancy and beyond. Initially, it can be hard to know what each cry means and how to help, but it's a huge part of the process of learning about your baby and letting their emotions develop.



Fuel baby's development by creating lasting family traditions

Family traditions are useful at any age and no, they are not always culturally-based! Your family traditions can be routines, activities, or events that have been passed down from generation to generation. You can also create new traditions to help baby's progress.

In general, children love routines. It gives them safety, confidence, and expectation which is very useful for the toddler brain. However, these principles can be implemented in the newborn months. Routines can help foster social and emotional development by bringing deeper connection with you as you share in these routines and traditions.

In the newborn months, this could look like:

- Cultural ceremonies welcoming baby
- Bedtime routines — a bath and a certain book read to baby
- Having consistent visitors that you want to be a part of your baby's life as they grow
- Having dance parties before meals to lighten the mood

As a parent, look back at the traditions that were done in your childhood and decide if it's something you can continue doing with your own child.

3 Key ingredients to look for in formula

During the first six months of life, baby should only be fed breastmilk or infant formula. If you make an informed decision to feed your baby formula, you will find that not all infant formulas are created the same. While only you and your pediatrician can determine the best infant formula for your baby, there are some important nutrients to consider when comparing brands.

- **Brain building nutrients** like Omega-3 DHA which is important for baby's brain development and learning potential.
- **Immune supporting nutrients** like HMO's, prebiotics and key vitamins and minerals. HMO's can help support lung health. Prebiotics increase good bacteria in the gut. Vitamins C & E, and selenium support immune cell function.
- **Gut health promoting nutrients** like prebiotics and easy to digest proteins. Prebiotics promote soft stools. Proteins patterned after breast milk are easy-to-digest.

Enfamil's family of formulas, the #1 trusted formula brand by pediatricians* and parents, have a global expert-recommended amount of brain-building Omega-3 DHA. As a parent, you're excited to see baby reach big milestones and you can count on Enfamil to provide trusted nutrition to fuel baby's potential for the best start in life.

*among those with a preference



Selecting the best formula for your baby's development

Selecting the best formula for your baby's development can be a lot to take in. You want to understand which ingredients support your baby's needs, while recognizing that there is science behind certain formula brands that provide clinical support for long-term growth outcomes.

When looking into formula, consider:

- **Enfamil** is the only leading infant formula brand that has DHA at an amount recommended by experts and shown to provide long-term brain-building benefits up to age 5. It also has a triple prebiotic immune blend that has 2'FL HMO and prebiotics. Each has been shown to support immune health.
- Enfamil also offers specialized solutions for your baby's needs; if your baby is gassy or fussy, try **Enfamil NeuroPro Gentlease** for all-in-one digestive comfort – designed to reduce fussiness, gas, and spit-up in 24 hours. You may also need to consider a sensitive formula, like **Enfamil NeuroPro Sensitive**. These products are designed for tummy troubles with easy to digest proteins and lower lactose than standard routine formulas.
- Nutrition inspired by breastmilk, **Enfamil Enspire Optimum** is the first leading formula with lactoferrin, a key protein also found in breastmilk and colostrum that supports immune health. It also has naturally occurring Milk Fat Globule Membrane (MFGM) and an exclusive HuM06 premium immune blend of dual Human Milk Oligosaccharides (HMOs), 2'-FL & LnNT, vitamin C, vitamin E, selenium and zinc.

When you start your baby on a new formula, baby may need a few days to get used to it. Same goes for new foods! As always, follow up with your pediatrician if you become concerned.

You're on an amazing journey – and no matter what you decide to do, know that Enfamil's got you covered.



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Registered dietitian nutritionist,
board certified specialist in pediatric
nutrition, certified lactation counselor,
and medical science liaison at Reckitt.



#1 trusted infant formula brand by pediatricians* and parents

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CONSUMER REVIEWS:

"Definitely my go to formula. Both my previous kids used this and never had an issue. Will definitely be purchasing again once the baby is born."

"I was given this in the NICU when my daughter was there and it is the best thing for her. It does her belly good to be full with this."

"None of the other brands compare. It keeps my baby healthy and happy."



