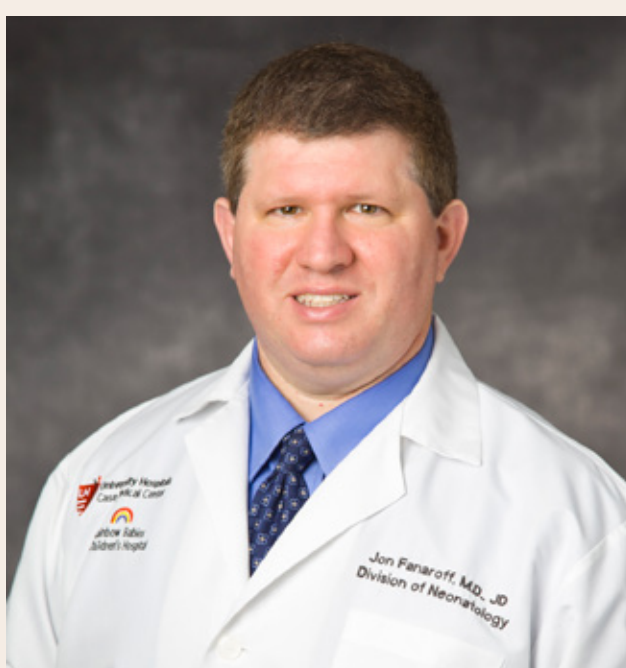


University Hospitals Rainbow Babies & Children's and baby carriers

Jonathan Fanaroff

Neonatologist and Director, Center for Pediatric Ethics
University Hospitals Rainbow Babies & Children's | Cleveland, OH

“In 1970, University Hospitals Rainbow Babies & Children's physicians published the landmark papers on infant-parent bonding, establishing for the first time the importance of eye-to-eye contact between baby and parent and the bond it creates,” says Jonathan Fanaroff, MD, JD, Neonatologist and Director, Center for Pediatric Ethics at University Hospitals Rainbow Babies & Children's, Cleveland.



According to Jonathan Fanaroff, MD, JD son of Dr. Avroy Fanaroff, MD, considered the godfather of modern neonatal care, a baby carrier with front-wearing design and intimate, secure fit, like the BABYBJÖRN Baby Carrier, is well-suited to build the critical parent-infant bond.



Avroy Fanaroff, MD

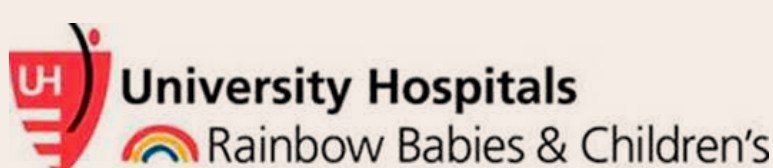
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“Today, medical experts around the world tout as conventional wisdom the importance of parent-infant bonding, particularly during the first six months of life. With the front baby carrier design, baby faces parent during early months and remains physically close to mom or dad. The visual contact and bodily warmth of the parent help the baby adapt to life outside the womb. Baby Carriers help position the baby comfortably and at the same time provide the proper support for the infant's spine, hips and head,” He said.

“The parents' natural movements help to calm baby and ease stress,” said Dr. Fanaroff. “Newborns can be positioned comfortably in the carrier and can face mom or dad during the early months of life, providing them with visual contact and bodily warmth. As baby grows older, he or she can be carried facing forward to explore the world.”

“UH Rainbow Babies & Children's Hospital is consistently ranked by health and consumer organizations as one of the nation's top children's hospitals for newborn care. We have trained many leading pediatric specialists and generalists. Based on our landmark research into parent-infant bonding, we support the use of front positioned baby carriers such as those made by BabyBjörn with families who have children under our care,” said Dr. Fanaroff.

UH Rainbow salutes BabyBjörn for 50 years of designing and creating a baby carrier that helps keep baby close from the very beginning of life.



BabyBjörn