

With a mattress at the bottom, it also becomes the baby's first bed.

Mortality rates have dropped from 65 per 1,000 in 1938, to 2.3 per 1,000 in 2015. A safe sleep environment is achieved as the baby is provided its own sleep space with a new and firm mattress. The box is light and portable meaning the little one can always nap in the same room as their parents and is also wide enough to enable supervised tummy-time.



Judith HUGHES

Managing Director, Halilit & Taf Toys UK
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Q Are toys important for my baby's development?

A From the moment they are born babies start on a long path of learning and discovery. By introducing developmentally appropriate toys at the right stages parents can help their little ones make sense of the surrounding world. Start by

adding a cot mobile to your little ones nursery, as the combination of hanging toys, music and movement will stimulate senses, cognitive abilities and emotional intelligence. Play mats and gyms are a great aid for physical development as the various textures and toys encourage fine and gross motor skills. Add some rattling toys to encourage their grasp plus musical toys to teach about cause & effect and also improve hand-eye coordination. Activity toys are also great when on the go - there are plenty of stroller toys and even in-car toys which are great for keeping little ones occupied whilst enhancing motor skills and senses.



as 'feeders' into popular junior schools, which is why they are particularly popular. As such, the entrance procedure can be fiercely competitive.

The solution to all this is to start understanding and researching schools that you favour as early as possible, always keeping in mind logistics - a 20 minute car journey may sound like nothing, but in rush hour, can be horrendous. Next, it is important to look into registration date deadlines. These can differ from one nursery and pre-prep to the next. Make sure you download the relevant forms and prepare registration payments as soon as possible.

Once done, you can relax a little in the knowledge you have done all that you can do at this stage for your child when it comes to thinking about schools.

We understand that all children are different, which is why we always begin with an initial consultation to develop a deep understanding of your child's needs.



Veronica MORANT

Founder of Mavor Associates providing educational guidance to navigate the UK educational system
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Q Why do parents need to think about schools for their newborns?

The UK educational system offers a variety of options and it's important to understand which option best suits you and your family.

Should you favour Independent schools, this is something that you will have to consider at the birth of your child, (and in some cases, before!) The British private school sector is extremely popular, particularly in London, and is often over-subscribed. Entry to these schools is highly competitive and is often selective from the ages of 4+. Some nursery schools and pre-preparatory schools are part of a larger preparatory school or viewed



Heather MORRIS

Registered General Nurse and State Certified Midwife. She is mum to Freddy, Harry and Jack.
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Q How can I prevent nappy rash?

A Most babies get nappy rash at some stage, no matter how careful you are with skin care. Nappy rash usually starts when your baby's delicate skin is in prolonged contact with wee (urine) and poo (faeces) in the nappy. So try to change wet or soiled nappies as soon as possible, even when your little one is sleeping. Clean the

whole nappy area thoroughly, wiping from front to back, using plain water or alcohol and fragrance free baby wipes. Always gently pat the skin dry after washing and avoid vigorous rubbing. Try to avoid using soap, bubble baths or talcum powder. Also steer clear of tight-fitting plastic pants over nappies.

Good skin care will help prevent nappy rash. Try to leave the nappy off for as long and often as possible to let the air get to your baby's skin. Lie your little one on a towel just in case of accidents. Most babies enjoy the freedom of not wearing a nappy and being nappy-free means less time in contact with nappy-rash causing irritants.

Use a barrier cream or lotion at each nappy change to protect your baby's skin. Your local pharmacist will be able to advise which one is most suitable for your baby. When you're out, you may find a spray barrier lotion quicker and easier to use.



Katie HILTON

Expert Midwife and Health Visitor for iCandy, with 14 years of experience supporting parents
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Q Why is posture important when weaning?

A When it comes to weaning your baby starting with a good posture is an essential element of feeding. It is also particularly important from a safety perspective. An ideal sitting position encourages good body and head alignment directing food from the mouth into the oesophagus and away from the airway, preventing choking. Good posture also ensures stability of the torso

to support the head and allow effective breathing, improves head control leading to jaw stability, tongue and lip control, provides security and comfort, encourages improved concentration when eating, allows for better hand to mouth coordination, encourages greater communication at mealtimes, improves digestion and encourages acceptance of new foods. Poor posture during eating can result in your child feeling tired during mealtimes, feeling discomfort whilst sitting or in a highchair which can lead to development of poor eating skills and an increasing risk of aspiration, (food or fluid going down the airway instead of the oesophagus). If young children experience discomfort during mealtimes they may develop negative associations and begin to display fussy eating behaviours. Instead, ensure



Karina GRASSY

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Q Choosing the correct sleeping bag for your baby

A Many parents prefer sleeping bags to conventional bedding, as sleeping bags allow babies to move and wriggle freely without kicking off the covers becoming cold and then waking in the night.

Sleeping bags can be used from birth and are the safest way for baby to sleep. When make a choice for newborns, always check that the neck size is correct and that the bag has adjustable poppers in the armhole which will stop your baby from slipping down inside the bag while asleep.

It is important to choose a sleeping bag that's suitable for the seasons and be sure to refer to the tog guide for accurate information. The higher the tog rating (weight) the warmer the sleeping bag and never use a sleeping bag with a quilt or duvet, as it will make your baby far too hot.

And for toddlers learning to walk, why not try the new sleeping bag with feet.