About Enfamil

You're on an amazing journey. And whether you're starting out with formula, supplementing or switching, we're here to help, with a complete family of brain-building, everyday nutrition and specialty formula solutions backed by decades of research.

Where exactly do you start? Enfamil NeuroPro™ Infant or Enfamil® Enspire™ are excellent formulas for routine / everyday feeding.

Learn more from **Enfamil's Village of Experts** – because every parent needs their own village to help fuel baby's wonder



Check out Enfamil on social:



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For coupons, offers, and free samples – join Enfamil Family Beginnings

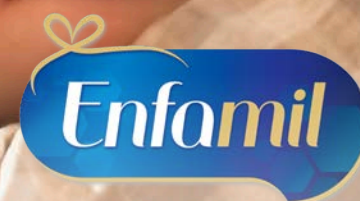
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Your Development Roadmap to Year One

Simple advice from Enfamil's Village of Experts



Let's Fuel the Wonder



#1 trusted infant formula brand for brain building and immune support

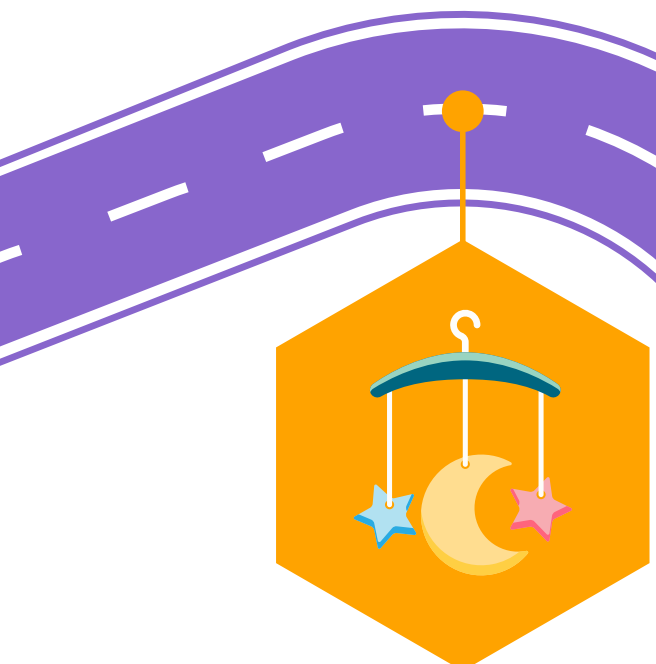
Baby's first roadtrip

A roadmap to help baby thrive in all domains - provided by
Enfamil's Village of Experts

- Cognitive
- Social
- Motor
- Language

1st
Baby's first check up after birth

- Lays on tummy / rests head
- Moves both arms and legs
- Calms when fed
- Cries with discomfort, hunger, etc.



- Activities between 0-2 months**
- Begin tummy time and vary playtime positions (side-lying and back) Encourage baby to lift head to follow moving objects with their eyes/head (High contrast items work best)
 - Routinely sing, cuddle, and talk to baby
 - Start incorporating reading

2nd
Month Check up

- Lifts head 45 degrees in tummy time
- Opening/closing hands
- Enhanced eye tracking
- Calms down when spoken to or picked up
- Looks & smiles at familiar faces

- Activities between 2-4 months**
- Roll baby into / out of tummy time
 - Switch carrying positions to improve head control
 - Often offer rattle to encourage grabbing
 - Introduce new facial expressions and sounds
 - Speak to baby in a slow, higher-than-normal pitch



How to spot feeding cues
 Watch for signs of hunger, such as putting hands to mouth, turning head towards breast/bottle, or smacking/licking lips.

