



my
Hug Plan

A plan to help expecting
moms ensure their babies
get the hugs they need,
immediately following birth.



HUGGIES
BRAND


Huggies believes in the power of hugs. And Hug Plans.




This Hug Plan is designed to enhance your own Birth Plan by helping you provide skin-to-skin hugs for your baby immediately after birth. It was developed by medical experts in


conjunction with Huggies. Huggies has always believed in the power of hugs. And we hope this plan will help you ensure your baby receives hugs, according to your wishes.


All decisions regarding this plan should be made together with your doctor or midwife.


WITHIN MINUTES OF BIRTH,  your baby is placed on your bare skin


TRY TO HUG FOR 1-2 hours or more 

How Do I Hug?



45°  Lie at an angle of at least 45°

HOLD & HUG your baby upright between your breasts 

GARMENTS can be purchased to make SKIN-TO-SKIN more comfortable or a sheet can be placed over you and your baby 

Why should I hug?

Over 600 medical studies show that all forms of touch are beneficial to the health and development of babies. These benefits include:

- ✓ Better regulation of body temperature
- ✓ More stable heart rate
- ✓ Improved oxygen levels
- ✓ Faster weight gain
- ✓ Shorter hospital stays
- ✓ Improved sleep
- ✓ Stronger parent/baby attachment
- ✓ Greater success with breastfeeding
- ✓ Healthier brain development
- ✓ Less illness
- ✓ Less stress
- ✓ Reduced pain



my Hug Plan

My full name is _____,
and this is my plan to provide skin-to-skin hugs for my baby
on the day that I give birth, according to my wishes:

MY HUGS

I want to be the first to hold my baby on my bare skin as soon as possible after birth and:

- Before the cord is cut and clamped
- After the cord is cut and clamped

I want to be the first to hold my baby on my bare skin as soon as possible after birth and:

- Before my baby is cleaned off with a towel
- After my baby is cleaned off with a towel

After my baby is diapered, I want to continue providing skin-to-skin hugs for the following length of time:

- 1-2 hours (referred to as the "Golden Hours")
- Until my baby's first feeding
- Other (SPECIFY) _____

While being transferred to the postpartum ward, I want to continue providing skin-to-skin hugs if possible:

- Yes
- No

MY DESIGNATED ALTERNATE HUGGER

I want the following person to be in the delivery room in order to help me provide skin-to-skin hugs if necessary:

- My Partner (FULL NAME)

- Other (FULL NAME)

(cont'd) >



my Hug Plan

MY GOWN OR GARMENT

To help facilitate skin-to-skin hugging as soon as possible, I want to wear:

- A skin-to-skin-friendly birthing gown which I have provided
- A “skin-to-skin tube top” which I have provided
- A standard hospital-issue gown, open to the front
- Other (SPECIFY) _____

HUGGING DURING ROUTINE PROCEDURES

To help ease my baby’s stress and pain during routine procedures, such as heel pokes and blood collection, I want to provide skin-to-skin hugs at least 5-15 minutes prior:

- Yes
- No

HUGGING DURING A C-SECTION

If I require a C-section, I want:

- To give skin-to-skin hugs to my baby following delivery or as soon as possible
- My designated alternate hugger to help me provide skin-to-skin hugs

HUGGING TWINS

In order to provide skin-to-skin hugs for both my babies, I want:

- To have my babies placed on my chest at the same time
- To have one baby placed on my chest while my designated hugger provides skin-to-skin for the other

WHO SHOULD RECEIVE THIS HUG PLAN?

Once you have completed your Hug Plan, make 2 copies. Before your third trimester, discuss your Hug Plan with your doctor or midwife and provide a copy. Then take the second copy to the hospital the day you go into labour. When you check in with Labor & Delivery, speak with your primary nurse about providing skin-to-skin hugs. And give her the second copy of your Hug Plan, along with your Birth Plan if you have one.