4th
Month Check up

- Uses forearms to lift head and chest in tummy time
- Grasps your fingers / toys
- Brings hands to mouth
- Opens mouth when hungry
- Responds to affection
- Follows you with eyes
- Copies your facial expressions
- Makes "ooo" or "ahhh" sounds
- Turns heads towards noises

- Activities between 4-6 months**
- Encourage baby to grab their toes when on back
 - Introduce sitting during playtime
 - Teach baby to lean forward on hands for support in sitting
 - Introduce teething toys to explore with mouth
 - Introduce new textures / sounds to baby
 - Take baby outside for walks and encourage exploration
 - Bring baby into kitchen to see eating / making food
 - Blow raspberries on their belly and encourage sound imitation
 - Look into a mirror with your baby / point and label body parts
 - Sing nursery rhymes together for language development

6th
Month Check up

- Baby rolls from back to tummy and inverse (6-7 months)
- Enjoys playtime
- Enjoys looking at self in mirror / recognizes familiar faces
- Takes turns making sounds with you

- Activities between 6-9 months**
- Show baby how to get from sitting to tummy and vice versa
 - Practice stacking blocks, rings on a peg or removing tissues from box
 - Play pat-a-cake and peek-a-boo
 - Encourage exploration of new places and people
 - Reciprocate baby's sounds to mimic conversation
 - Use sign language, especially during meal time



9th
Month Check up

- Baby sits up without added support
- May scoot and crawl and kneel (8-11 months)
- Looks for object when removed from sight
- Can be fearful of strangers
- Shows facial expressions
- Babbling including "mamamama"
- Lifts arms to indicate desire to be picked up

- Activities between 9 months - 1 year**
- Encourage standing / cruising by putting toys on sofa or table
 - Have baby help turn book pages
 - Incorporate family meals
 - Narrate what you're doing: "Mommy is pouring water."
 - Introduce body part recognition - ask "where are baby's feet?"



Movement:
 Have baby practice watching a toy or your face moving in an arc from one side to the other when on their back. This helps baby learn to control their head movements. They will be most interested in looking at high-contrast cards.



1 year
Check up

- Baby cruising along furniture
- Independent walking may occur (10-18 months)
- Baby manipulates objects with hands in a variety of ways
- Baby can put items in containers e.g., blocks in a cup
- Enjoys toys where items appear and disappear
- Waves bye-bye
- May call mama or dada directly
- Baby understands "no"

Language:
 If baby coos or makes sounds, make the sound back. Reciprocity is an important foundation of language development.



Laying the groundwork: creating space to practice motor skills

All the amazing things your little one will learn to do in their first year are truly spectacular. When it comes to the long list of movement milestones your baby will experience in year one, there is one thing they all have in common: they usually happen on the floor! The floor is where babies flourish. It is where they will discover the joy of rolling and take their first steps. It's also where they might topple over or have their first fall.

New skills are learned through trial and error, so your baby needs the freedom of the floor to experiment with movement. You can help set your baby up for success with motor development by creating a baby-proofed floor space for them to explore from day one — prioritizing free floor over play in container devices, like bouncers and exersaucers. If your floor isn't safe due to siblings, pets, or other factors, you can utilize alternatives such as an enclosed pop-up play area, play yard or baby gates to ensure they have room to move and explore without restriction. You can learn a lot about what motivates them, notice new skills they are working on, and track their progress along their unique developmental journey.

Road work ahead: supporting your newborn's motor skills

It may seem like all a newborn does is eat, sleep and poop. But between all that, there's actually a lot going on in their body and brain. Motor development happens from the top down, meaning a baby must first learn to control their head, then their arms, then their lower body. A newborn's first job when it comes to their motor skills is to learn how to move their head with purpose. They learn to gain control of their head by following a moving object with their eyes while on their back, lifting their head during tummy time and holding their head steady when you carry them. Letting them experience a variety of positions throughout the day can help them get accustomed to life outside of the womb as they begin to stretch out their limbs and strengthen their muscles.

At first, the movements of their arms and legs will be more random and sporadic but you will notice them become smoother and more purposeful over the first 3 months. As they learn to control their head and their vision becomes sharper, they will start to gaze at their hands. You may notice their hands are open more often instead of close fist. As they get closer to 3 months old, they will gain more control of their arm movements and be able to purposefully bat or swat at toys, even getting those little hands into their mouths.

Meet Enfamil's Village of Experts
Dr. Brita DeStefano
 @progressthroughplay
 Movement Expert

Board certified pediatric physical therapist, mom of two, and owner of Progress Through Play (la concierge practice serving children birth to 2 years old in Denver, CO).

